



**IDAHO TRANSPORTATION DEPARTMENT**

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August 24, 2012

John Moffat  
Regional Administrator  
National Highway Traffic Safety Administration Region 10  
Jackson Federal Building, 915 Second Avenue, Suite 3140  
Seattle Washington 98174-1079

RE: Idaho's Highway Safety Performance Plan FFY 2013

Dear Mr. Moffat,

Enclosed with this letter is Idaho's Highway Safety Performance Plan (HSPP) for FFY 2013.

This plan is data driven and has gone through numerous development and approval processes. We have worked with Idaho Traffic Safety Commissioners and Strategic Highway Safety Plan committees during the development process. On June 7, 2012, it was accepted by the Idaho Traffic Safety Commission, and on August 16, 2012, the plan was presented to and adopted by the Idaho Transportation Board. Resolution ITB 12-35 is enclosed that memorialized this adoption.

The plan also includes a list of equipment exceeding \$5,000 that our Office of Highway Safety anticipates grantees will purchase. Also contained within the plan is an ITD organization chart connecting the Governor's Representative to the Office of Highway Safety.

A list of our Idaho Traffic Safety Commissioners and Strategic Highway Safety Plan (SHSP) Oversight team members and SHSP Emphasis Area team leaders, which represent six Idaho Transportation Department districts, both state and local ordinances, and NHTSA eight highway safety priority areas, for the planning and implementation of Highway Safety programs in Idaho are all included within the attached plan.

We look forward to be working with NHTSA, FHWA, and all of our highway safety partners in the coming year as we continue to eliminate traffic deaths, serious injuries, and economic losses for all Idahoans.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Brian W. Ness', with a small 'for' written to the left.

Brian W. Ness  
Director, Idaho Transportation Department  
Governor's Representative for Highway Safety

Encl. Idaho Highway Safety Performance Plan FFY 2013  
Cc: Peter Hartman, Idaho Division Administrator, FHWA

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Highway Safety Report and Highway Safety Performance Plan FY13. HSM Jennings said the goal of the Highway Safety Program is to eliminate deaths, serious injuries, and economic losses resulting from traffic crashes by implementing programs to address driver behaviors. In 2011, there were 167 fatalities and 10,866 injuries as a result of traffic crashes in Idaho. The state's fatality rate of 1.08 is lower than the national rate of 1.09 fatalities per 100 million annual vehicle miles traveled.

HSM Jennings presented the FY13 Highway Safety Performance Plan. It is prepared annually in accordance with federal requirements to identify and address Idaho's most critical behavior-related highway safety problems. Federal grant funding for state and local activities is estimated at \$7.2 million for FY13. Some of the focus areas are impaired drivers, aggressive driving, youthful drivers, and safety restraints. The Plan was approved by the Idaho Traffic Safety Commission at its June meeting.

Member Gagner made a motion, seconded by Member Vassar, and passed unanimously, to approve the following resolution:

RES. NO. WHEREAS, Idaho experienced 20,833 reportable traffic crashes, 167 traffic  
ITB12-35 deaths, and 10,866 people injured in 2011; and

WHEREAS, the economic cost of traffic crashes in Idaho for 2011 was just over \$2.1 billion; and

WHEREAS, Idaho's fatality rate for 2011 was 1.08 fatalities per 100 million annual vehicle miles traveled, which is lower than the estimated national rate of 1.09 fatalities per 100 million annual vehicle miles traveled; and

WHEREAS, the Idaho Transportation Department's goal is to have zero traffic deaths; and

WHEREAS, the National Highway Traffic Safety Administration (NHTSA) may allocate about \$6.2 million in funding behavior safety programs for Idaho to reduce traffic deaths and serious injuries; and

WHEREAS, the Federal Highway Administration may allocate about \$1 million from the Highway Safety Improvement Program for behavior type projects; and

WHEREAS, the Idaho Traffic Safety Commission and the Office of Highway Safety have developed the Highway Safety Performance Plan for Federal Fiscal Year 2013 to work towards the elimination of Idaho traffic deaths, serious injuries, and economic losses; and

WHEREAS, the Highway Safety Performance Plan is required by NHTSA in order to receive funding from NHTSA.

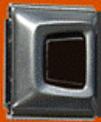
*NOW THEREFORE BE IT RESOLVED*, that the Idaho Transportation Board adopts the Highway Safety Performance Plan for Federal Fiscal Year 2013, which is on file in the Office of Highway Safety.

# Idaho

## Highway Safety Performance Plan

8 out of 10 Idahoans  
Buckle Up.

Do you?



Idaho Transportation Department

FFY 2013



YOUR  
CHOICE!



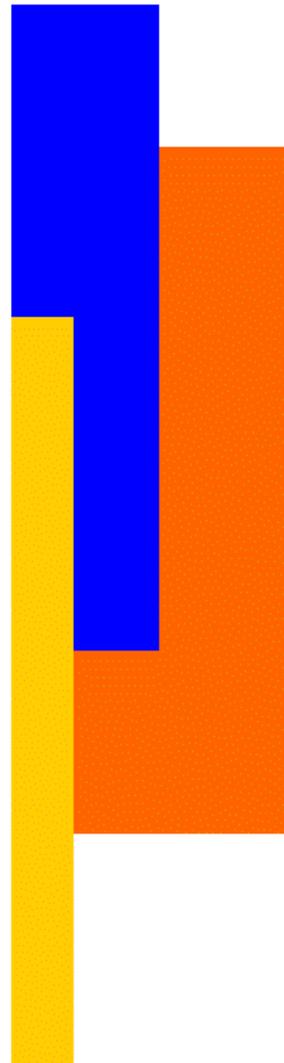
Sponsored by Idaho  
Law Enforcement and the  
Idaho Transportation Department

EXCESO DE  
**VELOCIDAD**

Reduzca la velocidad antes de que sea demasiado tarde



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# Highway Safety Performance Plan

For more information contact:

**Brent Jennings, P.E.**

Highway Safety Manager

Office of Highway Safety

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## Description of the Program

The Office of Highway Safety (OHS), administers the Federal Highway Safety Grant Program, which will be funded by formula through the transportation act entitled Safe, Accountable, Flexible, Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU), and the Highway Safety Act of 1966. The goal of the program is to eliminate deaths, injuries, and economic losses resulting from traffic crashes by implementing programs designed to address driver behaviors. The purpose of the program is to provide grant funding, at the state and community level, for a highway safety program addressing Idaho's own unique circumstances and particular highway safety needs.

# ***Highway Safety Performance Plan***

*(continued)*

## ***Process Descriptions***

### **Traffic Safety Problem Identification**

A “traffic safety problem” is an identifiable subgroup of drivers, pedestrians, vehicles, or roadways that is statistically higher in crash experience than normal expectations. Problem identification is a data driven process that involves the study of relationships between traffic crashes and the population, licensed drivers, registered vehicles, and vehicle miles traveled, as well as characteristics of specific subgroups that may contribute to crashes.

In accordance with Federal requirements, one element of the plan is to discuss how traffic safety problems would be identified and addressed over the course of the three years. The process used to identify traffic safety problems began by evaluating Idaho’s experience in each of the National Highway Traffic Safety Administration’s (NHTSA) eight highway safety priority areas. These program areas were determined by NHTSA to be most effective in eliminating motor vehicle crashes, injuries, and deaths. Consideration for other potential traffic safety problem areas came from analysis of the Idaho crash data and coordination with the Idaho Strategic Highway Safety Plan. The Strategic Highway Safety Plan (SHSP) is a statewide-coordinated plan that provides a comprehensive framework for eliminating highway fatalities and serious injuries on all public roads.

Comparison data was developed, where possible, on costs of crashes, the number of crashes, and the number of deaths and injuries. Crash data, from the Idaho State Collision Database, was analyzed to determine problem areas as well as helmet use for motorcycles and bicycles, child safety-restraint use, and seat-belt use. Population data from the Census Bureau, Violation and license suspension data from the Economics and Research Section, Idaho Transportation Department and arrest information from the Bureau of Criminal Identification, Idaho State Police (ISP) was also used in the problem identification.

Ultimately, Idaho’s most critical driver behavior-related traffic safety problems were identified. The areas were selected on the basis of the severity of the problem, economic costs, and availability of grantee agencies to conduct successful programs, and other supportable conclusions drawn from the traffic safety problem identification process.

### **Establishing Goals and Performance Measures**

The primary goal of the highway safety grant program has been, and will continue to be, eliminating motor vehicle, bicycle, and pedestrian deaths, serious injuries, and economic losses. The results of the problem identification process are used by the Office of Highway Safety (OHS) staff to assure resources are directed to areas most appropriate for achieving the primary goal and showing the greatest return on investment. Performance measures and goals are consistent with NHTSA requirements and the SHSP goals.

In October 2011, the Idaho Traffic Safety Commission (ITSC) voted to accept the Idaho Focus Areas and approved the targeted funding ranges anticipated to be programmed for the next year.

In keeping with the requirements of the Idaho Legislature, the Idaho Transportation Department (ITD) has implemented Zero Based Budgeting for the State Fiscal Year 2013 budget. ITD has recently experienced an organizational realignment and as a result both the Safe Routes to School (SR2S) and Statewide Bicycle and Pedestrian programs are managed by the Public Transportation. These two programs are funded through other sources. As a result, OHS will no longer fund Bicycle and Pedestrian program, except for funding the Cross Walk enforcement patrols in the higher risk cities. OHS will continue working in partnership with the SR2S and Statewide Bicycle / Pedestrian programs and with the SHSP Bicycle/Pedestrian emphasis team to support Pedestrian and Bicycle safety programs. As in the past, OHS fully intends to pursue Federal Highway Administration (FHWA) flex funds for highway safety behavior programs.

The approved funding ranges approved in October 2011 by the ITSC are:

<b>Focus Area</b>	<b>Target Funding Range</b>
Safety Restraint Use	18-30%
Aggressive Driving	18-30%
Impaired Drivers	18-30%
Youthful Drivers	8-20%
Distracted Driving	5-20%
Roadway Safety/Traffic Records	5-15%
Crash Responses (EMS)	5-10%
Motorcycle	0- 5 %
Bicycle and Pedestrian Safety	0- 5 %
Other	0-10%

### **Project Development**

The annual project selection process begins by notifying state and local public agencies involved in traffic-related activities of the availability of grant funds. A Request for Proposal (RFP), reflecting the focus areas considered for funding, is released at the beginning of January. Grant applicants must complete and submit a Letter of Intent by mid February. Copies of the application form and instructions are provided at the end of this document.

Once the application period has closed, potential projects are sorted according to the focus area that most closely fits the project. OHS evaluates each project's potential to eliminate death and injury from motor vehicle crashes. Funding decisions are based on where the crash data indicates a traffic safety problem that grant funds may be able to reduce.

Funding recommendations are incorporated into the Highway Safety Performance Plan (HSPP) and are presented to the ITSC for approval. The HSPP is presented to the Idaho Transportation Board for approval and then is sent to NHTSA for final approval. A flow chart depicting the entire process is contained on the following page.

# ***Overview of the Highway Safety Performance Plan Process***

FLOW	TIME	PURPOSE
Traffic Safety Problem Identification Activities	<b>September</b>	Analyze data – causes and trends. Define problems and problem areas of state.
↓		
ITSC/Staff Planning Session	<b>October</b>	Review focus areas, goals, and funding ranges. Modify as necessary and supportable by data analysis. Determine and approve funding distribution for focus areas and overall direction of program.
↓		
Grant Application Period	<b>January/February</b>	Provide notice of fund availability and solicit applications for targeted problem areas.
↓		
Draft Highway Safety Performance Plan (HSPP)	<b>March/April</b>	Clarify project proposals, prioritize projects, and develop draft language and spending plans.
↓		
ITSC Approval	<b>June</b>	Formal presentation to the ITSC of programs and projects to address problem areas determined in the Problem Identification. ITSC formal approval of the Highway Safety Performance Plan.
↓		
Transportation Board Approval	<b>August</b>	Formal approval is through the Transportation Board. HSPP due to NHTSA and FHWA.
↓		
Projects Start	<b>October</b>	Field implementation once funding is received.

# Idaho Traffic Safety Commissioners

The Idaho Traffic Safety Commission has input throughout the development process of our Highway Safety Plan. The OHS maintains contact primarily through regular email and our Highway Safety **Quick Notes**. The current commissioners are:

## **Judicial (Court)**

The Hon Judge George Hicks  
Magistrate  
**Elmore County**

## **Judicial (Attorney)**

Louis Marshall  
Prosecutor  
**Bonner County**

## **State Law Enforcement**

Ralph Powell  
Lieutenant Colonel  
**Idaho State Police**

## **Local Law Enforcement**

Sheriff David Johnson  
**Bingham County Sheriff's Office**

## **Local Law Enforcement**

Chief Jeff Wilson  
**Orofino Police Department**

## **Idaho Transportation Department**

- L. Scott Stokes, *Chief Deputy*, assigned by Brian Ness, Governor's Representative
- Brent Jennings, P.E.  
*Highway Safety Manager*

## **Municipal**

Mayor Greg Lanting  
**City of Twin Falls**

## **Medical**

Ginger Floerchinger-Franks Dr PH  
Director  
**Idaho Trauma Registry**

## **Public Education**

Vacant

## **Public Education**

Stacy (AX) Axmaker  
Director  
**Idaho Star Program**

## **Medical (Private Sector)**

Karla Bryan, RN, BSN  
**Eastern Idaho Regional Medical Center**

## **Legislative**

Representative Joe Palmer  
**Idaho House of Representative**

## **Legislative**

Senator Jim Hammond  
**Idaho State Senate**



# Idaho Strategic Highway Safety Plan

## Oversight Team and Team leaders as of July 1, 2012

<b>Oversight Team:</b>	<p>Scott Stokes, Oversight Team Chairman, Chief Deputy, Idaho Transportation Department</p> <p>Brent Jennings, Highway Safety Manager, Idaho Transportation Department</p> <p>Ginger Floerchinger-Franks, Trauma Registry Director, Idaho Hospital Association</p> <p>Lance Johnson, Safety and Traffic Program Manager, Federal Highway Administration</p> <p>Tony Poinelli, Deputy Director, Idaho Association of Counties</p> <p>Jerry Russell, Director, Idaho State Police, represented by Major Ralph Powell</p> <p>Shirley Wise, Regional Program Manager, NHTSA</p>
<b>Safety Restraint Team Leader:</b>	<p>Kyle Wills Officer, Boise Police Department</p>
<b>Impaired Driving Team Leader:</b>	<p><i>Leader to be determined</i></p>
<b>Aggressive Driving Team Leader:</b>	<p>Ted Piche Sergeant, Lewiston Police Department</p>
<b>Distracted Driving Team Leader:</b>	<p>Matt Pavelek Sergeant, Nampa Police Department</p>
<b>Youthful Driver Team Leader:</b>	<p><i>Leader to be determined</i></p>
<b>Motorcycle Safety Team Leader:</b>	<p>Stacey Axmaker Director, Idaho STAR Program</p>
<b>Vulnerable Users, (Bike, Pedestrian, and Mature Drivers) Team Leader:</b>	<p><i>Leader to be determined</i></p>
<b>Commercial Vehicles Team Leader:</b>	<p>Bill Reese Captain, Idaho State Police</p>
<b>Lane Departure Team Leader:</b>	<p>John Perry Field Operations Engineer, Federal Highway Administration</p>
<b>Intersections Team Leader:</b>	<p>Bruce Christensen Traffic Engineer, Idaho Transportation Department</p>
<b>Emergency Response Team Leader:</b>	<p><i>Leader to be determined</i></p>

# ***Goals and Performance Measures***

## **Mission Statement**

We support the Department's mission of "Your Safety, Your Mobility, Your Economic Opportunity" by conducting programs to eliminate traffic deaths, serious injuries, and economic losses from motor vehicle crashes through funding programs and activities that promote safe travel on Idaho's transportation systems, and through collecting and maintaining crash data and utilizing reliable crash statistics.

## **Vision Statement**

To be a leader in promoting safety on Idaho's roads in an efficient and effective manner.

## **Primary Goal**

Consistent with our performance measures approved by the ITSC in October 2008 later updated on October 2009, our primary goal is to reduce traffic deaths to a 5-year average of no more than 218 by 2012.

## **Primary Performance Measures, Benchmarks, & Strategy**

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 2007 benchmark is comprised of five years of crash data and exposure data for the years 2003 through 2007. NHTSA has instituted a set of ten core outcome performance measures and one core behavioral performance measure for which the States shall set goals and report progress. There are three additional activity measures for which the states are required to report progress on. For more information, see "Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025), link:

<http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf>.

The data to be used in determining goals for the performance measures is provided to every State by the National Center for Statistics and Analysis (NCSA) and can be found at the State Traffic Safety Information website:

[http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/16\\_ID/2010/16\\_ID\\_2010.htm](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/16_ID/2010/16_ID_2010.htm) ).

The goals listed below were presented to the Idaho Traffic Safety Commission in the October 2011 Performance Planning meeting and will be updated with new benchmarks in 2012.

*C-1. Reduce the five year average number of fatalities.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		269
2008	-	268	257
2009	-	251	250
2010	-	240	237
2011	-	228	
2012	-	218	

*C-2. Reduce the five year average number of serious injuries.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		1,716
2008	-	1,705	1,695
2009	-	1,687	1,642
2010	-	1,670	1,559
2011	-	1,652	
2012	-	1,634	

*C-3. Reduce the five year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT).*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		1.80
2008	-	1.80	1.70
2009	-	1.64	1.63
2010	-	1.55	
2011	-	1.46	
2012	-	1.38	

*C-4. Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		121
2008	-	120	113
2009	-	118	109
2010	-	114	99
2011	-	108	
2012	-	100	

*C-5. Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		84
2008	-	84	79
2009	-	82	75
2010	-	80	73
2011	-	78	
2012	-	76	

*C-6. Reduce the five-year average number of fatalities resulting from crashes involving speeding.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		82
2008	-	80	80
2009	-	79	82
2010	-	79	76
2011	-	78	
2012	-	77	

*C-7. Reduce the five-year average number of motorcyclists killed.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		27
2008	-	29	29
2009	-	29	31
2010	-	28	32
2011	-	25	
2012	-	24	

*C-8. Reduce the five-year average number of motorcyclists killed that were not wearing helmets.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		17
2008	-	17	16
2009	-	17	17
2010	-	16	17
2011	-	14	
2012	-	13	

*C-9. Reduce the five-year average number of fatal crashes involving drivers 20 years old and younger.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		48
2008	-	47	47
2009	-	46	45
2010	-	45	43
2011	-	44	
2012	-	42	

*C-10. Reduce the five-year average number of pedestrians killed by motor vehicles.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		13
2008	-	13	12
2009	-	12	11
2010	-	11	11
2011	-	10	
2012	-	10	

*B-1. Increase the yearly observed seat belt use rate.*

		<b>Goal</b>	<b>Actual</b>
2007 Benchmark	-		78%
2008	-	77%	77%
2009	-	80%	79%
2010	-	81%	78%
2011	-	83%	
2012	-	84%	

*Activity Measures: Number of citations issued during grant funded activities.*

	<b>A-1 Seat Belt</b>	<b>A-2 DUI</b>	<b>A-3 Speeding</b>
FFY2008 Benchmark	6,576	1,453	9,868*
FFY2009	10,763	2,110	20,773
FFY2010	11,276	1,352	16,464
FFY2011	9,795	1,214	19,932
FFY2012			

\*The speeding citations for FFY2008 had to be estimated based on the percentage of speeding citations issued during enforcement mobilizations. "Traffic Safety Performance Measures for States and Federal Agencies" was not released until August 2008. This was near the end of FFY2008 and the sub-grantees were not required to specifically report speeding violations as a part of their grant performance.

# Reference Materials

- **List of items over \$5,000 for NHTSA approval**  
This list provides information about equipment which needs NHTSA approval for items over the \$5,000 threshold.
- **List of ITSC members**
- **List of SHSP oversight members and SHSP respective team leaders**
- **Highway Safety Performance Plan Cost Summary, (HS form 217) for Section 402, Section 410, Section 408, Section 1906, and Section 2010.**  
These budget summary forms are based on projects outlined in the Highway Safety Grant Program-Project Descriptions Document, and are estimates based on expected funding. Revised initial obligating HS 217 forms will be submitted within 30 days of being notified of the actual funding level approved by Congress.
- **Highway Safety Grant Program Project Descriptions**  
This document includes brief descriptions of each project for which funding approval is sought. The Section 402 projects are sorted by focus area and can be identified by project number. Project numbers assigned correlate with the Federal financial grant tracking system and the numbering system used to geographically identify Highway Safety Grant projects in the first portion of the STIP. The document also provides information as to the source of funds (NHTSA or FHWA) and identifies the match amounts as well as the benefit to local percentage requirements for grant funds.
- **Certifications and Assurances**  
This document contains specific certifications and language required under law, updated by NHTSA in August 19<sup>th</sup> 2011, in order to receive highway safety grant funds.
- **Idaho Problem Identification Report**  
This report contains the data and information used to identify Idaho's most critical traffic safety problems. This report is updated annually by the Highway Safety Principle Analyst, reviewed by the ITSC and is used to support and update SHSP goals and strategies. It is also used to support funding allocations.
- **Request for Proposal – Highway Safety Grants**  
A Request for Proposal form is used to apply for highway safety grant funding. Applicants provide information about problem areas and proposed solutions that address one or more of the identified focus areas.
- **ITD Organization Chart**  
This chart, on the last page, is the organization chart for OHS, excluding the Governor's office. Here is the link for the State wide organizational chart:  
<http://dfm.idaho.gov/citizensguide/statestructure.html>

## List of Equipment over \$5,000

Below is the list of equipment request from various agencies for equipment over \$5,000. The extrication equipment, In-Car video cameras, Lidars, and Speed Trailers funds will be generated from Section 402 funds. The Intoxilyzer will be funded with Section 410 and Section 402 funds.

	Agency	Equipment	Model/Maker	Price
1	<b>Deary Rural Fire District</b>	Spreading and Cutting Tools	Holmatro	\$26,267
		Stabilization Equipment		\$3,517
		(Telescopic Ram Tools)		\$9,563
		Total Purchase		
2	<b>Kootenai County Fire and Rescue</b>	Holmatro BCT (Battery-powered hydraulic Combi tool) Package	Holmatro	\$9,210
		Rescue 42 Truck kits and extrication apparatus		\$5,145
		Total Purchase		
3	<b>Northern Lakes Fire Protection District</b>	Holmatro BCT 4120 (Battery-powered hydraulic Combi tool) Package	Holmatro	\$9,210
4	<b>Sagle Fire District</b>	Hydraulic Extrication Tools (Spreaders, Cutter, and Ram)	Holmatro	\$19,425
		Power unit and hoses		\$10,165
		Total Purchase		
5	<b>West End Fire &amp; Rescue</b>	Cutter, Spreader, and Pump	Amkus	\$19,100
6	<b>Multiple [Incentive Mobilization Enforcement FFY 2013 Participants]</b>	Intoxilyzer (3)	CMI	\$19,500
7	<b>Multiple [Incentive Mobilization Enforcement FFY 2013 Participants]</b>	Tru-Cam Lidars (4)	LTI	(not to exceed) \$24,400
8	<b>Multiple [Incentive Mobilization Enforcement FFY 2013 Participants]</b>	In-Car Video Camera (6)	Coban or Watch Guard	(not to exceed) \$36,600
9	<b>Multiple [Incentive Mobilization Enforcement FFY 2013 Participants]</b>	Speed Monitor Trailer (10)	MPH or other approved vendors	(not to exceed) \$90,000

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# HIGHWAY SAFETY PROGRAM COST SUMMARY SECTION 402

Date 05/21/12 State ID \_\_\_\_\_ Number 1

Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs			Federal Share to Local
			Previous Balance	Increase/ (Decrease)	Current Balance	
PA-2013-00-00-00		\$ 101,102.00	\$ -	\$ 168,000.00	\$ 168,000.00	\$ -
AL-2013-00-00-00		\$ 79,167.00	\$ -	\$ 387,500.00	\$ 387,500.00	\$ 250,000.00
EM-2013-00-00-00		\$ 36,600.00	\$ -	\$ 144,800.00	\$ 144,800.00	\$ 114,300.00
MC-2013-00-00-00		\$ 6,333.00	\$ -	\$ 48,000.00	\$ 48,000.00	\$ 15,000.00
OP-2013-00-00-00		\$ 80,333.00	\$ -	\$ 374,000.00	\$ 374,000.00	\$ 258,000.00
PT-2013-00-00-00		\$ 85,000.00	\$ -	\$ 338,000.00	\$ 338,000.00	\$ 228,000.00
PT-2013-00-00-0Y		\$ 61,667.00	\$ -	\$ 280,000.00	\$ 280,000.00	\$ 195,000.00
TR-2013-00-00-00		\$ 8,000.00	\$ -	\$ 164,000.00	\$ 164,000.00	\$ -
CP-2013-00-00-00		\$ 8,400.00	\$ -	\$ 146,200.00	\$ 146,200.00	\$ 75,000.00
RS-2013-00-00-00		\$ 2,700.00	\$ -	\$ 148,100.00	\$ 148,100.00	\$ -
DD-2013-00-00-00		\$ 7,333.00	\$ -	\$ 86,000.00	\$ 86,000.00	\$ 19,000.00
CR-2013-00-00-00		\$ 1,200.00	\$ -	\$ 88,600.00	\$ 88,600.00	\$ 60,000.00
PS-2013-00-00-00		\$ 1,833.00	\$ -	\$ 5,500.00	\$ 5,500.00	\$ -
PM-2013-00-00-00		\$ -	\$ -	\$ 584,700.00	\$ 584,700.00	\$ 279,850.00
<b>Total NHTSA 402 Fund</b>		<b>\$ 479,668.00</b>	<b>\$ -</b>	<b>\$ 2,963,400.00</b>	<b>\$ 2,963,400.00</b>	<b>\$ 1,494,150.00</b>

# HIGHWAY SAFETY PROGRAM COST SUMMARY

State ID \_\_\_\_\_ Number 1  
 Date 05/21/12

Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs			Federal Share to Local
			Previous Balance	Increase/(Decrease)	Current Balance	
K9-2013-00-00-00		\$ 418,465.00	\$ -	\$ 1,628,340.00	\$ 1,628,340.00	\$ -
K8-2013-00-00-00		\$ 4,717,000.00	\$ -	\$ 1,009,000.00	\$ 1,009,000.00	\$ 300,000.00
K8PM-2013-00-00-00		\$ -	\$ -	\$ 400,000.00	\$ 400,000.00	\$ -
Paid Media						
K8PA-2013-00-00-00		\$ 18,656.00	\$ -	\$ 31,000.00	\$ 31,000.00	\$ -
Planning and Admin						
K6-2013-00-00-00		\$ -	\$ -	\$ 135,000.00	\$ 135,000.00	\$ -
<b>Total NHTSA INCENTIVE FUNDS</b>						
		\$ 5,154,121.00	\$ -	\$ 3,203,340.00	\$ 3,203,340.00	\$ 300,000.00
KN12537		\$ 79,214.33	\$ -	\$ 1,000,000.00	\$ 1,000,000.00	\$ 300,000.00
FHWA FY'13 Flex						
		\$ 79,214.33	\$ -	\$ 1,000,000.00	\$ 1,000,000.00	\$ 300,000.00
Total FHWA						
<b>Total NHTSA FFY 2013 PROGRAMS</b>						
		\$ 5,633,789.00	\$ -	\$ 6,166,740.00	\$ 6,166,740.00	\$ 1,794,150.00
<b>Total NHTSA &amp; FHWA FFY 2013 PROGRAMS</b>						
		\$ 5,713,003.33	\$ -	\$ 7,166,740.00	\$ 7,166,740.00	\$ 2,094,150.00

State Official Authorized Signature:  Federal Official Authorized Signature: \_\_\_\_\_  
 NAME: Brian W. Ness NAME: NHTSA  
 TITLE: Director, Idaho Transportation Department TITLE: \_\_\_\_\_  
 DATE: 8/23/2012 DATE: \_\_\_\_\_  
 Effective Date: \_\_\_\_\_

## FFY 2013 HIGHWAY SAFETY GRANTS - PROJECT DESCRIPTIONS

### IMPAIRED DRIVING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SAL1301	AL-2013-01	OHS Impaired Driving Statewide Svc.	This grant will provide funding for: overtime for compliance checks to prevent the sale of alcohol to minors; overtime for "over service" bar checks; overtime for impaired driving mobilizations; training and conferences for judicial, law enforcement, probation, and prosecutorial professionals; traffic safety and enforcement equipment, support of the Drug Evaluation & Classification Program, Support of the Law Enforcement Phlebotomy Program, start up funds for DUI courts and county probation officer positions; consultant fees, travel, and educational materials, to eliminate impaired traffic crashes and fatalities, serious injuries, and economic losses.	\$290,000	\$70,000	\$250,000
SAL1309	AL-2013-09	Idaho State Police	This grant will fund overtime and mileage expenses for enforcement and education activities to reduce impaired driving traffic related fatalities, serious injuries, and economic losses. Dedicated administrative expenses will be included. (See additional description in SSB1309, SPT1309, and SDD1309.)	\$70,000	\$0	\$0
S0013AL	AL-2013-AL	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidental costs will provide program development, monitoring, and evaluation.	\$27,500	\$9,167	\$0
<b>IMPAIRED DRIVING TOTAL</b>				<b>\$387,500</b>	<b>\$79,167</b>	<b>\$250,000</b>

### POLICE TRAFFIC SERVICES - AGGRESSIVE DRIVING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SPT1301	PT-2013-01	OHS Aggressive Driving Statewide Svc.	Grant funding will provide overtime enforcement (include targeting "aggressive riders") and incentive equipment reimbursement, training costs, public awareness materials, presentations, consultant fees, printing costs, and travel. The goal is to coordinate cooperation of stakeholders and to focus on reducing aggressive driving related fatalities, serious injuries, and economic losses.	\$240,000	\$75,000	\$225,000
SPT1302	PT-2013-02	Rexburg Police	This grant will fund overtime enforcement and education activities to decrease distracted driving and reduce traffic fatalities, serious injuries, and economic losses. (See additional description in SSB1302 and SDD1302.)	\$3,000	\$0	\$3,000
SPT1309	PT-2013-09	Idaho State Police	This grant will fund overtime and mileage expenses for enforcement and education activities to reduce aggressive driving-related fatalities, serious injuries, and economic losses. Dedicated administrative expenses will be included. (See additional description in SAL1309, SSB1309, and SDD1309.)	\$65,000	\$0	\$0
S0013PT	PT-2013-PT	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidental to administer program development, monitoring, and evaluation.	\$30,000	\$10,000	\$0
<b>AGGRESSIVE DRIVING TOTAL</b>				<b>\$338,000</b>	<b>\$85,000</b>	<b>\$228,000</b>

### YOUTHFUL DRIVERS

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SPT1321	PT-2013-21	OHS Youthful Drivers Statewide Svc.	Funding is focused on eliminating youthful driving fatalities, serious injuries, economic losses, and increasing youth accountability through educational opportunities, overtime enforcement, local agency administrative support, equipment, training, public awareness materials, consultant fees, printing and travel.	\$245,000	\$50,000	\$195,000
S0013YP	PT-2013-YD	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidentals to administer program development, monitoring, and evaluation.	\$35,000	\$11,667	\$0
YOUTHFUL DRIVERS TOTAL				\$280,000	\$61,667	\$195,000

### SAFETY RESTRAINTS--ADULTS

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SSB1301	OP-2013-01	OHS Seat Belt Statewide Svc.	Funding for seat belt enforcement, seat belt survey, educational materials, travel, and training costs to increase seat belt use and decrease traffic fatalities, serious injuries, and economic losses.	\$275,000	\$70,000	\$255,000
SSB1302	OP-2013-02	Rexburg Police	This grant will fund overtime enforcement and education activities to decrease distracted driving and reduce traffic fatalities, serious injuries, and economic losses. (See additional description in SPT1302 and SDD1302.)	\$3,000	\$0	\$3,000
SSB1309	OP-2013-09	Idaho State Police	Funding for overtime and mileage expenses in support of enforcement and education activities to increase the seat belt use rate and reduce traffic fatalities, serious injuries, and economic loss. Dedicated administrative expenses is included. (See additional description in SPT1309, SPT1309, and SDD1309.)	\$65,000	\$0	\$0
S0013SB	OP-2013-SB	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidentals to administer program development, monitoring, and evaluation.	\$31,000	\$10,333	\$0
SAFETY RESTRAINT TOTAL				\$374,000	\$80,333	\$258,000

### CHILD RESTRAINT

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SCR1301	CR-2013-01	OHS Child Restraint Statewide Svc.	Funding for educational materials, training, presentations, and travel to focus on the reduction of traffic deaths resulting from lack of or improper use of child passenger safety seats, serious injuries, and economic losses among Idaho's children.	\$10,000	\$0	\$0
SCR1302	CR-2013-02	Idaho Chapter of the American Academy of Pediatrics	Funding will provide the statewide distribution of child passenger safety seats and the supervision of Idaho's Child Passenger Safety Technician Training program including educational materials, travel, and expenses related to the training through ICAAP.	\$75,000	\$0	\$60,000
S0013CR	CR-2013-CR	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidentals to administer program development, monitoring, and evaluation.	\$3,600	\$1,200	\$0
CHILD RESTRAINTS TOTAL				\$88,600	\$1,200	\$60,000

## EMERGENCY MEDICAL SERVICES

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SEM1301	EM-2013-01	OHS EMS Statewide Svc.	Funds will support training of emergency responders from various agencies to improve traffic incident management, ensure scene safety, and improve communication to reduce serious injuries and fatalities. In addition, funds will also be used for public awareness materials, presentations, consultant fees, printing costs, and travel. Prevent secondary crashes by providing equipment that improves crash scene safety & visibility.	\$35,000	\$0	\$20,000
SEM1302	EM-2013-02	Donnelly Rural Fire District	Funds will provide accessories for current stabilization equipment to use it to its full potential and replace outdated battery powered saw with electric equipment.	\$2,100	\$700	\$2,100
SEM1303	EM-2013-03	Deary Rural Fire Protection District	Funding for extrication & stabilization equipment to aid rescue personnel to safely remove crash victims and reduce time elapsed from the crash incident to victim's arrival to a medical facility. This equipment is essential to stabilize a crash vehicle when extricating the victim.	\$29,500	\$9,833	\$29,500
SEM1304	EM-2013-04	Kootenai County Fire & Rescue	Funds will provide light duty extrication equipment and accessories needed to reach victims in a crash scene in challenging terrain such as steep embankments, steep slopes, and sharp curves. Stabilization is essential to the safety of victims and first responders.	\$10,800	\$3,600	\$10,800
SEM1305	EM-2013-05	Northern Lake Fire Protection District	Funding for portable extrication equipment to aid rescue personnel to safely remove crash victims and reduce time elapsed from the crash incident to victim's arrival to a medical facility.	\$6,700	\$2,233	\$6,700
SEM1306	EM-2013-06	Sagle Fire District	Funding for extrication equipment to aid rescue personnel to safely remove crash victims and reduce time elapsed from the crash incident to victim's arrival to a medical facility.	\$22,000	\$7,333	\$22,000
SEM1307	EM-2013-07	Timberlake Fire Protection District	Funds will provide extrication equipment and vehicle stabilization equipment to safely remove victims from crash scene.	\$5,100	\$1,700	\$5,100
SEM1308	EM-2013-08	West End Fire	Funding for extrication equipment to aid rescue personnel to safely remove crash victims and reduce time elapsed from the crash incident to victim's arrival to a medical facility.	\$14,400	\$4,800	\$14,400
SEM1309	EM-2013-09	Weiser Area Rural Fire Protection District	Funding will provide rope rescue equipment to quickly and safely move crash victims across steep and rough terrain not accessible to emergency vehicles.	\$3,700	\$1,233	\$3,700
S0013EM	EM-2012-EM	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidental to administer program development, monitoring, and evaluation.	\$15,500	\$5,167	\$0
EMERGENCY MEDICAL SERVICES TOTAL				\$144,800	\$36,600	\$114,300

### MOTORCYCLE SAFETY

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SMC1301	MC-2013-01	Office of Highway Safety	Funding will provide educational materials, travel & training costs, reimbursement for overtime enforcement, with a primary goal being to focus on reducing traffic related fatalities, serious injuries, and economic losses for motorcyclists.	\$29,000	\$0	\$15,000
S0013MC	MC-2013-MC	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidental to administer program development, monitoring, and evaluation.	\$19,000	\$6,333	\$0
MOTORCYCLE TOTAL				\$48,000	\$6,333	\$15,000

### TRAFFIC RECORDS/ROADWAY SAFETY

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
STR1301	TR-2013-01	OHS Traffic Record Statewide Svc.	Funding will provide consultant fees, printing costs, technical services, computer equipment software and hardware purchases, and travel for improving, maintaining, enhancing, evaluating and reporting crash data collection on transportation safety through impact and CIRCA software.	\$140,000	\$0	\$0
S0013TR	TR-2013-TR	OHS Program Area Management	Personnel costs, data analysis, travel expenses, and other incidental to administer program development, monitoring, and evaluation.	\$24,000	\$8,000	\$0
SRS1301	RS-2013-01	OHS Roadway Safety Statewide Svc.	Funding will provide consultant fees, technical services, computer equipment software and hardware purchases, and travel for improving, maintaining, enhancing, evaluating and reporting roadway safety crash analysis development of WebCARS software.	\$140,000	\$0	\$0
S0013RS	RS-2013-RS	OHS Program Area Management	Personnel costs, data analysis and other incidental to administer program development, monitoring, and evaluation.	\$8,100	\$2,700	\$0
TRAFFIC RECORDS/ROADWAY SAFETY TOTAL				\$312,100	\$10,700	\$0

### DISTRACTED DRIVING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SDD1301	DD-2013-01	OHS Distracted Driving Statewide Svc.	Funding will provide educational materials, media development, distribution, consultant fees, enforcement and travel to focus on reducing distracted driving fatalities, serious injuries, and economic loss from traffic crashes.	\$45,000	\$0	\$15,000
SDD1302	DD-2013-02	Rexburg Police	This grant will fund overtime enforcement and education activities to decrease distracted driving and reduce traffic fatalities, serious injuries, and economic losses. (See additional description in SPT1302 and SSB1302.)	\$4,000	\$3,333	\$4,000
SDD1309	DD-2013-09	Idaho State Police	This grant will fund overtime enforcement and education of youth and adult drivers to reduce distracted driving related traffic crash fatalities, serious injuries, and economic losses. Administrative expenses will be included. (See additional description in SAL1309, SPT1309, and SSB1309.)	\$25,000	\$0	\$0
S0013DD	DD-2013-DD	OHS Program Area Management	Personnel costs, data analysis and other incidental to administer program development, monitoring, and evaluation.	\$12,000	\$4,000	\$0
DISTRACTED DRIVING TOTAL				\$86,000	\$7,333	\$19,000

### PAID ADVERTISING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SPM1301	PM-2013-01	OHS - Paid Media	Funding for paid media purchases and media development for the general public, or targeted audiences, to raise awareness and change behavior in an effort to reduce death, injuries and economic losses in traffic crashes in the areas of youthful drivers safety, impaired driving, aggressive driving, safety restraint use, child passenger safety, motorcycle safety, and distracted driving and other highway safety focus areas as determined by the SHSP. Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods.	\$559,700	\$0	\$279,850
SPM1302	PM-2013-02	OHS - Media Survey	Funding provides contractor technical fees and services to evaluate the effectiveness of paid media communication tools and marketing strategies utilized in raising awareness and effecting behavioral changes to eliminate death and serious injuries in traffic crashes.	\$25,000	\$0	\$0
PAID ADVERTISING TOTAL				\$584,700	\$0	\$279,850

### COMMUNITY PROJECTS

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SCP1301	CP-2013-01	OHS - Highway Safety Summit	The summit to deliver technical and practical training to increase knowledge of traffic safety issues and strategies, provide opportunity for attendees to network and share best practices for effective enforcement and education in reducing deaths, injuries and economic losses in traffic crashes.	\$40,000	\$0	\$25,000
SCP1302	CP-2013-02	OHS - Law Enforcement Liaisons	Funding of regional law enforcement liaisons to increase participation and effectiveness of state and local law enforcement officers and agencies and officers during statewide mobilizations, education and outreach.	\$60,000	\$0	\$50,000
SCP1303	CP-2013-03	OHS - Strategic Highway Safety Plan	Funding to support and promote the Idaho Highway Safety Coalition program (to include activities & projects for SHSP implementation), workshops, activities, website hosting, implementation, and administration, partnerships, outreach and education to promote highway safety. These efforts will increase effectiveness of our education, outreach and enforcement efforts statewide.	\$21,000	\$0	\$0
S0013CP	CP-2013-CP	OHS Program Area Management	Personnel costs and other incidental to administer program development, monitoring, and evaluation.	\$25,200	\$8,400	\$0
COMMUNITY PROJECT TOTAL				\$146,200	\$8,400	\$75,000

### PEDESTRIAN AND BICYCLE SAFETY

S0013PS	PS-2013-PS	OHS Program Area Management	Personnel costs and other incidental to administer program development, monitoring, and evaluation.	\$5,500	\$1,833	\$0
PEDESTRIAN AND BICYCLE SAFETY TOTAL				\$5,500	\$1,833	\$0

**PLANNING AND ADMINISTRATION**

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
S0013PA	PA-2013-PA	OHS Planning & Administration	Personnel, operating costs, and contractual services will provide the statewide program direction, financial and clerical support, property management, and audit for the 402 statewide program.	\$168,000	\$101,102	\$0
PLANNING AND ADMINISTRATION TOTAL				\$168,000	\$101,102	\$0

**410 PLANNING AND ADMINISTRATION**

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SK813PA	K8-2013-PA	OHS Section 410 Planning & Administration	Personnel, operating costs, and contractual services will provide the statewide program direction, financial and clerical support, property management, and audit for the 410 statewide program.	\$31,000	\$18,657	\$0
410 PLANNING AND ADMINISTRATION TOTAL				\$31,000	\$18,657	\$0

### 410 ALCOHOL-IMPAIRED DRIVING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SK81301	K8-2013-01	OHS Section 410 Statewide Svc.	This grant will provide funding for: overtime for compliance checks to prevent the sale of alcohol to minors; overtime for "over service" bar checks; overtime for impaired driving mobilizations; training and conferences for judicial, law enforcement, probation, and prosecutorial professionals; traffic safety and enforcement equipment, support of the Drug Evaluation & Classification Program, Support of the Law Enforcement Phlebotomy Program, start up funds for DUI courts and county probation officer positions; consultant fees, travel, and educational materials, to eliminate impaired traffic crashes and fatalities, serious injuries, and economic losses.	\$600,000	\$4,627,000	\$300,000
SK81302	K8-2013-02	Traffic Safety Resource Prosecutor (7th year)	Salary, benefits, travel, training, education, and professional equipment purchases for a Traffic Safety Resource Prosecutor will provide critical support, enhancing the capability of law enforcement to effectively pursue impaired driving and traffic safety violations and Idaho's prosecutors to successfully convict those violations. Administrative expenses will be included.	\$189,000	\$0	\$0
SK81303	K8-2013-03	State Impaired Driving Co-coordinator (2nd year)	This grant will fully fund the salary and benefits, and overtime for the State Impaired Driving Co-coordinator (SIDC) to ensure that the Drug Evaluation and Classification (DEC) program is properly and effectively administered. The SIDC must be able to work in partnership with federal, state, county and local L/E, groups and organizations, and must ensure that DRE training is conducted within the state, and that DRE's maintain their certification whenever needed and when resources and personnel allow. There is also funding for overtime hours for an administrative assistant.	\$150,000	\$0	\$0
SK81304	K8-2013-04	Elmore County DUI Court (3rd year)	Salary and benefits for DUI Court Coordinator, travel/training, alcohol test equipment, and DUI Court Probation Officer.	\$30,000	\$90,000	\$0
S0013K8	K8-2013-K8	OHS Program Area Management Section 410	Personnel costs, data analysis, travel expenses, and other incidental to administer program development, monitoring, and evaluation.	\$40,000	\$0	\$0
SECTION 410 TOTAL				\$1,009,000	\$4,717,000	\$300,000
				77.00%		

### 410 PAID ADVERTISING

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/ LOCAL MATCH	LOCAL BENEFIT \$
SK813PM	K8PM-2013-01	OHS- Paid Advertising Section 410	Paid media buys and media development will raise awareness and affect behavioral changes to eliminate impaired driving using radio, TV, news, printed material, outdoor advertising, and other communication tools and methods.	\$400,000	\$0	\$0
410 PAID ADVERTISING TOTAL				\$400,000	\$0	\$0

**SECTION 408 SAFETEA-LU DATA PROGRAM**

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SK91301	K9-2013-01	OHS Section 408 Statewide Svc.	Funding will provide improvements to the crash, roadway, driver, vehicle, citation/adjudication and statewide injury surveillance traffic records systems with consultant services, computer software and hardware, travel and technical services, printing costs, and meeting or training expenditures to develop, document and collect traffic crash and citation data for accurate, uniform, consistent, accessible and integrated data and analysis.	\$874,503	\$350,000	\$0
SK91302	K9-2013-02	OHS Section 408 Statewide Svc. - MIMUCC	Funding will provide enhancement to the crash system with additional Model Minimum Uniform Crash Criteria (MIMUCC) data elements and attributes, and clarify data field descriptions with elmpact.	\$360,000	\$0	\$0
SK91308	K9-2013-08	EMS PERC System Information Improvement	Funding will provide an enhancement for data acquisition and collection in roadway crashes by emergency medical services agencies, to improve the accuracy, timeliness and integration of data, as well as increase the pre-hospital database with highway crash information.	\$120,000	\$0	\$0
SK91324	K9-2013-24	Custer County Sheriff E-Citation	Funding will provide software and hardware enhancements to implement an electronic citation process for improving accuracy and timeliness of citations.	\$15,693	\$3,925	\$0
SK91325	K9-2013-25	Garden City Police E-Citation	Funding will provide software and hardware enhancements to implement an electronic citation process for improving accuracy and timeliness of citations.	\$54,000	\$13,500	\$0
SK91326	K9-2013-26	Moscow Police E-Citation	Funding will provide software and hardware enhancements to implement an electronic citation process for improving accuracy and timeliness of citations.	\$70,950	\$17,740	\$0
SK91327	K9-2013-27	Rigby Police E-Citation	Funding will provide software and hardware enhancements to implement an electronic citation process for improving accuracy and timeliness of citations.	\$4,164	\$1,040	\$0
SK91329	K9-2013-29	Idaho State Police	Funding will provide software improvements for accurate and timely data enhancement and integration.	\$129,030	\$32,260	\$0
SECTION 408 TOTAL				\$1,628,340	\$418,465	\$0
				20.44%		

**Section 2010 MOTORCYCLE SAFETY**

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	NHTSA \$	STATE/LOCAL MATCH	LOCAL BENEFIT \$
SK61301	K6-2013-01	OHS Section 2010 Statewide Svc.	Funding provides for educational and development materials, procurement of rider training "practice" motorcycles, instructional/printed materials, leasing or purchasing of facilities for skill training, and evaluation of program impact.	\$35,000	\$0	\$0
SK61302	K6-2013-02	OHS- Paid Advertising Section 2010	Paid media buys and media development for motorcycle awareness by the general public will raise awareness and affect behavioral changes through multi-media radio, TV, news, printed material, outdoor advertising, and other communication tools and methods.	\$100,000	\$0	\$0
SECTION 2010 TOTAL				\$135,000	\$0	\$0

### FFY 2013 FHWA FLEX FUND

OHS NUMBER	FEDERAL PROJECT NUMBER	REQUESTING AGENCY	DESCRIPTION	FHWA \$	STATE MATCH	LOCAL BENEFIT \$
Vxxxxx	KNxxxxx	OHS - Behavioral Safety - High Visibility Enforcement	Funding will support enforcement efforts during high visibility enforcement campaigns intended to reduce traffic deaths, serious injuries, and economic losses. These funds will be used to enhance the current NHTSA-funded behavioral safety program.			
Vxxxxx	KNxxxxx	OHS - Behavioral Safety - Education	Funding will develop and purchase paid advertising to support high visibility enforcement campaigns and traffic safety culture change efforts (including television, radio, outdoor advertising, associated planning and development costs), and fund Strategic Highway Safety Plan (SHSP) development and implementation activities.	TBD		
FLEX FUND TOTAL				\$1,000,000	\$111,111	\$300,000

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# **State Certification and Assurances**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

## **CERTIFICATION AND ASSURANCES**

### **Section 402 Requirements**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 percent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations and high-visibility law enforcement mobilizations,**

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
- Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a)).

(23 USC 402 (b)(1)(F));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(j)).

### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

### **Federal Funding Accountability and Transparency Act**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, ([https://www.frs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.frs.gov/documents/OMB_Guidance_on_FFATA_Subward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FRS.gov for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;

- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by the OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702);**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy

of the statement required by paragraph (a).

- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  - 1. Taking appropriate personnel action against such an employee, up to and including termination.
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

#### **Buy America Act**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

#### **Political Activity (Hatch Act)**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

#### **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### **Restriction on State Lobbying**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

### **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

#### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY TO BAN TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership on Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

1. Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
  - c. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
  - d. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

**Environmental Impact**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

  
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Doc. Brian Ness, Director, Idaho Transportation Department  
**Governor's Representative for Highway Safety**

8/23/2012  
Date

**State of Idaho**

**Highway Safety Plan Certification, FFY 2013**

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AT 25<sup>®</sup>

**SAVING LIVES  
THROUGH EDUCATION**  
National Law Enforcement Curriculum

**The Most  
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4 1/2 hours  
of a  
YOUNG  
DRIVER'S  
LIFE**

Alive at 25 is a defensive driving class developed by the National Safety Council and the Colorado State Patrol specifically for young adult drivers. The class is presented by law enforcement, offered at no cost for ages 15-24 years, and delivered in one 4.5 hour program focused on awareness of driver and passenger behavior and decision-making. The class covers:

- Distractions
- Inexperience
- Lack of awareness of risky behaviors and consequences
- Impaired driving
- Speeding
- Driving as a social activity



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Idaho  
Problem  
Identification  
Report  
FY 2013

*Prepared by the Office of Highway Safety*

# Statewide

## The Problem

- In 2010, 209 people were killed and 11,725 people were injured in traffic crashes.
- The fatality rate was 1.34 per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2010. Idaho's fatality rate remains higher than the U.S. fatality rate. The US fatality rate was estimated to be 1.09 per 100 million AVMT in 2010.
- Motor vehicle crashes cost Idahoans just under \$2.46 billion in 2010. Fatal and serious injuries represented 69 percent of these costs.

## Idaho Crash Data and Measures of Exposure, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Crashes	24,225	26,452	25,002	22,992	22,555	-1.6%
Fatal Crashes	239	218	212	199	185	-6.2%
Total Deaths	267	252	232	226	209	-5.9%
Injury Crashes	9,536	9,234	8,227	7,861	7,939	-4.4%
Total Injured	13,950	13,594	11,995	11,393	11,725	-4.1%
Property-Damage-Only Crashes (Severity >\$1,500)	14,450	17,000	16,563	14,932	14,431	0.5%
Idaho Population (thousands) <sup>1</sup>	1,466	1,499	1,524	1,546	1,560	1.6%
Licensed Drivers (thousands) <sup>2</sup>	1,008	1,028	1,038	1,055	1,070	1.5%
Vehicle Miles Of Travel (millions) <sup>2</sup>	15,259	15,837	15,281	15,430	15,555	0.5%
Registered Vehicles (thousands) <sup>3</sup>	1,436	1,594	1,453	1,401	1,413	-0.1%

## Economic Costs\* of Idaho Crashes, 2010

Incident Description	Total Occurrences	Cost Per Occurrence	Cost Per Category
Fatalities	209	\$6,053,567	\$1,265,195,573
Serious Injuries	1,396	\$301,473	\$420,855,941
Visible Injuries	3,565	\$84,441	\$301,031,586
Possible Injuries	6,764	\$55,972	\$378,597,919
Property Damage Only	14,431	\$6,480	\$93,513,686
Total Estimate of Economic Cost			\$2,459,194,704

\*Economic Costs include: property damage, lost earnings, lost household production, medical, emergency services, travel delay, vocational rehabilitation, workplace, administrative, legal, pain and lost quality of life. Based on estimates released by the Federal Highway Administration and updated to reflect 2009 dollars.

## Statewide – (Continued)

### Fatal and Injury Crash Involvement by Age of Driver, 2010

Age of Driver	# of Drivers in F&I Crashes	% of Drivers in F&I Crashes	# of Licensed Drivers	% of Total Drivers	Fatal & Injury Crash Involvement*
15-19	2,037	15%	62,467	6%	2.5
20-24	1,883	14%	94,016	9%	1.6
25-34	2,716	20%	191,583	18%	1.1
35-44	2,163	16%	177,226	17%	0.9
45-54	1,992	14%	195,441	18%	0.8
55-64	1,497	11%	177,521	17%	0.7
65 & Older	1,276	9%	171,288	16%	0.6
Missing	216	2%			
Total	13,780		1,069,542		

\*Representation is percent of drivers in fatal and injury collisions divided by percent of licensed drivers. Over representation occurs when the value is greater than 1.0.

### Location of Idaho Crashes, 2006-2010

Roadway Information	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Local:						
AVMT (100 millions) <sup>1</sup>	69.2	72.7	71.4	71.2	72.1	1.0%
Fatal Crash Rate	1.5	1.2	1.2	1.1	1.1	-7.4%
Injury Crash Rate	79.7	80.1	73.4	63.8	69.1	-3.2%
Total Crash Rate	202.6	233.1	225.2	189.7	197.6	0.0%
State System (Non-Interstate):						
AVMT (100 millions) <sup>1</sup>	48.5	49.9	48.0	48.3	48.7	0.2%
Fatal Crash Rate	2.0	1.8	1.9	2.0	1.6	-4.2%
Injury Crash Rate	65.2	52.8	47.5	53.2	46.9	-7.2%
Total Crash Rate	160.8	142.2	136.1	149.2	127.0	-5.3%
Interstate:						
AVMT (100 millions) <sup>1</sup>	34.9	35.8	33.4	34.8	34.8	0.0%
Fatal Crash Rate	1.1	1.2	1.1	0.7	0.8	-6.4%
Injury Crash Rate	24.6	21.7	21.1	21.7	19.4	-5.6%
Total Crash Rate	68.7	67.4	71.5	65.6	61.2	-2.7%
Statewide Totals:						
AVMT (100 millions) <sup>1</sup>	152.6	158.4	152.8	154.3	155.6	0.5%
Fatal Crash Rate	1.6	1.4	1.4	1.3	1.2	-6.5%
Injury Crash Rate	62.5	58.3	53.8	50.9	51.0	-4.9%
Total Crash Rate	158.8	167.0	163.6	149.0	145.0	-2.1%

Prepared by: Office of Highway Safety, Idaho Transportation Department. Report is based on information provided by law enforcement agencies on collisions resulting in injury, death or damage to one person's property in excess of \$1500.

# Aggressive Driving

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## The Definition

- Aggressive driving behaviors include: Failure to Yield Right of Way, Driving Too Fast for Conditions, Exceeding the Posted Speed, Passed Stop Sign, Disregarded Signal, and Following Too Close.
- Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.

## The Problem

- Aggressive driving was a factor in 52 percent of all crashes and 42 percent of all fatalities in 2010.
- Drivers, ages 19 and younger, are more than 4 times as likely to be involved in an aggressive driving collision as all other drivers.
- Aggressive driving crashes cost Idahoans just less than \$1.2 billion in 2010. This represented 47 percent of the total economic cost of crashes.

## Aggressive Driving in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Aggressive Driving Crashes	13,037	14,364	13,570	12,044	11,815	-2.1%
Fatalities	116	108	100	105	88	-6.4%
Serious Injuries	902	928	746	638	637	-7.8%
Visible Injuries	2,399	2,283	1,867	1,778	1,929	-4.8%
Possible Injuries	4,858	4,784	4,326	3,920	3,986	-4.7%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	396	371	268	274	292	-6.3%
Fail to Yield Right of Way	303	366	334	264	218	-6.6%
Exceeded Posted Speed	173	135	103	91	94	-13.5%
Passed Stop Sign	111	134	92	85	88	-3.7%
Disregarded Signal	56	38	48	35	47	0.3%
Following Too Close	71	59	47	38	29	-20.0%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	6.67	6.54	5.54	4.82	4.66	-8.4%

\* Three contributing circumstances possible per unit involved in each collision

# Distracted Driving

## The Definition

- Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.

## The Problem

- In 2010, 60 fatalities resulted from distracted driving crashes. This represents 29 percent of all fatalities. Only 22 (or 51 percent) of the 43 passenger vehicle occupants killed in distracted driving crashes were wearing a seat belt. The other fatalities resulting from distracted driving in 2010 were 8 motorcyclists, 3 pedestrians, 2 bicyclists, 1 ATV rider, 2 commercial motor vehicle occupants and 1 person on farm equipment.
- In 2010, drivers under the age of 25 comprised 38 percent of the drivers involved in all distracted driving crashes and 25 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 15 percent of the licensed drivers.
- Distracted driving crashes cost Idahoans just under \$756 million dollars in 2010. This represents 32 percent of the total economic cost of crashes.

## Distracted Driving Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Distracted Driving Crashes	7,082	7,568	6,723	6,136	5,882	-4.3%
Fatalities	84	79	72	60	60	-7.9%
Serious Injuries	608	680	527	490	517	-3.0%
Visible Injuries	1,527	1,492	1,152	1,153	1,256	-4.0%
Possible Injuries	2,800	2,822	2,413	2,284	2,316	-4.4%
Distracted Driving Crashes as a % of All Crashes	29.2%	28.6%	26.9%	26.7%	26.1%	-2.8%
Distracted Driving Fatalities as a % of All Fatalities	31.5%	31.3%	31.0%	26.5%	28.7%	-1.9%
Distracted Driving Injuries as a % of All Injuries	35.4%	36.7%	34.1%	34.5%	34.9%	-0.3%
All Fatal and Injury Crashes	9,775	9,452	8,439	8,060	8,124	-4.4%
Distracted Fatal/Injury Crashes	3,341	3,342	2,781	2,647	2,673	-5.1%
% Distracted Driving	34.2%	35.4%	33.0%	32.8%	32.9%	-0.9%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	4.53	4.79	3.92	3.56	3.71	-4.4%

Prepared by: Office of Highway Safety, Idaho Transportation Department. Report is based on information provided by law enforcement agencies on collisions resulting in injury, death or damage to one person's property in excess of \$1500.

# Safety Restraints

## The Problem

- In 2010, 78 percent of Idahoans were using seat belts, based on seat belt survey observations.
- In 2010, seat belt usage varied by region around the state from a high of 93 percent in District 3 (Southwestern Idaho) to a low of 63 percent in District 5 (Southeastern Idaho).
- Only 47 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2010. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 71 lives were saved in Idaho in 2010 because they were wearing a seat belt and an additional 36 lives could have been saved if everyone had worn their seat belt.
- There were 4 children under the age of 7 killed (3 were restrained) and 23 seriously injured (10 were restrained) while riding in passenger vehicles in 2010. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 7 lives in 2010. Additionally, 22 serious injuries were prevented and 9 of the 13 unrestrained serious injuries may have been prevented if they had all been properly restrained
- Unrestrained passenger motor vehicle occupants cost Idahoans just nearly \$613 million in 2010. This represents 25 percent of the total economic cost of crashes.

## Occupant Protection in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Observational Seat Belt Survey						
District 1	87%	87%	82%	77%	71%	-4.8%
District 2	83%	82%	85%	83%	87%	1.3%
District 3	89%	87%	88%	91%	93%	1.3%
District 4	67%	69%	72%	70%	71%	1.6%
District 5	63%	62%	63%	65%	63%	-0.2%
District 6	66%	60%	60%	67%	64%	-0.3%
<b>Statewide Average</b>	<b>80%</b>	<b>78%</b>	<b>77%</b>	<b>79%</b>	<b>78%</b>	-0.6%
Seat Belt Use - Age 4 and Older*						
Cars, Pickups, Vans and SUV's						
In Fatal Crashes	38.8%	34.8%	32.9%	41.0%	46.7%	5.7%
In Serious Injury Crashes	67.6%	66.1%	64.6%	65.9%	65.4%	-0.8%
Self Reported Child Restraint Use*						
in Cars, Pickups, Vans and SUV's	76.2%	77.9%	81.6%	78.6%	78.0%	0.6%

\*The child restraint law was modified in 2005 to include children under the age of 7. As of 2005, seat belt use is for persons age 7 and older and child restraint use if or children 6 and younger.

# Impaired Driving

## Definition

- Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

## The Problem

- In 2010, 96 fatalities resulted from impaired driving crashes. This represents 46 percent of all fatalities. Only 23 (or 31 percent) of the 75 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 13 motorcyclists, 2 pedestrians, 2 bicyclist, 2 ATV riders, 1 commercial motor vehicle occupant, and 1 snowmobile rider killed in impaired driving crashes.
- Of the 96 people killed in impaired driving crashes in 2010, 85 (or 89%) were impaired drivers, impaired pedestrians, impaired bicyclists, or persons riding with an impaired driver.
- Just more than 13 percent of impaired drivers involved in crashes were under the age of 21 in 2010, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans over \$732 million in 2010. This represents 30 percent of the total economic cost of crashes.

## Impaired Driving in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Impaired Driving Crashes	1,877	1,936	1,783	1,579	1,593	-3.8%
Fatalities	110	101	96	74	96	-1.6%
Serious Injuries	316	309	285	269	273	-3.5%
Visible Injuries	610	568	433	461	447	-6.8%
Possible Injuries	593	628	569	474	475	-5.0%
Impaired Driving Crashes as a % of All Crashes	7.7%	7.3%	7.1%	6.9%	7.1%	-2.2%
Impaired Driving Fatalities as a % of All Fatalities	41.2%	40.1%	41.4%	28.8%	45.9%	7.4%
Impaired Driving Injuries as a % of All Injuries	10.9%	11.1%	10.7%	10.6%	10.2%	-1.6%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	2.79	2.59	2.49	2.22	2.37	-3.8%
Annual DUI Arrests by Agency*						
Idaho State Police	1,744	1,654	1,977	2,441	2,003	5.0%
Local Agencies	9,637	9,997	10,195	9,886	8,723	-2.3%
Total Arrests	11,381	11,651	12,172	12,327	10,726	-1.2%
DUI Arrests per 100 Licensed Drivers	1.13	1.13	1.17	1.17	1.00	-2.7%

\*Source: Bureau of Criminal Identification, Idaho State Police

Prepared by: Office of Highway Safety, Idaho Transportation Department. Report is based on information provided by law enforcement agencies on collisions resulting in injury, death or damage to one person's property in excess of \$1500.

# Youthful Drivers

## The Problem

- Drivers, ages 15 to 19, represented 6 percent of licensed drivers in Idaho in 2010, yet they represented over 11 percent of the drivers involved in fatal and serious injury crashes.
- In 2010, drivers ages 15 to 19 constituted 10 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.
- National and international research indicates youthful drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective, and are less likely to wear seat belts.
- Of the 31 people killed in crashes with youthful drivers, 14 were the youthful drivers themselves. Only 7 of the 14 (50 percent) youthful drivers killed were wearing a seat belt.
- Crashes involving youthful drivers cost Idahoans nearly \$466 million in 2010. This represents 19 percent of the total economic cost of crashes.

## Crashes involving Youthful Drivers in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Crashes Involving Drivers 15-19	6,216	6,734	5,909	5,393	5,177	-4.2%
Fatalities	38	42	39	43	31	-3.6%
Serious Injuries	403	426	348	283	274	-8.6%
Visible Injuries	1,233	1,127	881	791	927	-5.9%
Possible Injuries	2,342	2,234	1,919	1,769	1,719	-7.3%
Drivers 15-19 in Fatal & Serious Injury Crashes	339	374	296	274	225	-9.0%
% of all Drivers involved in Fatal and Serious Injury Crashes	14.1%	14.9%	13.8%	12.8%	11.4%	-5.1%
Licensed Drivers 15-19	66,038	65,173	63,451	62,912	62,467	-1.4%
% of Total Licensed Drivers	6.6%	6.3%	6.1%	6.0%	5.8%	-2.8%
Fatal & Injury Crash Involvement*	2.15	2.34	2.26	2.15	1.94	-2.3%
Drivers 15-19 - Fatal Crashes	35	36	36	37	27	-5.3%
Impaired Drivers 15-19 - Fatal Crashes	7	9	10	9	6	-0.9%
% of Youthful Drivers that were Impaired in Fatal Crashes	20.0%	25.0%	27.8%	24.3%	22.2%	3.8%

\* Fatal & Injury Crash Involvement is the percent of fatal and injury crashes divided by the percent of licensed drivers. Over-representation occurs when the value is greater than 1.0., Under-Representation when the value is less than 1.

# Mature Drivers

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## The Problem

- Mature drivers, drivers age 65 and older, were involved in 3,187 crashes in 2010. This represents almost 14 percent of the total number of crashes. Fatalities resulting from crashes involving mature drivers represented 18 percent of the total number of fatalities in 2010. Of the 38 people killed in crashes with mature drivers, 23 (61 percent) were the mature drivers themselves.
- Mature drivers are under-represented in fatal and injury crashes. Mature drivers represent 16 percent of licensed drivers, but represent 9 percent of drivers involved in fatal and injury crashes.
- National research indicates drivers and passengers over the age of 75 are more likely than younger persons to sustain injuries or death in traffic crashes due to their physical fragility.
- Crashes involving drivers, age 65 and older, cost Idahoans over \$410 million dollars in 2010. This represents 17 percent of the total economic cost of crashes.

## Crashes Involving Mature Drivers in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Mature Driver Crashes	2,853	3,307	3,036	3,118	3,187	3.2%
Fatalities	43	42	30	46	38	1.3%
Serious Injuries	240	244	192	202	220	-1.4%
Visible Injuries	531	540	415	452	508	0.0%
Possible Injuries	1,088	1,063	928	1,004	1,042	-0.8%
Mature Drivers in Fatal & Injury Crashes	1,326	1,332	1,133	1,194	1,276	-0.6%
% of All Drivers in Fatal & Injury Crashes	8.0%	8.3%	8.1%	8.8%	9.3%	3.9%
Licensed Drivers 65 & Older	146,822	153,003	157,457	164,591	171,288	3.9%
% of Total Licensed Drivers	14.6%	14.9%	15.2%	15.6%	16.0%	2.4%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes	0.55	0.55	0.60	0.56	0.58	1.5%
Mature Drivers-Fatal Crashes	39	42	28	43	38	4.1%
Mature Drivers-Impaired Fatal Crashes	1	4	2	2	3	75.0%
% Fatal Impaired Crashes	2.6%	9.5%	7.1%	4.7%	7.9%	70.3%

\* Representation (or Involvement) is percent of fatal and injury crashes divided by percent of licensed drivers.

Over-representation occurs when the value is greater than 1.0., Under-Representation when the value is less than 1.

# Motorcyclists

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## The Problem

- In 2010, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for just more than 13 percent of the total number of fatalities and serious injuries.
- Half of all motorcycle crashes (50 percent) and more than half of fatal motorcycle crashes (56 percent) involved just the motorcycle (no other vehicles were involved).
- Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2010, 13 of the 19 (68 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.
- The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2010, only 36 percent of all motorcyclists killed in crashes were wearing helmets.
- Motorcycle crashes cost Idahoans nearly \$249 million dollars in 2010. This represents 10 percent of the total economic cost of crashes.

## Motorcycle Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Motorcycle Crashes	516	615	678	571	528	1.5%
Fatalities	38	29	29	34	28	-6.0%
Serious Injuries	149	194	192	182	185	6.4%
Visible Injuries	212	271	281	214	209	1.3%
Possible Injuries	119	123	180	146	101	0.0%
Motorcyclists in Crashes	589	718	773	660	615	2.0%
Registered Motorcycles	51,842	45,752	62,673	54,568	54,283	2.9%
Motorcyclists Wearing Helmets	286	343	423	318	332	5.7%
% Motorcyclists Wearing Helmets	48.6%	47.8%	54.7%	48.2%	54.0%	3.3%

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# Pedestrians and Bicyclists

## The Problem

- In 2010, 10 pedestrians and 4 bicyclists were killed in traffic crashes. The 14 pedestrians and bicyclists killed represented 7 percent of all fatalities in Idaho.
- Children, ages 4 to 14, accounted for 26 percent of the fatalities and injuries sustained in pedestrian crashes and 18 percent of the fatalities and injuries sustained in bicycle crashes.
- Crashes involving pedestrians and bicyclists cost Idahoans over \$142 million dollars in 2010. This represents 6 percent of the total economic cost of crashes.

## Pedestrians and Bicyclists Involved in Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Pedestrian Crashes	224	244	212	201	195	-3.1%
Fatalities	8	17	11	10	10	17.0%
Serious Injuries	56	65	50	56	41	-5.4%
Visible Injuries	99	90	93	79	86	-3.0%
Possible Injuries	71	83	73	63	73	1.8%
Pedestrians in Crashes	236	259	230	214	212	-2.3%
Pedestrian Fatal and Serious Injuries	64	82	61	66	51	-3.0%
% of All Fatal and Serious Injuries	3.3%	4.0%	3.5%	4.1%	3.2%	0.9%
Impaired Pedestrian F&SI	15	14	9	13	13	0.5%
% of Pedestrian F&SI - Impaired	23.4%	17.1%	14.8%	18.2%	13.7%	-10.5%
Bicycle Crashes	328	321	344	363	345	1.4%
Fatalities	2	2	2	7	4	51.8%
Serious Injuries	29	35	50	55	43	12.9%
Visible Injuries	180	161	146	157	167	-1.5%
Possible Injuries	120	124	143	140	121	0.7%
Bicyclists in Crashes	333	333	352	364	349	1.2%
Bicycle Fatal and Serious Injuries	31	37	52	62	47	13.7%
% of All Fatal and Serious Injuries	1.6%	1.8%	3.0%	3.8%	2.9%	21.0%
Bicyclists Wearing Helmets in Collisions	55	58	58	56	63	3.6%
% of Bicyclists Wearing Helmets	16.5%	17.4%	16.5%	15.4%	18.1%	2.7%
Impaired Bicyclist F&SI	0	3	3	2	4	66.7%
% of Bicycle F&SI - Impaired	0.0%	8.1%	5.8%	3.2%	8.5%	72.7%

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# Crash Response (Emergency Medical Services)

## The Problem

- The availability and quality of services provided by local EMS agencies may mean the difference between life and death for someone injured in a traffic crash. Improved post-crash victim care reduces the severity of trauma incurred by crash victims. The sooner someone receives appropriate medical care, the better the chances of recovery. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.

## Crash Response (EMS) in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Crashes	24,225	26,452	25,002	22,992	22,555	-1.6%
EMS Response to Fatal & Injury Crashes	6,519	6,471	5,826	5,570	5,613	-3.6%
% of Fatal & Injury Crashes	66.7%	68.5%	69.0%	69.1%	69.1%	0.9%
Persons Injured in Crashes	13,950	13,594	12,227	11,619	11,934	-3.7%
Injured Transported from Rural Areas	3,063	3,110	2,761	2,584	2,649	-3.4%
Injured Transported from Urban Areas	2,777	2,871	2,480	2,445	2,397	-3.4%
Total Injured Transported by EMS	5,840	5,981	5,241	5,029	5,046	-3.4%
% of Injured Transported	41.9%	44.0%	42.9%	43.3%	42.3%	0.3%
Trapped and Extricated	586	566	495	556	518	-2.6%
Fatal and Serious Injuries Transported by Helicopter	201	233	173	156	177	-1.5%

# Commercial Motor Vehicles

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## Definition

- Commercial motor vehicles are buses, truck tractors, truck-trailer combinations, trucks with more than two axles, trucks with more than two tires per axle, or trucks exceeding 8,000 pounds gross vehicle weight that are primarily used for the transportation of property.

## The Problem

- In 2010, 14 people died in crashes with commercial motor vehicles. This represents 7 percent of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 64 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.
- In 2010, 54 percent of all crashes and 86 percent of fatal crashes involving commercial motor vehicles occurred on rural roadways. Rural roadways are defined as any roadway located outside the city limits of cities with a population of 5,000 or more.
- Local roadways had the most commercial motor vehicle crashes at 47 percent, while U.S. and State highways had the most fatal commercial motor vehicle crashes at 64 percent.
- Commercial motor vehicles crashes cost Idahoans just under \$150 million in 2010. This represents 6 percent of the total economic cost of crashes.

## Commercial Motor Vehicle Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total CMV Crashes	1,710	1,878	1,838	1,355	1,433	-3.2%
Fatalities	30	32	36	27	14	-13.5%
Serious Injuries	144	118	99	73	77	-13.7%
Visible Injuries	249	262	207	169	213	-2.0%
Possible Injuries	322	444	374	269	305	1.9%
Commercial AVMT (millions)	2,833	2,957	2,737	2,676	2,723	-0.9%
% of Total AVMT	18.6%	18.7%	17.9%	17.3%	17.5%	-1.4%
Fatalities per 100 Million CAVMT	1.06	1.08	1.32	1.01	0.51	-12.2%
Injuries per 100 Million CAVMT	25.24	27.87	24.85	19.09	21.85	-2.3%

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# Drowsy Driving Crashes

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## The Problem

- In 2010, 14 fatalities resulted from drowsy driving crashes. This represents 7 percent of all fatalities. Only 5 (or 42 percent) of the 12 passenger vehicle occupants killed in drowsy driving crashes were wearing properly restrained.
- The other 2 fatalities resulting from drowsy driving in 2010 were a commercial motor vehicle occupant and a bicyclist.
- In 2010, 81 percent of the drowsy driving crashes involved a single vehicle, while 71 percent of the fatal drowsy driving crashes involved a single vehicle.
- In 2010, 16 percent of the drowsy driving crashes also involved impaired driving.
- In 2010, 23 percent of the drowsy driving crashes occurred between 5 AM and 10 AM, while 19 percent occurred between 1 PM and 5 PM
- Drowsy driving crashes cost Idahoans more than \$131 million dollars in 2010. This represents 5 percent of the total economic cost of crashes.

## Drowsy Driving Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Drowsy Driving Crashes	683	654	559	563	566	-4.4%
Fatalities	17	13	15	15	14	-3.7%
Serious Injuries	69	80	62	68	68	0.8%
Visible Injuries	178	151	152	151	158	-2.6%
Possible Injuries	220	210	215	197	195	-2.9%

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# Single-Vehicle Run-Off-Road Crashes

## The Problem

- In 2010, 22 percent of all crashes involved a single-vehicle leaving the roadway. The majority of these crashes (76 percent) occurred on rural roadways.
- Single-vehicle run-off-road crashes resulted in 52 percent of all fatalities in Idaho. Aggressive driving was a factor in 43 percent of the 97 fatal single-vehicle run-off-road crashes and impaired driving was a factor in 57 percent of the 97 fatal single-vehicle run-off-road crashes.
- Overturning was attributed as the most harmful event in 61 percent of the fatal single-vehicle run off road crashes. Rollovers were responsible for 54 percent of the single-vehicle run-off road fatalities and nearly one-third (28 percent) of all fatalities in 2010. Of the 58 people killed in single-vehicle run-off-road rollovers, 39 (67 percent) were not wearing a seat belt.
- Single-vehicle run-off-road crashes cost Idahoans nearly \$938 million in 2010. This represents 38 percent of the total economic cost of crashes.

## Crashes on Idaho Highways Involving One Vehicle that Ran Off the Road, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Ran-Off-Road Crashes	5,471	5,940	5,985	5,291	4,955	-2.2%
Fatalities	126	132	117	103	108	-3.4%
Serious Injuries	546	625	515	468	424	-5.4%
Visible Injuries	1,236	1,169	1,026	968	1,053	-3.6%
Possible Injuries	1,504	1,507	1,415	1,360	1,201	-5.4%
Most Harmful Events of Fatal and Serious Injury Ran Off Road Crashes						
Overturn	362	377	339	288	256	-8.0%
Ditch/Embankment	35	37	41	40	35	0.4%
Tree	44	47	33	30	43	2.8%
Poles/Posts	24	37	25	29	28	8.6%
Fence/Building/ Wall	15	16	17	16	12	-4.5%
Other Fixed Object	14	8	14	8	11	6.7%
Guardrail	11	17	12	13	11	4.5%
Immersion	13	8	3	9	5	13.6%
Culvert	1	5	4	1	3	126.3%
Bridge Rail/Abutment/End	1	3	1	0	1	33.3%
All Other Most Harmful Events	33	44	40	26	16	-12.3%

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# Intersection Crashes

## The Problem

- In 2010, 40 percent of all crashes occurred at or were related to an intersection, while 18 percent of fatal crashes occurred at or were related to an intersection.
- The majority of all intersection-related crashes (82 percent) occurred on urban roadways in 2010, while 51 percent of the fatal intersection-related crashes occurred on urban roadways.
- While total intersection related crashes were fairly evenly split among intersections with stop signs, signals, and no control, 46 percent of fatal intersection crashes occurred at intersections with stop signs, 31 percent at intersections with no control, and 17 percent at intersections with traffic signals.
- Of the 37 people killed in crashes at intersections, 24 were passenger motor vehicle occupants, 9 were motorcyclists, and 4 were pedestrians. Of the 24 passenger motor vehicle occupants, 12 (50 percent) were not restrained.
- Intersection related crashes cost Idahoans just over \$697 million in 2010. This represents 28 percent of the total economic cost of crashes.

## Intersection-Related Crashes on Idaho Highways, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Intersection Crashes	9,671	10,902	9,959	9,231	8,977	-1.5%
Fatalities	69	48	37	40	37	-13.2%
Serious Injuries	649	613	543	465	538	-3.9%
Visible Injuries	1,733	1,725	1,388	1,360	1,455	-3.8%
Possible Injuries	3,864	3,912	3,512	3,256	3,363	-3.2%
Traffic Control Device at Intersection						
Stop Sign	3,734	4,042	3,519	3,175	3,001	-5.0%
%	39%	37%	35%	34%	33%	-3.5%
Signal	3,159	3,687	3,539	3,315	3,359	1.9%
%	33%	34%	36%	36%	37%	3.5%
None	2,476	2,797	2,587	2,419	2,254	-2.0%
%	26%	26%	26%	26%	25%	-0.5%
Yield	160	215	189	159	192	6.8%
%	2%	2%	2%	2%	2%	7.6%
All Other	142	161	125	163	171	6.6%
%	1%	1%	1%	2%	2%	8.5%

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# **Head-On and Side Swipe Opposite Direction Crashes**

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## **The Problem**

- In 2010, just 3 percent of all crashes were a head-on or side swipe opposite direction crash, while 19 percent of fatalities were the result of a head-on or side swipe opposite direction.
- While all head-on and sideswipe opposite crashes were pretty evenly distributed between urban (44 percent) and rural (56 percent) roadways in 2010, 80 percent of the fatal head-on and sideswipe opposite crashes occurred on rural roadways.
- Drivers involved in a head-on or side swipe opposite crash that drove left of center were primarily just driving straight ahead (59 percent), while another 24 percent were negotiating a curve.
- Of the 39 people killed in head on or side swipe opposite crashes, 36 were passenger motor vehicle occupants. Of the 36 passenger motor vehicle occupants, 8 (22 percent) were not restrained.
- Head-on and side swipe opposite direction crashes cost Idahoans more than \$302 million in 2010. This represents 12 percent of the total economic cost of crashes.

## **Head-On and Side Swipe Opposite Crashes on Idaho Highways, 2006-2010**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Avg. Yearly Change 2006-2010</b>
Head-On/Side Swipe Opposite Crashes	815	823	841	710	659	-4.9%
Fatalities	34	26	42	47	39	8.2%
Serious Injuries	180	165	138	132	117	-10.1%
Visible Injuries	252	244	222	173	187	-6.5%
Possible Injuries	348	356	352	319	270	-5.9%

# Work Zone Crashes

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## The Problem

- Work zone crashes are fairly rare, yet can often be severe when they occur. Of particular concern is the vulnerability of the workers in work zones.
- Single-vehicle crashes comprised 25 percent of the crashes in work zones in 2010. Overturn was the predominant most harmful event for single vehicle crashes, while rear end was the predominant most harmful event for multiple vehicle crashes.
- Crashes in work zones cost Idahoans over \$33 million dollars in 2010. This represents just more than 1 percent of the total economic cost of crashes.

## Work Zone Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Work Zone Crashes	198	297	279	378	517	29.0%
Fatalities	2	2	7	3	1	31.5%
Serious Injuries	21	20	27	13	43	52.3%
Visible Injuries	32	46	54	53	64	20.0%
Possible Injuries	71	68	108	110	162	25.9%
% All Crashes	0.8%	1.1%	1.1%	1.6%	2.3%	30.9%
Workers Injured	2	3	2	1	0	-33.3%

# Cross-Median Crashes

---

## Definition

- Cross-median crashes are those where a vehicle crosses the raised or depressed median, separating the direction of travel, and results in a head-on or side swipe opposite crash. Cross-median crashes are a subset of head-on or sideswipe opposite crashes.

## The Problem

- Cross-median crashes are extremely rare, yet are often very severe when they occur. Of the 9 cross-median crashes in 2010, 6 resulted in an injury.
- Cross-median crashes cost Idahoans just more than \$20 million dollars in 2010. This represents just less than 1 percent of the total economic cost of crashes.

## Cross-Median Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Cross Median Crashes	9	14	10	8	9	4.9%
Fatalities	2	5	3	4	3	29.6%
Serious Injuries	3	8	4	7	5	40.8%
Visible Injuries	3	10	4	7	4	51.4%
Possible Injuries	2	6	6	7	8	57.7%

# School Bus Crashes

---

## The Problem

- School bus crashes are rare, but when they occur they have the potential of producing many injuries. In 2007, there were 2 single-vehicle bus crashes that resulted in 16 visible injuries and 61 possible injuries to the school bus occupants. In 2010, there was a single school bus crash with a tractor-trailer that resulted in 1 serious injury to the driver, 4 visible injuries and 44 possible injuries to the students on the bus. Typically, however, occupants of vehicles that collided with the school buses sustain most of the injuries and fatalities.
- In 2010, 90 percent of the school bus occupants on buses involved in crashes sustained no injuries. However, 66 of the 93 injuries sustained in crashes with school buses were the school bus occupants: There were 2 serious injuries, 8 visible injuries and 56 possible injuries. Both serious injuries were sustained by the driver of the school bus.
- Crashes with school buses cost Idahoans less than \$8 million in 2010. This represents less than 0.5 percent of the total economic cost of crashes.

## School Bus Crashes in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total School Bus Crashes	72	97	102	98	78	3.9%
Fatalities	0	0	0	1	0	0.0%
Serious Injuries	1	10	4	3	6	228.8%
Visible Injuries	13	29	5	6	23	85.9%
Possible Injuries	19	82	23	12	64	161.3%

# Crashes with Trains

---

## The Problem

- Train-vehicle crashes are rare, yet are often very severe when they occur. Of the 12 crashes in 2010, 5 (42 percent) resulted in an injury.
- The majority of train-vehicle crashes occur in rural areas. Rural railroad crossings typically do not have crossing arms or flashing lights to indicate an approaching train. In 2010, 58 percent of the train-vehicle crashes occurred in rural areas.
- Crashes with trains cost Idahoans just over \$1 million dollars in 2010. This represents less than 0.5 percent of the total economic cost of crashes.

## Vehicle Crashes with Trains in Idaho, 2006-2010

	2006	2007	2008	2009	2010	Avg. Yearly Change 2006-2010
Total Train Crashes	17	18	16	8	12	-1.3%
Fatalities	3	2	2	0	0	-58.3%
Serious Injuries	1	0	1	3	1	33.3%
Visible Injuries	2	4	4	2	1	0.0%
Possible Injuries	5	4	3	2	4	5.4%
Location of Crashes						
Rural Roads	12	14	13	5	7	-3.0%
Urban Roads	5	4	3	3	5	5.4%

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## OFFICE OF HIGHWAY SAFETY



### Highway Safety Grant (RFP) Request for Proposal Federal Fiscal Year 2013

Each year, the Office of Highway Safety (OHS) awards grants to state and local governmental units and non-profit organizations to help solve Idaho's most critical behavioral traffic safety problems. Our goal is to reduce deaths and serious injuries from motor vehicle crashes by funding programs and activities that promote safe travel on Idaho's transportation systems, and through collecting, maintaining and disseminating reliable crash statistics. Projects that are considered for funding must address the emphasis areas identified in Idaho's Strategic Highway Safety Plan. They include: safety restraints, impaired driving, aggressive driving, distracted driving, youthful drivers, commercial vehicles, motorcycle, and emergency response. Funding is also available for enhancement of data systems. Other highway safety problem areas may also be considered.

This RFP is for year-long highway safety grant projects in Federal Fiscal Year 2013, beginning October 1, 2012 and ending September 30, 2013. The grants can provide startup or "seed" money for new programs, provide new direction to already existing safety programs, or support state planning to identify and quantify highway safety problems. Grant dollars may also be used for the one-time acquisition of technology, system upgrades, and/or equipment purchases to be used in solving highway safety problems where a demonstrated need exists. If your agency plans to only participate in the various intensive law enforcement mobilizations of impaired driving, safety restraints and aggressive driving mobilization, the forms for the mobilization programs will be sent in August, 2012, and your agency will not complete the documents in this RFP. Depending on the type of project, funding may be considered for one, two, or at a maximum three years. Letters of Intent's must be submitted to OHS for the second or third year projects. Consideration is then given to new applicants that show the greatest potential for reduction of serious injuries, fatalities or system improvement.

Highway safety projects typically require the grantee agency to provide a portion of the funding for the project, referred to as matching funds. For first year projects, grant money will generally reimburse 75 percent of the total project costs, in the second year 50 percent, and in the third year 25 percent. Matching funds can be in the form of agency funds or resources to support the proposed project. Highway safety programs are "seed money" programs, and agencies are expected to assume the full cost of programs and provide program continuation at the conclusion of the grant funding. **Agencies pay 100 percent of the project costs up-front as accrued, and then request reimbursement monthly or quarterly in the amount of the approved federal share.**

**Highway safety funds, by law, cannot be used for highway construction, maintenance, or design. Requests for grant funds are not appropriate for projects such as safety barriers, turning lanes, traffic signals, and pavement/crosswalk markings. Additionally, funds cannot be used for facility construction or purchase of office furniture. Because of limited funding, the OHS does not fund the purchase of vehicles.**

#### FOCUS AREA PROJECT EXAMPLES

**Safety Restraint:** The overall goal of the Safety Restraint Program is to reduce deaths and serious injuries from motor vehicle crashes by increasing the proper use of safety restraints, booster seats, and child safety seats. Projects may include a combination of safety restraint law enforcement, public awareness programs, purchase of traffic enforcement equipment, and creative education activities. Projects can include adult, teen, and/or child safety restraint use education as a program emphasis, as well as funding to start or to improve a local child safety seat distribution program. We encourage jurisdictions with these projects to work closely with their local media to bring visibility to their activities to increase program effectiveness.

**Impaired Driving:** The goal of this program area is to remove alcohol and drug-impaired drivers from the roads and reduce recidivism. A project may include establishing DUI Courts, DUI probation positions, or enforcement combined with public information outreach activities. We encourage jurisdictions with these projects to work closely with their local media to "advertise" their enforcement activities and inform their community about highway safety. This program area can also fund alcohol breath testing equipment, training for judges, law enforcement, prosecutors, probation officers, and education programs such as designated driver awareness,

underage alcohol consumption, outreach and enforcement. The OHS is searching for creative programs that could reduce impaired driving in your community. All grants will also include an emphasis on seat belt use, emphasis/enforcement to reduce the serious injuries and deaths resulting from impaired driving crashes.

**Aggressive Driving:** The goal of this program area is to reduce the incidence of aggressive driving behaviors, such as speeding, failing to yield, following too closely, or disregarding signs or signals. The goal is accomplished by enforcing and encouraging compliance with traffic laws through the development and implementation of Selective Traffic Enforcement Programs (STEP), Accident Reduction Teams, model programs to address aggressive driver behavior, and other similar projects which usually combine effective law enforcement and public awareness activities. All grants will also include seat belt use emphasis/enforcement to reduce the injuries and deaths resulting from aggressive driving crashes.

**Youthful Drivers:** Funding is provided to reduce the number of fatal and injury crashes by 15-19 year old drivers. Emphasis is placed on prevention through education and enforcement activities. Grant funding is directed toward youthful drivers and pre-teen drivers, grades K-12. Agencies are encouraged to work with local teen populations such as community service for impaired driving offenses, student governments, and other student organizations dedicated to traffic safety. Proposed projects will create a comprehensive program to change teen driving behaviors. The OHS urges agencies to think creatively and work closely with the OHS when developing a youth program.

**Emergency Response:** The goal of this program area is to enhance appropriate, timely, and safe response to crashes and to reduce the time that it takes first responders to remove injured crash victims from the crash site and transport them to advanced medical treatment.

**Distracted Drivers:** The overall goal of this program is to reduce distracted driving fatalities, serious injuries, and economic loss from motor vehicle crashes by decreasing distracted driving. Projects may include a combination of distracted driving law enforcement, public awareness programs, purchase of traffic enforcement equipment, and creative education activities. We encourage jurisdictions with these projects to work closely with their local media to bring visibility to their activities to increase program effectiveness.

**Enhancement of Data Systems:** Section 408 funding is available for improving timeliness, accuracy, completeness, uniformity, integration and accessibility of traffic safety data, and to demonstrate improvement in an agency's traffic records system for measurement-driven data. A separate 2-page Letter of Intent application is provided to apply for these funds. Complete and submit both pages to be considered for the funding. Grant funding will be available October 1, 2012.

**Other:** This category includes all other potential focus areas such as motorcycle, commercial vehicles, etc. The goal of any project in this category must be to reduce roadway fatalities and injuries in Idaho.

## ELIGIBILITY REQUIREMENTS

1. Grant awards will be to local and state governmental entities, and non-profit organizations.
2. There must be a data driven highway safety problem. Grant requests will be evaluated based on crash data.
3. *Agencies must have a safety restraint use policy in place prior to the start of grant funding.*
4. Law enforcement agencies must demonstrate that they are enforcing the safety restraint laws.

## HOW TO APPLY

**Interested agencies must complete a Letter of Intent (LOI) and have it postmarked no later than February 17, 2012. Faxed or e-mailed Letters of Intent must be received no later than 11:59 PM MST (before Midnight) on February 17, 2012. Electronic versions of our forms can be found by going to our website at <http://itd.idaho.gov/ohs/programs.htm>. Contact the Office of Highway Safety with any questions. Proposals may be mailed, faxed or e-mailed to:**

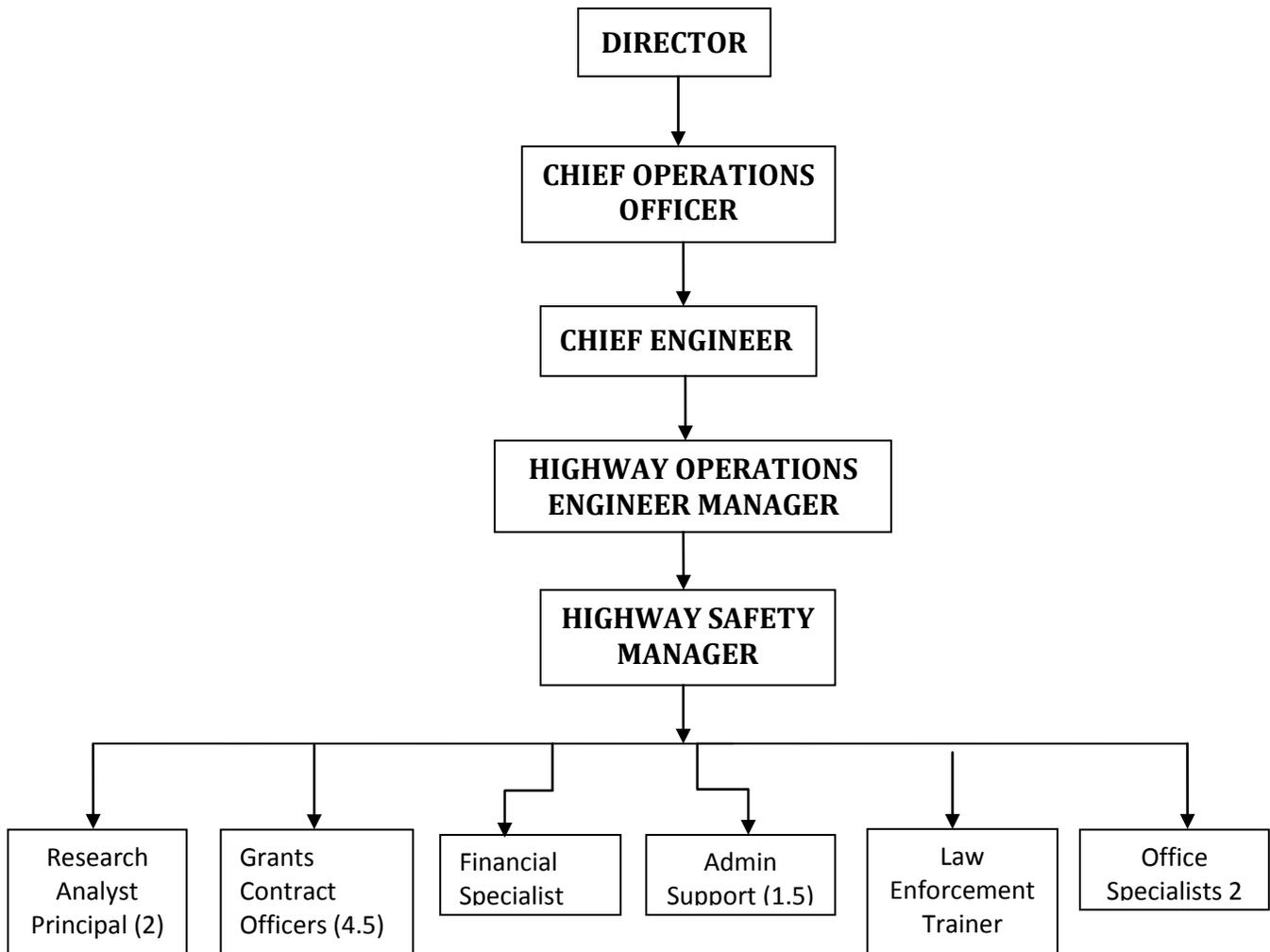
Idaho Transportation Department  
Office of Highway Safety  
PO Box 7129, Boise, Idaho 83707-1129  
Fax: (208) 334-4430 Phone: (208) 334-8100  
[ohsgrants@itd.idaho.gov](mailto:ohsgrants@itd.idaho.gov)



# Idaho Transportation Department

## Organization Chart Supplement

Division of Highways – Highway Headquarters Administration – Office of Highway Safety



Highway Safety Staff includes:

- 1 Highway Safety Manager
- 4.5 Grants Programs Coordinators
- 2 Research Analysts
- 1 Financial Specialist
- 4 Crash Analysts (Office Specialist 2)
- 1 Law Enforcement Trainer
- 1.5 Administrative Staff Support



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This document is prepared by:



**Idaho Transportation Department**

Office of Highway Safety

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Boise, ID 83707-1129

(208) 334-8100 <http://itd.idaho.gov/ohs>

**Our Mission:** Your Safety. Your Mobility. Your Economic Opportunity.

# **Public Awareness: Surveying Idaho 2012**

## **Methodology and Results**

**September 2012**

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# Methodology

## Overview

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety, 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 percent) of Idaho households no longer have a landline telephone number<sup>1</sup>. 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<sup>2</sup>. 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. 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<sup>3</sup>.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents the week prior to the telephone calls (12 July 2012). 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 16 July 2012 and continued until 16 August 2012. Each number in the sample was called at least eight 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 a Spanish-language speaking interviewer. Spanish calls began on 23 July 2012 until the end of the survey, 16 August 2012. Six surveys were conducted in Spanish.

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<sup>1</sup> Blumberg, S.J. and J.V. Luke. 2011. Wireless substitution: State-level estimates from the National Health Interview Survey, Jan-June 2010. U.S. Department of Health and Human Services, Center for Disease Control and Prevention. National Health Statistics Reports, Number 39. April 20, 2011.

<sup>2</sup> Blumberg, S.J. and J.V. Luke. 2007. Coverage bias in traditional telephone surveys of low-income young adults. *Public Opinion Quarterly*. 71:734-749.

<sup>3</sup> SAS, Version 9.3. 2009. SAS Institute, Cary, NC.

Final survey dispositions in the landline frame included 257 completed interviews, 69 disconnected numbers, 63 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 114 refusals. The final response rate is 37.5 percent, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 64.6 percent, and the refusal rate is 18.1 percent<sup>4</sup>.

In the mobile phone frame, the study resulted in 242 completed interviews, and 650 disconnected numbers, 720 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 302 refusals. The final response rate is 20.5 percent, the cooperation rate is 42.1 percent, and the refusal rate is 27.4 percent.

The final response rate for the two frames combined is 26.7, the final cooperation rate is 51.4 percent, and the final refusal rate is 24.5 percent.

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on "Estimation Using Dual-Frame Methodology"). Percents and 95% confidence intervals are based on the weighted frequencies. For some key variables (those where the question was asked identically across years), percentages from 2011 and 2010 are also presented for easy comparison. Results from 2012 which are statistically significantly from 2011 results the 95% confidence limits for the estimates for the two years do not overlap) are marked with an asterisk (\*).

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<sup>4</sup> The American Association for Public Opinion Research (AAPOR). 2006. Standards Definitions: Final Disposition of Case Codes and Outcome Rates for Surveys, 4<sup>th</sup> Edition. Lenexa, KS: AAPOR. Available at: [http://www.aapor.org/pdfs/standarddefs\\_4.pdf](http://www.aapor.org/pdfs/standarddefs_4.pdf)

## ***Comparison to Census Data***

In order to determine sample representativeness, we compared the age distribution of adults (over 18) for the respondents in the 2011 Idaho Transportation Department Public Awareness survey to percent of adults over age 18 in the state of Idaho as estimated in the 2005-2009 American Community Survey (ACS) by the U.S. Census Bureau<sup>5</sup>. When the Census figures are compared to the 95 percent confidence intervals of the weighted sample estimates (both landline and cell phone frames), the youngest residents are slightly underrepresented and the older age groups are slightly overrepresented.

**Table 1: Comparison of Weighted Sample Estimates to ACS<sup>6</sup> Age Estimates for Idaho Residents**

<b>Age Category</b>	<b>ACS</b>	<b>This Study</b>	<b>95% Confidence Limits</b>
18 – 19 years old	4.3%	2.6%	1.2% - 4.0%
20 – 24 years old	10.4%	5.2%	3.1% - 7.2%
25 – 34 years old	18.3%	12.1%	9.1% - 15.1%
35 – 44 years old	17.6%	13.3%	10.3% - 16.4%
45 – 54 years old	18.6%	16.1%	12.8% - 19.5%
55 – 59 years old	8.1%	12.3%	9.4% - 15.2%
60 – 64 years old	6.5%	11.0%	8.2% - 13.8%
65 – 74 years old	8.6%	17.1%	13.8% - 20.5%
75 – 84 years old	5.4%	8.3%	5.8% - 10.7%
Over 85 years old	2.2%	2.0%	0.7% - 3.3%

## ***Notes on Estimation Using Dual Frame Methodology***

Survey weights were calculated in order that the data to account for the complex survey design. Households had differing probabilities of inclusion in the study based on which highway district they lived in (because smaller districts were oversampled to allow for an adequate sample size in that strata) and based on whether respondents live in a household with both wireless and landline telephones, only landlines, or only wireless phones. The number of occupied households in Idaho is 552,726 using the most recent data available<sup>7</sup>. In addition, recent data from the U.S. Department of Health and Human Services estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 98.8 percent are estimated to have a telephone of some sort (including wireless), 31.7 percent live in wireless-only households, 9.5 percent live in landline only households, and the remainder (57.6 percent) live in households with both a landline and wireless

<sup>5</sup> 2005-2009 American Community Survey. U.S. Census Bureau. Available at: <http://www.census.gov>. Accessed 8 September 2011.

<sup>6</sup> U.S. Census Bureau. 2005-2009 American Community Survey Five Year Estimates.

<sup>7</sup> Ibid.

telephones<sup>8</sup>. These estimates are the first nationally published estimates of landline-only and mixed-phone households in Idaho (previously only estimates of the fraction of wireless only households were available) but the proportion of landline only households in Idaho closely matches estimates from data collected by the SSRU<sup>9</sup>.

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<sup>8</sup> Blumberg, S.J. and J.V. Luke. 2011. Wireless substitution: State-level estimates from the National Health Interview Survey, Jan-June 2010. U.S. Department of Health and Human Services, Center for Disease Control and Prevention. National Health Statistics Reports, Number 39. April 20, 2011.

<sup>9</sup>Kane, S.L. and B.E. Foltz. 2010. Idaho Transportation Department 2009 Customer Satisfaction Survey. Idaho Transportation Department, RP 197.

# Results

## *Frequencies and Means*

### 1. How often do you drive a motor vehicle?

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Never	0	0	0.0%	0.0% - 0.0%	2.4%	0.0%
A few times a year	4	5	1.1%	0.0% - 2.1%	0.7%	0.7%
A few times a month	30	31	6.1%*	4.0% - 8.3%	3.4%	4.6%
Almost every day	134	134	26.8%	22.9% - 30.8%	23.2%	22.9%
Every day	332	330	66.0%*	61.7% - 70.2%	70.4%	67.3%
Total	500	500	100.0%			

### 2. How often do you wear a seatbelt while driving or riding in a vehicle?

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Never	4	5	0.9%	0.0% - 1.8%	1.8%	2.2%	1.3%
Rarely	8	9	1.9%*	0.6% - 3.1%	4.1%	1.4%	2.4%
Occasionally	20	20	4.0%	2.3% - 5.8%	3.1%	3.4%	4.1%
Usually	54	55	10.9%	8.1% - 13.8%	12.7%	9.4%	9.9%
Always	413	410	82.0%*	78.6% - 85.5%	78.3%	83.5%	82.2%
Total	499	499	100.0%				

### 3. In the past 60 days, have you seen or heard about seat belt law enforcement?

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	225	223	44.5%*	40.1% - 49.0%	34.8%	31.4%	32.1%
Yes	268	271	54.10%*	49.7% - 58.6%	64.3%	67.0%	65.3%
Don't know	7	7	1.4%	0.3% - 2.4%	0.9%	1.6%	2.6%
Total	500	501	100.0%				

**4. Did this message cause you to wear your seatbelt more often<sup>10</sup>?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
No	236	238	87.9%*	83.9% - 91.9%	81.5%	67.4%
Yes	31	32	11.7%*	7.7% - 15.6%	17.4%	31.1%
Don't know	1	1	0.4%	0.0% - 1.3%	1.1%	0.0%
Total	268	271	100.0%			

**5. Where did you see or hear this message?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Billboard	130	129	25.7%*	21.8% - 29.6%	30.9%	32.5%
Radio	35	37	7.4%*	5.0% - 9.7%	13.0%	11.7%
Television	87	88	17.6%*	14.2% - 21.0%	23.7%	31.0%
Poster	7	6	1.3%	0.3% - 2.3%	0.4%	0.9%
Brochure	0	0	0.0%	0.0% - 0.0%	0.0%	0.2%
Newspaper	10	9	1.8%*	0.7% - 3.0%	3.2%	3.8%
Law Enforcement	5	5	1.1%	0.2% - 2.0%	1.4%	0.7%
News Stories	1	1	0.2%*	0.0% - 0.5%	1.7%	0.2%
Online Media	2	3	0.5%	0.0% - 1.2%	0.1%	0.5%
Other	43	44	8.9%*	6.3% - 11.5%	6.2%	7.2%
Don't Recall	4	4	0.7%	0.0% - 1.4%	1.9%	1.5%

**Other responses:**

- Road sign (21 responses)
- Reader board (14 responses)
- Post office sign (4 responses)
- Traffic alert
- Officer seeing her
- Citizen on patrol
- Idaho Driver's Manual

<sup>10</sup> For those who wear their seatbelt less than "always"

**6. What do you think the chances are of getting a ticket if you don't wear your safety belt?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Likely	99	104	20.7%*	17.0% - 24.4%	16.9%	22.5%	22.8%
Likely	118	118	12.6%*	19.8% - 27.3%	30.2%	27.2%	26.2%
Am Neutral	96	96	19.2%*	15.7% - 22.7%	13.2%	14.7%	13.8%
Unlikely	124	121	24.2%	20.4% - 27.9%	26.1%	20.8%	24.4%
Very unlikely	53	52	10.4%	7.7% - 13.1%	8.5%	10.6%	10.5%
Don't Know	10	10	2.0%	0.7% - 3.2%	5.1%	4.1%	2.3%
Total	500	501	100.0%				

**7. Would you support legislation allowing police to ticket you for not wearing a seatbelt, even if that was the only reason for which you were pulled over?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Definitely Not	117	117	23.4%	19.7% - 27.2%	25.7%	20.2%	21.8%
Probably Not	74	73	14.6%	11.5% - 17.7%	14.5%	12.6%	13.7%
Am Neutral	33	33	6.7%*	4.4% - 8.9%	2.3%	6.4%	7.2%
Probably Support	93	94	18.9%	15.4% - 22.5%	16.4%	20.4%	20.0%
Definitely Support	178	177	35.4%	31.1% - 39.6%	38.7%	38.7%	36.4%
Don't Know	4	5	1.0%*	0.0% - 1.9%	2.5%	1.7%	0.7%
Total	499	499	100.0%				

**8. How often do you engage in aggressive driving behaviors, such as speeding, tailgating, running red lights, or failure to yield?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Never	209	207	41.4%	37.0% - 45.8%	43.0%	50.1%	36.0%
Rarely	199	200	40.1%	35.7% - 44.4%	40.6%	37.6%	43.7%
Occasionally	76	76	15.2%*	12.0% - 18.5%	11.9%	11.1%	15.2%
Usually	14	14	2.8%	1.3% - 4.3%	3.0%	0.7%	3.8%
Always	2	2	1.6%*	0.0% - 1.1%	1.3%	0.5%	1.3%
Total	500	499	100.0%		100.0%		

**9. On a local road with a speed of 30 mph, how often do you drive faster than 35mph?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Never	169	169	33.8%	29.6% - 38.0%	37.0%	40.3%	37.7%
Rarely	195	196	39.3%	34.9% - 43.6%	40.4%	33.6%	43.2%
Occasionally	97	97	19.3%*	15.8% - 22.9%	13.6%	17.8%	14.9%
Usually	30	29	5.8%	3.7% - 7.8%	5.3%	6.1%	3.8%
Always	9	9	1.8%	0.6% - 3.0%	2.7%	2.1%	0.5%
Total	500	500	100.0%		100.0%		

**10. On a road with a speed limit of 65 mph, how often do you drive faster than 70mph?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Never	230	234	46.8%	42.4% - 51.3%	49.3%	54.2%	46.1%
Rarely	160	158	31.6%*	27.5% - 35.8%	36.5%	30.7%	35.6%
Occasionally	74	71	14.2%*	11.2% - 17.2%	8.9%	11.9%	13.6%
Usually	25	26	5.3%	3.2% - 7.3%	4.0%	1.9%	3.8%
Always	11	10	2.1%	0.8% - 3.3%	1.4%	1.1%	0.9%
Total	500	499	100.0%				

**11. What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Likely	116	118	23.6%	19.8% - 27.4%	23.0%	24.8%	20.6%
Likely	178	178	35.7%	31.4% - 39.9%	33.0%	35.1%	36.6%
Am Neutral	73	74	14.9%	11.7% - 18.1%	13.7%	12.6%	13.8%
Unlikely	96	95	19.0%	15.7% - 22.5%	18.9%	17.9%	21.6%
Very Unlikely	34	33	6.6%	4.4% - 8.8%	8.2%	8.0%	6.2%
Don't Know	1	1	0.2%*	0.0% - 0.5%	3.2%	1.6%	1.1%
Total	498	499	100.0%				

**12. Within the last 30 days, have you read, seen, or heard anything about speed enforcement by local law officials?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	340	338	67.6%*	63.4% - 71.8%	60.2%	63.9%	60.0%
Yes	153	155	31.0%*	26.8% - 35.1%	38.1%	34.3%	38.5%
Don't know	7	7	1.5%	0.4% - 2.6%	1.6%	1.8%	1.4%
Total	500	500	100.0%				

**13. Have you recently seen or heard messages about aggressive driving or speeding?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	295	294	58.8%	54.4% - 63.2%	57.3%	53.0%	20.7%
Yes	201	202	40.5%	36.1% - 44.8%	42.0%	44.7%	77.9%
Don't know	4	4	0.7%	0.0% - 1.4%	0.7%	2.3%	1.4%
Total	500	500	100.0%				

**14. Where did you see or hear this message?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Billboard	42	41	8.1%	5.7% - 10.5%	10.4%	13.7%
Radio	43	45	9.0%	6.4% - 11.7%	11.2%	8.3%
Television	100	102	20.4%	16.8% - 24.1%	20.0%	23.3%
Poster	1	1	0.2%	0.0% - 0.7%	0.1%	0.2%
Brochure	0	0	0.0%	0.0% - 0.0%	0.4%	0.0%
Newspaper	19	19	3.9%	2.1% - 5.6%	3.1%	5.0%
Law Enforcement	1	1	0.2%	0.0% - 0.7%	0.5%	0.4%
News Stories	6	7	1.4%*	0.3% - 2.6%	3.4%	1.5%
Online Media	4	4	0.8%	0.0% - 1.5%	0.4%	0.2%
Other	16	16	0.8%	1.6% - 4.7%	3.0%	2.0%
Don't Recall	2	2	0.4%*	0.0% - 0.8%	0.9%	0.9%

**Other Responses**

- Reader board (6 responses)
- Signs (3 responses)
- Other people (2 responses)
- Citizen of patrol
- Over the phone
- TV at work
- Meeting

**15. Did the message cause you to avoid aggressive driving behaviors such as speeding?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	120	120	59.2%*	52.3% - 66.2%	67.3%	67.8%	67.6%
Yes	80	82	40.3%*	33.4% - 47.3%	29.7%	29.7%	28.8%
Don't know	1	1	0.4%*	0.0% - 1.3%	3.0%	2.5%	3.6%
Total	201	203	100.0%				

**16. What inappropriate teen driving behavior have you observed MOST frequently on Idaho roadways?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Result	2008 Result
Speeding	104	102	23.4%*	19.4% - 27.4%	39.9%	33.7%	41.0%
Tailgating	35	34	7.8%*	5.3% - 10.3%	3.7%	2.2%	4.3%
Not wearing a seatbelt	0	0	0.0%*	0.0% - 0.0%	0.3%	0.4%	0.3%
Driving impaired	4	4	0.9%	0.0% - 1.7%	0.6%	0.9%	0.6%
Distraction by passengers	30	30	7.0%*	4.5% - 9.4%	3.8%	4.8%	8.7%
Talking on cell phone	190	188	43.1%*	38.4% - 47.8%	23.8%	31.8%	27.5%
Running red lights, stop signs	12	13	2.9%	1.2% - 4.5%	3.0%	1.7%	2.9%
Lane weaving	22	22	5.1%	3.0% - 7.2%	3.5%	4.9%	6.4%
Other	0	0	0.0%*	0.0% - 0.0%	0.3%	13.1%	3.8%
Don't know	36	37	8.5%*	5.8% - 11.2%	21.0%	6.5%	4.6%
Refused	6	6	1.5%	0.3% - 2.7%			

**Other Responses**

- Texting (33 responses)
- Inattentive driving (7 responses)
- Passing and lane changes (5 responses)
- All of the above (5 responses)
- Following too close (2 responses)
- I have not seen inappropriate teen driving behavior (2 responses)
- Peeling out at stop lights
- Speed buggy
- Texting and calling
- Ignoring traffic signals
- Illegal turns
- Failure to yield
- Failing to yield to motorcycles
- Going too slow

**17. Have you recently seen or heard messages about Alive at 25?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
No	396	396	79.2%	75.6% - 82.8%
Yes	102	102	20.4%	16.8% - 23.9%
Don't know	2	2	0.4%	0.0% - 1.0%
Total	500	500	100.0%	

**14. Where did you see or hear this message about Alive at 25?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
Billboard	24	24	4.7%	2.8% - 6.6%
Radio	14	15	2.9%	1.4% - 4.5%
Television	46	46	9.1%	6.6% - 11.7%
Poster	0	0	0.0%	0.0% - 0.0%
Brochure	0	0	0.0%	0.0% - 0.0%
Newspaper	1	1	0.2%	0.0% - 0.5%
Law Enforcement	0	0	0.0%	0.0% - 0.0%
News Stories	0	0	0.0%	0.0% - 0.0%
Online Media	4	4	0.8%	0.0% - 1.5%
Other	9	9	1.9%	0.6% - 3.1%
Don't Recall	11	11	2.2%	0.9% - 3.5%

**Other Responses**

- Reader board
- Daughter
- Facebook
- Son had to attend
- Work
- Graduation time
- Another person
- Local entertainment newspaper in Boise
- Citizen of patrol

**19. Would you support legislation that would require children to be restrained using a child safety or booster seat until they reach 8 years old?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	144	143	28.8%	24.8% - 32.9%	30.5%	29.4%	29.4%
Yes	325	327	66.1%	61.9% - 70.3%	63.0%	63.9%	62.9%
Don't know	26	25	5.0%	3.1% - 7.0%	6.5%	6.6%	7.8%
Total	495	495	100%				

**20. What do you think the chances are of getting a ticket if you don't buckle up a child?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Likely	150	155	31.0%*	26.8% - 35.1%	36.5%	32.4%	34.3%
Likely	156	153	30.7%*	26.6% - 34.7%	24.1%	27.2%	28.8%
Am Neutral	54	54	10.7%	8.0% - 13.5%	11.0%	11.6%	9.9%
Unlikely	85	84	16.7%	13.4% - 20.0%	17.9%	16.5%	16.8%
Very Unlikely	38	38	7.5%	5.2% - 9.8%	5.9%	9.2%	6.3%
Don't Know	17	17	3.4%	1.8% - 5.0%	4.7%	3.0%	4.0%
Total	500	501	100.0%				

**21. How important do you think it is for Idaho to enforce the drinking and driving laws?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Important	424	424	84.8%	81.6% - 88.0%	87.8%	86.6%	88.7%
Important	60	60	11.9%	9.0% - 14.8%	10.6%	10.5%	10.0%
Am Neutral	13	13	2.6%*	1.2% - 4.0%	0.7%	2.4%	1.1%
Not Important	2	3	0.5%	0.0% - 1.2%	0.2%	0.3%	0.0%
Not at all Important	0	0	0.0%*	0.0% - 0.0%	0.7%	0.2%	0.0%
Don't know	1	1	0.2%	0.0% - 0.7%			
Total	500	501	100.0%				

**22. In the past 60 days, how many times have you driving a motor vehicle within two hours after drinking alcoholic beverages?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Once	40	40	8.1%*	5.7% - 10.5%	4.5%	6.5%	6.8%
Twice	25	24	4.7%	2.9% - 6.5%	6.3%	4.1%	2.9%
Three times	8	9	1.7%	0.5% - 3.0%	1.8%	1.8%	2.4%
Many times	19	19	3.8%	2.1% - 5.4%	2.2%	3.1%	2.6%
Never	239	241	48.1%	43.7% - 52.6%	50.3%	53.1%	47.9%
I don't drink	168	167	33.3%	29.1% - 37.5%	34.7%	31.4%	36.7%
Don't know	1	1	0.2%	0.0% - 0.7%	0.2%		
Total	500	501	100.0%				

**23. What do you think the chances are of someone getting arrested if they drive after drinking?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Likely	143	147	29.4%	25.3% - 33.5%	33.1%	34.3%	30.1%
Likely	166	166	33.3%	29.1% - 37.5%	33.3%	34.8%	39.4%
Am Neutral	68	66	13.2%	10.2% - 16.1%	13.8%	12.4%	13.6%
Unlikely	84	83	16.7%*	13.4% - 20.0%	12.5%	13.0%	13.1%
Very Unlikely	21	20	4.1%	2.3% - 5.8%	2.3%	1.9%	2.0%
Don't Know	18	17	3.4%*	1.8% - 5.0%	5.1%	3.4%	1.8%
Total	500	499	100.0%				

**24. How likely do you believe it is that a person arrested for DUI will receive punishment?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Very Likely	185	187	37.3%	33.0% - 41.6%	41.2%	39.2%	41.5%
Likely	192	190	38.0%*	33.7% - 42.3%	30.2%	33.8%	32.6%
Am Neutral	36	37	7.3%	5.0% - 9.7%	9.3%	10.2%	7.9%
Unlikely	55	54	11.0%	8.2% - 13.7%	10.8%	10.2%	11.5%
Very Unlikely	16	14	2.9%	1.5% - 4.3%	3.6%	3.0%	5.1%
Don't Know	16	17	3.5%	1.8% - 5.2%	5.0%	3.6%	1.4%
Total	500	499	100.0%				

**25. In the past 30 days have you seen or heard messages about not drinking and driving?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	147	145	29.0%*	25.0% - 33.0%	20.6%	23.6%	23.7%
Yes	348	350	70.1%*	66.0% - 74.1%	78.0%	75.2%	75.6%
Don't know	5	5	0.9%	0.1% - 1.8%	1.4%	1.3%	0.5%
Total	500	500	100.0%				

**26. Where did you see or hear this message?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Billboard	110	108	21.7%*	18.0% - 25.3%	26.2%	28.1%
Radio	88	91	18.2%	14.7% - 21.7%	20.2%	16.1%
Television	199	200	40.0%*	35.6% - 44.4%	47.9%	48.4%
Poster	2	2	0.5%*	0.0% - 1.1%	1.4%	0.0%
Brochure	1	1	0.2%	0.0% - 0.7%	0.6%	0.0%
Newspaper	13	13	2.6%	1.2% - 4.0%	5.5%	6.4%
Law Enforcement	2	2	0.5%	0.0% - 1.1%	0.5%	1.1%
News Stories	8	8	1.6%	0.5% - 2.7%	1.9%	0.9%
Internet	3	3	0.6%	0.0% - 1.4%	0.7%	0.3%
Don't Recall	8	8	1.6%	0.5% - 2.8%	0.7%	1.2%
Other	26	25	5.1%	3.1% - 7.0%	6.2%	5.2%

**Other Responses**

- Reader board (13 responses)
- Road signs (8 responses)
- National magazines
- Fairgrounds in Boise
- Bumper stickers
- Citizen of patrol
- Wrecked car demo
- Restaurant

**27. Did the message cause you to not drink and drive?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	33	35	10.1%	6.8% - 13.4%	10.8%	13.7%	14.3%
Yes	50	49	14.0%	10.3% - 17.7%	12.5%	8.5%	11.3%
I don't drink alcohol	128	128	36.4%	31.3% - 41.5%	39.9%	33.6%	31.3%
I never drink and drive	137	138	39.5%	34.3% - 44.8%	36.5%	42.8%	42.9%
Don't know	0	0	0.0%	0.0% - 0.0%	0.4%	1.4%	0.0
Total	348	350	100.0%				

**28. How important do you think it is for Idaho to enforce underage drinking and driving laws?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Very Important	456	455	91.2%	88.6% - 93.7%	90.4%	91.0%
Important	40	40	7.9%	5.5% - 10.3%	8.2%	6.5%
Am Neutral	3	3	0.6%	0.0% - 1.4%	1.0%	1.3%
Not Important	1	1	0.3%	0.0% - 0.8%	0.0%	0.6%
Not at all Important	0	0	0.0%	0.0% - 0.0%	0.1%	0.2%
Don't Know	0	0	0.0%	0.0% - 0.0%	0.3%	0.4%
Total	500	499	100.0%			

**29. Would you support the police setting up roadblocks to check for drivers who had been drinking?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	119	120	24.2%	20.3% - 28.0%	24.7%	24.0%	30.8%
Yes	359	358	72.3%	68.3% - 76.3%	71.6%	69.9%	66.0%
Don't know	17	18	3.5%	1.8% - 5.2%	3.7%	6.1%	3.3%
Total	495	496	100.0%				

**30. Do you know what an ignition interlock is?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
No	197	196	39.1%	34.7% - 43.4%
Yes	303	304	60.9%	56.5% - 65.2%
Don't know	0	0	0.0%	0.0% - 0.0%
Total	500	500	100.0%	

**31. Have you recently seen or heard messages about motorcycle awareness?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
No	156	159	31.8%*	27.6% - 36.0%	40.5%	35.0%	34.9%
Yes	343	340	68.0%	63.8% - 72.2%	58.8%	64.0%	64.9%
Don't know	1	1	0.2%*	0.0% - 0.5%	0.6%	6.1%	0.2%
Total	500	500	100.0%				

**32. Have you recently seen or heard the message "Share the Road."?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results
No	72	71	20.9%	16.5% - 25.2%	24.6%
Yes	267	266	78.1%*	73.6% - 82.5%	72.8%
Don't know	4	4	1.0%*	0.0% - 2.1%	2.5%
Total	343	341	100.0%		

**33. Where did you see or hear this message?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results
Billboard	109	108	21.6%*	17.9% - 25.2%	11.5%
Radio	48	49	9.8%*	7.2% - 12.5%	6.7%
Television	164	163	32.5%*	28.4% - 36.7%	27.9%
Poster	7	8	1.6%	0.4% - 2.7%	0.9%
Brochure	3	3	0.6%	0.0% - 1.3%	0.2%
Newspaper	13	13	2.6%	1.2% - 4.0%	1.4%
Law Enforcement	1	1	0.2%	0.0% - 0.7%	0.1%
News Stories	3	3	0.7%	0.0% - 1.5%	0.8%
Internet	8	8	1.7%*	0.5% - 2.9%	0.3%
Don't Recall	8	7	1.5%	0.5% - 2.5%	1.5%
Other	72	71	14.3%*	11.2% - 17.4%	9.7%

**Other responses:**

- Bumper Stickers (34 responses)
- Electronic reader board (22 responses)
- Road sign (12 responses)
- Construction zones (3 responses)
- Talking with people (2 responses)
- On bicycles and motorcycles (2 responses)
- Transportation meeting
- Signs at work
- Citizen of patrol
- Driver's manual
- VFW Rally
- STAR program

**34. Do you believe seeing this message has increased your awareness of motorcyclist safety?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results
No	95	94	27.6%*	22.8% - 32.4%	22.3%
Yes	243	242	71.1%	66.2% - 76.0%	77.1%
Don't know	5	4	1.3%	0.2% - 2.5%	0.6%
Total	343	340	100.0%		

**35. Do you feel that risky driving behavior, such as speeding, driving under the influence, or not wearing a seatbelt, could result in addition medical costs and increase health insurance premiums for all Idahoans?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Strongly Agree	277	279	56.2%*	51.7% - 60.6%	51.3%	51.5%	49.7%
Agree	160	157	31.6%*	27.5% - 35.7%	36.3%	37.0%	37.3%
Disagree	35	35	7.1%	4.8% - 9.4%	5.8%	5.4%	3.9%
Strongly Disagree	8	8	1.5%	0.5% - 2.6%	1.6%	1.4%	1.6%
Don't Know	17	18	3.6%	1.9% - 5.4%	5.0%	4.7%	0.7%
Total	497	497	100.0%				

**36. The amount of highway safety messages you see or hear are...**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results	2009 Results
Adequate	314	314	63.3%	59.0% - 67.6%	61.7%	59.8%	59.0%
Too Few	152	151	30.5%	26.4% - 34.6%	30.7%	33.2%	34.5%
Too Many	18	18	3.7%	2.0% - 5.4%	2.9%	3.5%	2.2%
Don't Know	12	12	2.5%*	1.1% - 3.9%	4.7%	3.5%	4.2%
Total	496	495	100.0%				

**37. How safe do you feel on Idaho's roads and highways?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Very Safe	169	169	33.7%*	29.5% - 37.9%	40.1%	32.2%
Somewhat Safe	277	277	55.3%*	50.9% - 59.8%	47.8%	55.4%
Somewhat Unsafe	44	45	9.0%	6.4% - 11.6%	8.4%	9.8%
Very Unsafe	6	6	1.2%*	0.2% - 2.2%	2.4%	1.5%
Don't Know	4	4	0.7%	0.0% - 1.4%	1.3%	1.1%
Total	500	501	100.0%			

**38. Please tell me how strongly you agree or disagree with this statement: It is irresponsible for Idaho drivers to disregard traffic and highway safety regulations.**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Strongly Agree	317	319	63.9%*	59.6% - 68.2%	80.4%	81.0%
Agree	146	144	28.9%*	24.9% - 33.0%	13.7%	13.4%
Neither agree Nor disagree	16	16	3.2%	1.6% - 4.8%	2.1%	2.2%
Disagree	10	9	1.9%	0.7% - 3.1%	1.7%	0.9%
Strongly Disagree	8	8	1.7%	0.5% - 2.9%	1.0%	2.3%
Don't Know	2	2	0.4%	0.0% - 0.9%	1.1%	0.2%
Total	499	498	100.0%			

**39. How often do you feel that drivers on Idaho's roads and highways operate their vehicles in a safe manner?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Always	13	13	2.7%	1.2% - 4.2%	2.6%	1.7%
Most of the Time	335	331	66.3%*	62.0% - 70.5%	72.3%	68.9%
Sometimes	141	144	28.8%*	24.7% - 32.8%	20.9%	25.3%
Rarely	7	7	1.4%*	0.4% - 2.5%	2.8%	3.5%
Never	0	0	0.0%	0.0% - 0.0%	0.6%	0.2%
Don't Know	4	4	0.9%	0.0% - 1.7%	0.8%	0.4%
Total	500	499	100.0%			

**40. Do you feel that Idaho's laws and regulations regarding driving behaviors contribute to safer highways?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results	2010 Results
Yes, a great deal	146	144	28.7%*	24.7% - 32.7%	35.8%	32.2%
Yes, somewhat	279	279	55.7%	51.3% - 60.2%	51.4%	56.5%
Yes, a little bit	64	66	13.2%*	10.1% - 16.2%	7.0%	7.3%
No, not at all	6	6	1.3%*	0.2% - 2.3%	3.5%	1.7%
Don't know	5	5	1.1%*	0.1% - 2.1%	2.2%	2.3%
Total	500	500	100.0%			

**43. What type of vehicle do you drive most often?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent	2011 Results
Car	244	241	48.1%	43.7% - 52.6%	47.3%
Pick-up Truck	128	130	26.0%	22.1% - 29.9%	22.9%
SUV	83	85	17.0%	13.6% - 20.3%	19.1%
Van	29	28	5.6%	3.6% - 7.6%	7.3%
Motorcycle	4	4	0.9%	0.0% - 1.7%	0.3%
Other	9	9	1.9%	0.6% - 3.1%	3.0%
Refused	3	3	0.6%	0.0% - 1.3%	0.0%
Total	500	500	100.0%		

**48. Sex of Respondent**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
Female	248	246	49.3%	44.8% - 53.7%
Male	252	254	50.7%	46.3% - 55.2%
Total	500	500	100.0%	

**47. In what year were you born?<sup>11</sup>**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
18 – 19	13	13	2.6%	1.2% - 4.0%
20 – 24	24	25	5.2%	3.1% - 7.2%
25 – 34	55	59	12.1%	9.1% - 15.1%
35 – 44	64	66	13.3%	10.3% - 16.4%
45 – 54	79	79	16.1%	12.8% - 19.5%
55 – 59	63	60	12.3%	9.4% - 15.2%
60 - 64	55	53	11.0%	8.2% - 13.8%
65 – 74	87	84	17.1%	3.8% - 20.5%
75 - 84	41	41	8.3%	5.8% - 10.7%
> 85	10	10	2.0%	0.7% - 3.3%
Total	491	490	100.0%	

**48. How long have you had an Idaho driver's license?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
Between 0-5 years	59	62	12.4%	9.4% - 15.4%
Between 5-10 years	68	70	14.0%	10.9% - 17.2%
Between 10-20 years	102	102	20.3%	16.7% - 23.9%
Between 20-30 years	72	72	14.4%	11.3% - 17.6%
Between 30-40 years	76	75	14.9%	11.8% - 18.1%
Between 40-50 years	65	64	12.8%	9.8% - 15.7%
> 50 years	58	56	11.1%	8.3% - 13.9%
Total	500	500	100.0%	

<sup>11</sup> Ages are calculated based on subtracting year born from the current year (2011), so the numbers represent the age they are (or will be) in 2011.

**49. In what Idaho county do you currently live?**

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
Ada	133	136	27.3%	23.3% - 31.3%
Adams	4	4	0.8%	0.0% - 1.5%
Bannock	23	22	4.4%	2.6% - 6.2%
Bear Lake	1	1	0.2%	0.0% - 0.7%
Benewah	4	5	1.0%	0.0% - 2.0%
Bingham	16	16	3.1%	1.6% - 4.6%
Blaine	6	6	1.1%	0.2% - 2.0%
Boise	2	2	0.4%	0.0% - 0.9%
Bonner	11	11	2.3%	0.9% - 3.6%
Bonneville	33	31	6.3%	4.2% - 8.4%
Boundary	4	4	0.7%	0.0% - 1.4%
Butte	1	1	0.2%	0.0% - 0.5%
Camas	1	1	0.2%	0.0% - 0.5%
Canyon	45	45	8.9%	6.4% - 11.5%
Caribou	5	5	0.9%	0.1% - 1.8%
Cassia	7	7	1.5%	0.4% - 2.6%
Clark	1	1	0.2%	0.0% - 0.5%
Clearwater	4	5	1.0%	0.0% - 2.0%
Custer	1	1	0.2%	0.0% - 0.5%
Elmore	7	8	1.5%	0.4% - 2.7%
Franklin	8	8	1.5%	0.5% - 2.6%
Fremont	5	5	0.9%	0.1% - 1.8%
Gem	9	8	1.7%	0.6% - 2.7%
Gooding	7	6	1.3%	0.3% - 2.3%
Idaho	10	10	1.9%	0.7% - 3.2%
Jefferson	8	8	1.6%	0.5% - 2.7%
Jerome	6	6	1.3%	0.2% - 2.3%
Kootenai	49	49	9.9%	7.2% - 12.6%
Latah	4	4	0.8%	0.0% - 1.6%
Lemhi	3	3	0.6%	0.0% - 1.4%
Lewis	1	1	0.2%	0.0% - 0.5%
Lincoln	1	1	0.2%	0.0% - 0.7%
Madison	3	3	0.6%	0.0% - 1.3%
Minidoka	9	9	1.7%	0.6% - 2.8%
Nez Perce	14	14	2.8%	1.3% - 4.2%
Oneida	4	4	0.8%	0.0% - 1.6%
Owyhee	5	6	1.1%	0.1% - 2.1%

	Frequency	Weighted Frequency	Weighted Percent	95% Confidence Limits for Percent
Payette	8	8	1.6%	0.5% - 2.8%
Power	4	4	0.7%	0.0% - 1.4%
Shoshone	2	2	0.4%	0.0% - 0.9%
Teton	3	3	0.5%	0.0% - 1.1%
Twin Falls	15	46	3.2%	1.6% - 4.8%
Valley	8	8	1.6%	0.5% - 2.7%
Washington	4	4	0.7%	0.0% - 1.4%
Total	499	499	100.0%	

***Cross-tabulations of Age and Length of Idaho Residency with Key Variables***

Age of respondent by Question 7: "Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that is the only reason for which you were pulled over?"

	Definitely not support	Probably not support	Am neutral	Probably support	Definitely support
18 – 34 years	25.7%	14.8%	5.2%	20.6%	33.6%
35 – 44 years	29.9%	14.8%	11.1%	20.5%	23.6%
45 – 54 years	21.6%	16.7%	12.7%	11.3%	37.8%
55 – 64 years	30.0%	10.1%	3.4%	23.9%	32.6%
Over 65 years	16.1%	16.0%	4.8%	18.9%	44.0%

Chi-square statistic = 26.5435, d.f. = 16,  $p = 0.0468$ . We detect a statistically significant relationship between age and opinion about allowing police to ticket for not wearing a seatbelt as a primary offence. Support for seatbelt as a primary offence is highest among those 18-34 years, and those over 45 years of age, with lower support among those between the ages of 35 and 44.

Number of years respondent has had Idaho license by Question 7: "Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that is the only reason for which you were pulled over?"

	Definitely not support	Probably not support	Am neutral	Probably support	Definitely support
0-5 Years	18.1%	13.2%	9.9%	22.6%	36.3%
5-10 Years	22.5%	20.1%	4.6%	9.6%	43.3%
10-20 Years	26.1%	14.3%	7.2%	19.6%	32.7%
20-30 Years	23.6%	13.1%	13.0%	20.6%	29.8%
30-40 Years	22.5%	14.6%	5.5%	19.3%	38.1%
More than 40 Years	25.4%	13.8%	3.0%	21.6%	35.7%

Chi-square statistic = 17.0053, d.f. = 20,  $p = 0.6526$ . We did not detect a significant relationship between the number of years an individual has lived in Idaho and their support for a primary seatbelt law.

Age of respondent by Question 19: "Would you support legislation that would require children to be restrained using a child safety or booster seat until they reach 8 years old?"

	YES	NO
18 – 34 years	68.8%	31.2%
35 – 44 years	72.1%	27.9%
45 – 54 years	72.4%	27.6%
55 – 64 years	67.1%	32.9%
Over 65 years	69.3%	30.7%

Chi-square statistic = 0.8034, d.f. = 8,  $p = 0.9380$ . There is not a significant relationship between age and preference on child safety seat legislation.

Number of years respondent has had Idaho license by Question 19: "Would you support legislation that would require children to be restrained using a child safety or booster seat until they reach 8 years old?"

	YES	NO
0-5 Years	82.0%	18.0%
5-10 Years	72.4%	27.6%
10-20 Years	63.6%	36.4%
20-30 Years	70.8%	29.2%
30-40 Years	66.8%	33.2%
More than 40 Years	67.9%	32.1%

Chi-square statistic = 6.4177, d.f. = 5,  $p = 0.2677$ . There is not a significant relationship between number of years respondent has had an Idaho license and preference on child safety seat legislation.

Age of respondent by Question 29: "Would you support the police setting up roadblocks to check for drivers who had been drinking?"

	YES	NO
18 – 34 years	66.8%	33.2%
35 – 44 years	73.5%	26.5%
45 – 54 years	75.7%	24.3%
55 – 64 years	71.4%	28.6%
Over 75 years	84.5%	15.5%

Chi-square statistic = 10.3744, d.f. = 4,  $p = 0.0346$ . We detect a statistically significant relationship between age and support for roadblocks. Older individuals are more likely to support roadblocks than younger individuals.

Number of years respondent has had Idaho license by Question 29, "would you support the police setting up roadblocks to check for drivers who had been drinking?"

	YES	NO
0-5 Years	84.4%	15.6%
5-10 Years	67.0%	33.0%
10-20 Years	67.3%	32.7%
20-30 Years	78.9%	21.1%
30-40 Years	77.6%	22.4%
More than 40 Years	77.3%	22.7%

Chi-square statistic = 9.0570, d.f. = 5,  $p = 0.1068$ . There is not a significant relationship between number of years respondent has had Idaho license and opinion on roadblocks.

Age of respondent by Question 35: "Do you feel that risky driving behavior such as speeding, driving under the influence or not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans?"

	Strongly Agree	Agree	Disagree	Strongly Disagree
18 – 34 years	45.2%	43.1%	9.4%	2.2%
35 – 44 years	50.8%	42.7%	3.0%	3.5%
45 – 54 years	66.1%	22.2%	10.6%	1.2%
55 – 64 years	66.5%	26.1%	6.6%	0.8%
Over 65 years	59.7%	31.9%	6.9%	1.3%

Chi-square statistic = 19.7246, d.f. = 12, p = 0.0690. We do not detect a significant difference between a respondent's age and whether they believe that risky driving contributes to higher health insurance premiums.

Years with an Idaho license by Question 36, "Do you feel that risky driving behavior such as speeding, driving under the influence or not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans?"

	Strongly Agree	Agree	Disagree	Strongly Disagree
0-5 Years	50.1%	38.0%	12.0%	0.0%
5-10 Years	48.8%	40.5%	7.6%	3.1%
10-20 Years	61.4%	31.0%	7.6%	0.0%
20-30 Years	53.9%	35.3%	7.8%	3.0%
30-40 Years	71.1%	24.9%	2.8%	1.2%
More than 40 Years	59.5%	30.8%	7.3%	2.3%

Monte Carlo approximation to Fisher's Exact test (used because one cell had no observations), p-value = 0.2562. We do not detect a significant difference between the number of years a respondent has had an Idaho driver's license and whether a respondent believe that risky driving contributes to higher health insurance premiums.

## Summary of Results

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:

- 82% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (82.2% - 83.5%). The number of respondents who claim that seat belt law enforcement messages cause them to wear their seatbelt dropped from 17.4% in 2010 to 11.7%
- A little under half of respondents (54.3%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt. Support was generally high across all age demographics, but those individuals between the ages of 35 to 44 were the least likely to support this measure.
- 33.8% 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 this decreased from 37% in 2011; 46.8% of respondents state they never drive over 70 mile per hour with a 65 mile per hour speed limit. This decreased from 49.3% in 2011.
- 59.3% 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.
- When asked about "Alive at 25" messages, only 20.4% of respondents stated they have seen or heard messages.
- The most common inappropriate teen driving behavior observed was talking on a cell phone with 43.1% an increase from 28.3% in 2011. Second most common behavior was speeding (23.4%). This decreased from the most speeding being the most observed behavior (39.9%) in 2011.
- Over half (66.1%) 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 61.7% felt that it is either "very likely" or "likely" that someone will receive a ticket for failing to buckle up a child.
- Nearly all respondents (96.7%) felt it was "very important" or "important" for Idaho to enforce the drinking and driving laws this has increased from 87.8% in 2011. Only 72.3% of drivers would support roadblocks to check for drivers who had been drinking.
- 60% of respondents know what an ignition interlock is.
- A little over half of all drivers (56.2%) "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.
- 88% of respondents feel either "safe" or "very safe" on Idaho's roads and highways, and (84.4%) feel that the laws and highway safety regulations contribute either a "great deal" or "somewhat" to safer highways.

## Appendix A: Final Open Ended Comments

### Motor Cycle

Motorcyclists have to wear their helmets. Once people come to Idaho state lines they take their helmets off.

My mom and dad drive motorcycles so I am always very aware of motorcycle safety.

I ride a motorcycle and think that more ads to increase awareness is very important.

In regards to motorcycle awareness, I think motorcyclists should have to obey the same laws; one motorist behind the other.

I liked the look twice for motorcycles ads.

I believe that everyone should wear a helmet.

### Children

Child restraint laws should depend on weight and size of the child (*6 responses*)

I would like to see tougher laws on child safety seats. People are not stopped and ticketed enough for seatbelt violations and its scary that there are so many parents who don't buckle their kids up.

Some seat belts can be dangerous, especially if you set regulations on the size of seatbelt when the size of the child is always varying. For example, a seat belt that is too big or small can be lethal for a child to be harnessed in.

There should be a law that requires adults to not smoke in their cars when children are present.

### Aggressive Dirving

I don't figure that driving 3-5 mph over the speed limit is something that qualifies as aggressive driving. I consider speeding to be more than 5 miles over the speed limit. All the other behaviors listed, I do believe those are aggressive--lane weaving,

Aggressive drivers should be reprimanded to help discourage their behavior and associated impact on the community.

### Drinking and Driving

They do not punish DUI offenders harshly enough. (*4 responses*)

I don't trust the police to enforce the drinking and driving laws here and they really need to do a better job of that.

Ignition interlock question: I think that would be a great idea, because that could keep a lot of people out of trouble in my opinion.

Punishment for a DUI depends on the lawyer.

In regards to roadblocks, anytime a police action is taken in that type of situation, what are the parameters, is it a onetime thing? The public needs to be aware of these thoughts.

In regards to the roadblock question I am split down the middle because there are things that would be good about setting up roadblocks, but there are also a lot of complications that could potentially arise from setting up roadblocks.

I'd like to see more of a crackdown on drunk driving. It would be money well invested, especially doing those roadblocks at certain times at night or after certain events.

Roadblocks would be okay on New Year's Eve or other holidays when there's increased drinking and driving, but other than that I don't agree.

I have seen too many people get hurt by drinking and driving, so I take that seriously.

DUI punishment depends on the judge; if he has seen many of the same case he will judge the case differently than a younger inexperienced judge. Maybe road blocks should be put up on special occasions and holidays, but America needs to remain a free country. We need to strike a balance between freedom and enforcement.

I drink no more than three beers if I'm driving; otherwise I take a cab.

The state needs to have drunk drivers to serve full sentence of punishment. Drunk drivers don't feel that drunk driving laws are much of a big deal. We need the 3 strike rule.

Road blocks for drinking and driving are ok if it is operated during events that are known for drinking, i.e. mud festival in boundary, prom, new years eve etc. Need stronger DUI punishment. I live close to Canadian boarder and we need to have the ability to follow up with the Canadians that get tickets while in the US.

Chances of getting arrested after drinking and driving depends on the driver's behavior.

People with DUIs should receive severe punishment, like taking their license away if they keep driving under the influence.

People with multiple DUIs should be punished the way they were told they would be punished. People who make deals to get out of it is not fair.

I would only support roadblocks if the police had probable cause to do so. If not, I wouldn't support it.

Driving after drinking is not necessarily drunk (impaired) driving

I always eat when I drink.

The concentration should be shifted more on drinking and driving and people that use drugs. The people that violate that part of the law should be punished more strictly. Multiple offenders of DUI should be punished ever harder.

I would like to see tougher laws for drinking and driving.

Road blocks will make for angry drivers, because it will be holding up people who don't need to be in that line of traffic. They need to be creative about how they do it.

### **Bicyclists**

We need to take care of bicyclists in rural areas. They need to ride outside the white line. They need to be more aware of traffic.

Bicyclists need to watch out more for drivers and people need to watch out more for them as well.

Make the bicyclist stay on the other side the road.

Bicycles are not paying any attention to traffic lights; i.e running red lights.

Legislation on bike laws is inadequate. Cyclists do not follow the rules of the road and that is one of the largest reasons I don't feel 100% safe on Idaho roadways.

### **Seatbelt**

Wearing my seatbelt should be my choice and not be mandated by law. (*2 responses*)

If patrols were to increase I would be all about supporting the ticketing just for not wearing a seatbelt if that's the only reason you are pulled over, however if that was to become the law and we stuck with the patrols we have now, it would be somewhat of a waste of manpower.

I would support legislation for ticketing people who are not using seat belts, as long as they police department is not doing it for revenue.

There needs to be some balance between freedom of making the choice to wear the seatbelt or not, and enforcing the law that pertains to the situation. I am very sensitive to this topic.

I don't wear a seatbelt only when driving down the street not on the highways.

The chances of getting a ticket for not wearing a seatbelt, depends heavily on how much the person wears their seatbelt.

It is really hard for me to know if someone is not wearing a seatbelt so its probably really hard for the police to notice when someone is not wearing a seatbelt.

I don't want Idaho to go the way of Oregon or Washington about being militant when talking about seatbelt laws.

The chances of getting a ticket for not wearing your seatbelt depends on the traffic, the police officer and the quota they need to hit at that given time.

### **General Comments**

Highway 55 rumble strips are really helpful

I have had my driver's license since 1964.

I saw a police officer being a reckless driver.

I'm from Georgia and the laws and roads and drivers up here are so different from what I saw in Georgia in a very good way.

Nevada does police ride alongs with commercial drivers and I think Idaho should do something similar.

### **Laws and Regulations**

I'm from Oregon and I think some speed limits are too fast in residential areas

Road construction sites have shortened the distance which they block off for construction, it is greatly appreciated because it can create a road hazard and does create somewhat of an irritation.

I was a school bus driver for 30 years in Idaho, and so I try to obey the laws and regulations.

Individuals are responsible for the choices they make when driving and not the legislation.

Drivers should get their driver's license at an older age

Invest in to a better Drivers Ed. Program. Make them learn to drive on a manual car, and make them learn how to deal with road construction better.

There needs to be more rules/regulations on distracted driving.

Everybody every 4 years should have a driving test.

They should also make fog lights mandatory.

If they really want to break down on laws about distractions, things like eating, drinking and doing makeup should be prohibited as well.

I see way too many trucks with large loads in the back that are not covered and I think there should be a requirement for them to cover their loads.

I've driven most of my life commercially. Most of it was in town, in Boise. It doesn't matter which traffic laws are changed or added. When you get on the streets, people just drive the way they want to. If you drive the speed limit, you're going too slow. They feel like you are in their way and they're just trying to do everything they can to get around you. When they have police set up for checking peoples' driving, I don't really know how effective those are because people just go right back to driving the way they were. It's more of an attitude thing.

More severe penalties should be given for people driving without insurance.

There should also be a more stringent driving test for youth.

Idaho's laws are a terrible need of repair. If you don't have insurance you don't get a drivers license. Make it a state law to use the left lane for passing only like in Utah. Idaho have should have no fault insurance.

Drivers training should be longer.

### **Driver Behavior**

I live on the Utah/Idaho border and often notice how drivers from other states (i.e., non-Idaho residents) are more likely to be aggressive driving and that Idaho residents tend to be more conscientious in their driving habits.

It is a problem that some people drive way too slow in some Idaho highways.

People need to SLOW DOWN

I think a lot of the drivers in Idaho are crazy, especially on the freeways.

### **Texting/Calling**

I feel strongly that there should be legislation prohibiting all cell phone use (texting and talking). (*8 responses*)

I feel that one of the worst dangers while driving is texting or talking on a cell phone. I actually think you should add questions in your survey about texting and talking on a cell phone while driving.

Very concerned about texting/talking on phone while driving, hopes that officers enforce the texting law.

Talking on cell phone while driving is by far the worst and handless devices don't make a difference.

People need to get off the phone and pay attention to their driving.

I saw a picture of an Idaho police officer using his cell phone while driving, and think that they should not pass laws if the police think they are exempt from them.

There should be questions, or at least another survey, about the new texting and driving laws.

## **Survey**

I think this is a very good survey. (3 responses)

Sending the postcard was a great idea for me to be aware that you were going to call.

The questions about alcohol were misleading.

I'm glad that you're doing this survey, I think it's needed.

The last question on the survey has a rather large gap between the first option (a great deal) and the second option (somewhat).

I would like to say that this is a good questionnaire because it thoroughly covers a wide range of subjects while still in a short amount of time.

## **Teen Drivers**

As far as the question on inappropriate teen driving behavior, I see a lot of speeding specifically by young women.

I skipped the question on inappropriate teen driving behaviors because I truthfully cannot really tell the age of some other drivers, so I would rather not assume and associate stereotypical behaviors with teens.

I often see younger drivers who speed through parking lots without looking for pedestrians and feels that such a disregard for others' safety makes Idaho roads and highways very unsafe.

I have seen distracted driving from teens AND adults. (2 responses)

I like some of Alaska's laws for young drivers--that there can be no one under the age of 21 in the passenger seat and that they have a certain number of points to start with, and as they get in trouble they lose points and could have their permit/license suspended.

## **Safe Driving in Idaho**

I feel safe driving during the daytime in Idaho, but I feel very unsafe driving at night, especially on HWY 12 between Orofino and Lewiston. Almost any given night I see 20 or 30 drunk drivers and I know of people who have 4 or 5 DUI's and are still driving.

It's becoming less safe all the time on Idaho roads, with more cars on the roads. People are passing cars in bad areas. People usually were suppose to pull over if they held back three or more cars but now they don't and are causing more wrecks.

There is a particular area (the exit near the casino) in Lewiston where the highway is very unsafe and needs some sort of resolution.

It's mostly common sense that keeps the roads safe and not the laws. Especially speed limits which are often too slow on rural/rarely used roads.

Depends on what road and where, but for the most part where I live, it is very safe.

If they really want to improve highway safety in Ada County, they'd improve public transportation. This way there are less drivers on the road and less chances of getting into accidents.

Concerning the question on how safe I feel on Idaho's roads and highways, I feel safer driving in the summer than in the winter in general. In addition, I would also like some kind of website or phone app that lists some sort of a snow plow schedule so that people can know when the main roads and highways will be plowed in the winter. I live in McCall and HWY 55 is the essential highway to the area, it would be nice to know what days or hours the highway will be plowed both Northbound and Southbound. It's not necessary, but it would be a really great idea and helpful to the local citizens.

I live in a rural area and I think that people in rural areas generally drive much safer than drivers in big cities.

Drivers were more careful and responsible back when I was younger and this is because driver's ed. used to be a required class in high school, and now its not. Now that it is a class run by the private sector, these people are just in it for the money, so students aren't taught everything they need to know.

## **Insurance Premiums**

Insurance question has multiple questions within that question.

I agree with the factors concerning speeding and DUI, but I disagree that not wearing a seatbelt could affect medical and insurance costs in Idaho. I also think responsibility of driving starts in the home, instead of being the responsibility of the state

### **Awareness Campaigns**

People need to be more attentive when they are driving and additional media campaigns need to address this. (2 responses)

As far as the amount of highway safety messages I see or hear goes...I don't really have an answer for that, I am neutral. If they add more messages that is fine, if they lessen the amount of messages that is fine, and if they keep them the same, that is fine with me.

I live in Coeur d'Alene so all my TV is from Spokane,

There should be an increased focus on encouraging and educating people to slow down.

All of the highway safety message I see are down in Boise, but there are none where I live--in the mountains in the Garden Valley area, and there should be more safety messages up here. HWY 55 is very unsafe in my opinion because it is only a 2 lane highway and there are a lot of people who use it, and the people driving can be very aggressive and/or drunk. I think it is very dangerous and something needs to be done about that.

We need to get away from the excessive ideas of big brother. I think that people don't need extra reminders and incentives to obey they law. The laws in place should be enough.

I work at WSU so I drive between Lewiston to Pullman every day. I see a lot more highway safety messages in Washington than I do in Idaho, so I think the amount of messages can definitely be increased in Idaho.

I think they should stop putting distracting signs up.

I only drive in my town, don't go out much. Don't see signs or watch TV.

I would like to see more warnings for black ice on the road ways. I see alot of ads for texting.

I also think there should be more highway safety messages, especially during the summer when people tend to drive faster and less cautiously.

### **Law Enforcement**

I would like to see more speed enforcement on Idaho roadways. I see many drivers exceed the speed limit and engage in aggressive driving behaviors without any consequences. While Idaho laws and regulations may be sufficient in language, some people can choose to not follow these laws without much consequence. I moved to Post Falls because I95 in my previous region was too dangerous to drive on. When we come off the highway people always rush, so we have to watch because they cut us off. It is really dangerous. The cops stay out here but they always look for the speeders and not for those that are tailgating.

I think in Ada county should have cameras that record the violations of people.

Rolling stops are everywhere & need to be noticed; police use cell phones to much.

I feel that the Sandpoint Police Department is sexist, in favor of the female gender.

Highway 16 is an ongoing problem/hazard. We have asked for increased patrols, which haven't helped, and most local residents feel very unsafe traveling on that road.

If they would take half of the budget they spend on enforcement and hire 6 officers to enforce road laws it would be guaranteed revenue source.

Cars need to be safer in the outside. The Idaho Transportation Department should implement more speed blocks in highways.

I would like to see the police catch more of these people who run red lights here in Meridian, especially on the Meridian and Overland roads.

I moved from Missouri a few years ago and I feel that both locations have relatively safe driving conditions, but ID tends to more actively monitor/manage driving behaviors. For example, it took me awhile to get used to driving on the same roads as bicyclists.

Driving laws in Idaho should be strengthened. I hear people tell stories all the time, where they get pulled over for drinking or speeding and they don't get a ticket, but just a warning. This should stop and more tickets should be handed out for driving violations, because this will encourage people to stop.

I saw a bunch of teenagers passing a cell phone back & forth in a car. Our driving laws are not enforced. I have a CDL so I'm more aware of driving behaviors in Idaho and other states. Idaho needs more enforcement and more police. I see a lot of speeding and texting and disobeying laws.

They should focus on aggressive driving more than seatbelt law enforcement. They should take helicopter camera shots when they drive aggressively.

Cops should watch more about signaling, and the slow/fast lanes on the highway.

The young are more likely to get a ticket, and people will get more tickets if they have loud music and if they have tinted windows. And the traffic is not uniform.

When we come off the highway people always rush, so we have to watch because they cut us off. It is really dangerous. the cops stay out here but they always look for the speeders and not for those that are tailgating.

I believe our law enforcement officers in Ada County do a really good job.

I also think there should be more speed enforcement especially for semi-trucks because I see a lot of them going 75 mph, and they aren't pulled over.

## **Appendix B: Postcard**

### **Public Awareness Survey**

July 2012

Next week the University of Idaho's Social Science Research Unit will be calling you to participate in a telephone poll to examine driving behaviors. The purpose of the study is to learn if the awareness campaigns have a positive impact on driving behaviors in Idaho.

We are writing in advance of our telephone call to let you know that this study is being done and that you have been randomly selected to be called.

The interview should take about 12 minutes. If we call when you are busy, please tell the interviewer and they will call back another time.

If you have any questions about the survey please call the Social Science Research Unit (SSRU) at our toll-free number 1-877-542-3019.

Sincerely,

Barbara E Foltz  
SSRU Unit Manager

# Appendix C: Final Survey Instrument

## Public Awareness: Surveying Idaho 2011

Q: Intro1

T:3 10 1

Hello my name is \_\_\_\_ and I am calling from the Social Science Research Unit at the University of Idaho. We are conducting a study for the Idaho Transportation Department about driving behavior.

I am trying to reach an adult in the household who has had the most recent birthday.

Would that happen to be you? (PRESS NEXT TO CONTINUE)

T: 8 10 1

Hello, my name is \_\_\_\_\_. We started the Idaho Transportation Department driving behavior study.

Is this a good time to continue the interview?

(PRESS NEXT TO CONTINUE)

Q: Cell1

T:3 10 1

[Interviewer: do not ask]

T: 7 15 1

1. Cell phone call

2. Landline

Q: Cell2

T:3 10 1

If you are currently driving or doing anything that requires your full attention, I need to call you back at a later time.

T:7 15 1

1. Yes

2. No

Q: Cell3

T:3 10 1

Is this cell phone used for personal use, business use, or both.

T:7 15 1

1. Personal

2. Business

3. Both

Q: Cell4

T:3 10 1

Some of the numbers we are calling are for cell phones. Some people have concerns about the privacy of conversations on cell phones or have a limited number of minutes on their cell phone plans. If you prefer, I would be happy to call you back on a landline phone or conduct this interview at a time that is more convenient for you.

[HIT NEXT TO CONTINUE]

Q: Eligible

T:3 10 1

First I need to verify that you are 18 years old, live in the State of Idaho and have a valid drivers license. Is this true?

T:7 15 1

1. Yes
2. Not 18
3. Not a resident of Idaho

Q: Age

T:3 10 1

Does an adult age 18 or older ever use this phone?

T:7 15 1

1. Yes
2. No

Q: Intro

T:3 10 1

This interview takes about 12 minutes on average. The survey includes questions about driving behavior as well as your perceptions of driving regulations in Idaho. This interview is voluntary and if we come to any question you would prefer not to answer, just let me know and I'll skip over it. This study has been approved by the Institutional Review Board at the University of Idaho and I'd like to assure you that your responses will be kept strictly confidential.

Do you have any questions?

Q: Q1Drive

T:3 10 1

How often do you drive a motor vehicle?

T: 7 15 1

1. Never
2. A few times a year
3. A few times a month
4. Almost every day
5. Every day
8. (Don't know)
9. (Refused)

Q: Q2Seatbelt

T:3 10 1

How often do you wear a seatbelt when you are driving or riding in a vehicle?

T:7 15 1

1. Never
2. Rarely
3. Occasionally
4. Usually
5. Always
8. (Don't know)

9. (Refused)

Q: Q3MessageSeat

T:3 10 1

In the past 60 days have you recently seen or heard messages about seat belt law enforcement?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q4MoreOften

T:3 10 1

Did this message cause you to wear your seatbelt more often?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q5WhereSeat

T:3 10 1

Where did you see or hear this message?

T:7 15 1

1. Billboard
2. Radio
3. Television
4. Poster
5. Brochure
6. Newspaper
7. Law enforcement officer
8. News stories
9. Online Media
- 10 Other
11. (Don't know)

Q: Q6TicketSeatbelt

T:3 10 1

What do you think the chances are of getting a ticket if you don't wear your seatbelt?

T:7 15 1

1. Very likely
2. Likely
3. Am neutral
4. Unlikely
5. Very unlikely
8. (Don't know)
9. (Refused)

Q: Q7Legislation

T:3 10 1

Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that is the only reason for which you were pulled over?

T:7 15 1

1. Definitely not support
2. Probably not support
3. Am neutral
4. Probably support
5. Definitely support
8. (Don't know)
9. (Refused)

Q: AggIntro

T:3 10 1

The next few questions are about aggressive driving.

Aggressive driving behaviors are considered to be speeding, lane weaving, tailgating (following too closely), failure to yield or stop sign violation, running red light, or reckless operation.

Q: Q8Aggressive

T:3 10 1

How often do you engage in aggressive driving behaviors such as speeding, tailgating, running red lights or failing to yield?

t:7 15 1

1. Never
2. Rarely
3. Occasionally
4. Usually
5. Always
8. (Don't know)
9. (Refused)

Q: Q9Speed30

T:3 10 1

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

T:7 15 1

1. Never
2. Rarely
3. Occasionally
4. Usually
5. Always
8. (Don't know)
9. (Refused)

Q: Q10Speed65

T:3 10 1

On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

T:7 15 1

1. Never
2. Rarely
3. Occasionally
4. Usually
5. Always
8. (Don't know)
9. (Refused)

Q: Q11TicketSpeed

T:3 10 1

What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit?

T:7 15 1

1. Very likely
2. Likely
3. Am neutral
4. Unlikely
5. Very unlikely
8. (Don't know)
9. (Refused)

Q: Q12Enforcement

T:3 10 1

Within the last 30 days have you read, seen, or heard anything about speed enforcement by local law enforcement?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q13MessageSpeed

T:3 10 1

Have you recently seen or heard messages about aggressive driving or speeding?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

IF (ANS > 1)SKP Q16TeenDriving

Q: Q14WhereSpeed

T:3 10 1

Where did you see or hear this message?

T:7 15 1

1. Billboard
2. Radio
3. Television

4. Poster
5. Brochure
6. Newspaper
7. Law enforcement officer
8. News stories
9. Online Media
- 10 Other
11. (Don't know)

Q: Q15AvoidAggressive

T:3 10 1

Did the message cause you to avoid aggressive driving behaviors such as speeding?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q16TeenDriving

T:3 10 1

What inappropriate teen driving behavior have you observed most frequently on Idaho roadways?

T:7 15 1

1. Speeding
2. Tailgating
3. Not wearing a seat belt
4. Driving Impaired
5. Distraction by passengers
6. Talking on a cell phone
7. Running red lights or stop signs
8. Lane Weaving
9. Other (please specify)
10. (Don't know)
11. (Refused/ Missing)

Q: Q17Alive25

T:3 10 1

Have you recently seen or heard messages about Alive at 25?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skp Q19Child

Q: Q18WhereAlive25

T:3 10 1

Where did you see or hear this message?

T:7 15 1

1. Billboard
2. Radio
3. Television
4. Poster
5. Brochure
6. Newspaper
7. Law enforcement officer
8. News stories
9. Online Media
- 10 Other
11. (Don't know)

Q: Q19Child

T:3 10 1

Would you support legislation that would require children to be restrained using a child safety or booster seat until they reach 8 years old?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q20TicketChild

T:3 10 1

What do think the chances are of getting a ticket if you don't buckle up a child?

T:7 15 1

1. Very likely
2. Likely
3. Am neutral
4. Unlikely
5. Very unlikely
8. (Don't know)
9. (Refused)

Q: Q21Impaired

T:3 10 1

How important do you think it is for Idaho to enforce the drinking and driving laws?

T:7 15 1

1. Very important
2. Important
3. Am neutral
4. Not important
5. Not at all important
8. (Don't know)
9. (Refused)

Q: Q22Alcohol

T:3 10 1

In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

T:7 15 1

1. Once
2. Twice
3. Three times
4. Many
5. Never
6. I don't drink alcohol
8. (Don't know)
9. (Refused)

Q: Q23Arrested

T:3 10 1

What do you think the chances are of someone getting arrested if they drive after drinking?

T:7 15 1

1. Very likely
2. Likely
3. Am neutral
4. Unlikely
5. Very unlikely
8. (Don't know)
9. (Refused)

Q: Q24DUI

T:3 10 1

How likely do you believe it is that a person arrested for DUI will receive punishment?

T:7 15 1

1. Very likely
2. Likely
3. Am neutral
4. Unlikely
5. Very unlikely
8. (Don't know)
9. (Refused)

Q: Q25MessageDrinking

T:3 10 1

In the past 30 days have you recently seen or heard messages about not drinking and driving?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans >1) skip Q28UnderageDrinking

Q: Q26WhereDrinking

T:3 10 1

Where did you see or hear this message?

T:7 15 1

1. Billboard

2. Radio
3. Television
4. Poster
5. Brochure
6. Newspaper
7. Law enforcement officer
8. News stories
9. Online Media
- 10 Other
11. (Don't know)

Q: Q27ReduceDrinking

T:3 10 1

Did the message cause you to not drink and drive?

T:7 15 1

1. Yes
2. No
3. I don't drink alcohol
4. I never drink and drive
8. (Don't know)
9. (Refused)

Q: Q28UnderageDrinking

T:3 10 1

How important do you think it is for Idaho to enforce underage drinking and driving laws?

T:7 15 1

1. Very important
2. Important
3. Am neutral
4. Not important
5. Not at all important
8. (Don't know)
9. (Refused)

Q: Q29Roadblocks

T:3 10 1

Would you support the police setting up roadblocks to check for drivers who had been drinking?

T:7 15 1

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q30IgnitionInterlock

T:3 10 1

Do you know what an ignition interlock is?

T:7 15 1

1. Yes
2. No

- 8. (Don't know)
- 9. (Refused)

Q: Q31MessageMotor

T:3 10 1

Have you recently seen or heard messages about motorcycle awareness?

T:7 15 1

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

if (ans > 1) skip Q35Insurance

Q: Q32SharetheRoad

T:3 10 1

Have you recently seen or heard the message, "Share the Road."

T:7 15 1

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

Q: Q33WhereMotor

T:3 10 1

Where did you see or hear this message about motorcycle safety?

T:7 15 1

- 1. Billboard
- 2. Radio
- 3. Television
- 4. Poster
- 5. Brochure
- 6. Newspaper
- 7. Law enforcement officer
- 8. News stories
- 9. Online Media
- 10 Other
- 11. (Don't know)

Q: Q34IncreasedMotor

T:3 10 1

Do you believe seeing this message has increased your awareness of motorcyclist safety?

T:7 15 1

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

Q: Q35Insurance

T:3 10 1

Do you feel that risky driving behavior such as speeding, driving under the influence or not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans?

T:7 15 1

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
8. (Don't know)
9. (Refused)

Q: Q36AmountMessages

T:3 10 1

The amount of highway safety messages I see or hear are...

T:7 15 1

1. Adequate
2. Too few
3. Too many
8. (Don't know)
9. (Refused/)

Q: Q37Safe

T:3 10 1

How safe do you feel driving on Idaho's roads and highways?

T:7 15 1

1. Very safe
2. Somewhat safe
3. Somewhat unsafe
4. Very unsafe
8. (Don't know)
9. (Refused/missing)

Q: Q38Irresponsible

T:3 10 1

Please tell me how strongly you agree or disagree with this statement:

It is irresponsible for Idaho drivers to disregard traffic and highway safety regulations.

T:7 15 1

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
8. (Don't know)
9. (Refused)

Q: Q39Drivers

T:3 10 1

How often do you feel that drivers on Idaho's roads and highways operate their vehicle in a safe manner?

T:7 15 1

1. Always
2. Most of the time
3. Sometimes
4. Rarely
5. Never
8. (Don't know)
9. (Refused)

Q: Q40Regulations

T:3 10 1

How much do you feel that Idaho's laws and regulations regarding driving behaviors contribute to safer highways?

T:7 15 1

1. A great deal
2. Somewhat
3. A little bit
4. Not at all
8. (Don't know)
9. (Refused)

Q: Q41Year

T:3 10 1

The last few questions are used for data analysis purposed only.

In what year were you born?

Q: Q42County

T:3 10 1

In what Idaho county do you currently live?

Q: Q43Vehicle

T:3 10 1

What type of vehicle do you drive most often?

T:7 15 1

1. Car
2. Pick-up
3. Sport utility vehicle
4. Van
5. Motorcycle
6. Other (please specify)
9. Refusal

Q: Q44License

T:3 10 1

How long have you had an Idaho driver's license?

Q: Q45Landlines

T:3 10 1

How many landlines telephone numbers are used in your household? [99 = Refused]

Q: Q46Cell

T:3 10 1

How many cell phone telephone numbers are used by members of your household? [99 = refused]

Q: Q47Adults

T:3 10 1

How many adults are in your household?

Q: Q48Sex

T:3 10 1

Respondent gender... [DO NOT ASK]

T:7 15 1

1. Male
2. Female
3. Unsure

Q: THANKS

T:3 10 1

That's all the questions I have for you today. Do you have anything else you'd like to add?



U. S. Department  
of Transportation  
**National Highway Traffic  
Safety Administration**

**Pacific Northwest-Region 10**  
Oregon, Montana, Washington,  
Idaho and Alaska

Jackson Federal Building  
915 Second Avenue, Suite 3140  
Seattle, Washington 98174-1079  
(206) 220-7640  
(206) 220-7651 Fax

**Regional Administrator**

**COPY**

September 28, 2012

The Honorable Butch Otter  
State Capitol Building  
700 W. Jefferson, 2<sup>nd</sup> Floor  
P.O. Box 83720  
Boise, ID 83720-0034

Dear Governor Otter:

We are pleased to inform you that we have reviewed and accepted Idaho's FY 2013 Performance Plan, Highway Safety Plan, Certification Statement, and Cost Summary (HS Form 217), as received on August 30, 2012. Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of Title 23 Code of Federal Regulation Part 1200.

We commend you, Director Ness, and the Office of Highway Operations and Safety staff on program successes during FY 2012. We recognize Idaho for the continued decrease in total fatal crashes from 275 in 2005 to 226 in 2009. These losses can be further reduced through strategic use of highly visible enforcement supported by public information and education programs, including paid media and implementing a primary seat belt law.

According to the 2010 State Traffic Safety Information (STSI) for Idaho, it shows that of the 153 people killed in passenger vehicles (aged 5 and above) 75 were completely unrestrained. Potentially, at 100% seatbelt usage rate an additional 41 lives could have been saved. The adoption of a primary enforcement provision for Idaho's safety belt law should be our mutual priority for increasing safety belt use in Idaho. On average, States that pass primary safety belt laws can expect to increase belt use by 9 percentage points. However, depending on the level of high-visibility enforcement that they employ, far greater results are possible.



VEHICLE SAFETY HOTLINE 888-327-4236



As always, your continued support of highway safety issues is appreciated. Your leadership, and that of your administration, will be critical to the future success in reducing unnecessary injury and fatalities resulting from traffic crashes in Idaho.

Sincerely,



John M. Moffat

cc: Brian Ness, Governor's Representative for Highway Safety  
Brent Jennings, Director, State Highway Safety Office  
Pete Hartman, Federal Highway Administration Division Administrator, Idaho  
Maggi Gunnels, Associate Administrator, NHTSA Office of Regional Operations and Program Delivery



U. S. Department  
of Transportation  
**National Highway Traffic  
Safety Administration**

**Pacific Northwest-Region 10**  
Oregon, Montana, Washington,  
Idaho and Alaska

Jackson Federal Building  
915 Second Avenue, Suite 3140  
Seattle, Washington 98174-1079  
(206) 220-7640  
(206) 220-7651 Fax

**Regional Administrator**

September 28, 2012

**COPY**

Brian W. Ness, Director  
Idaho Transportation Department  
P.O. Box 7129  
3311 W. State Street  
Boise, ID 83707

Dear Mr. Ness:

We have reviewed Idaho's fiscal year 2013 Section 402 Application, Highway Safety Plan, Performance Plan, Certification Statement and Cost Summary (HS Form 217) as received on August 30, 2012. The submission of the Highway Safety Performance Plan has been accepted by our office with conditional approval pending receipt of updated performance measures and goals reflective of FY13. We do recognize and understand that the national data numbers were not finalized thus the State was not able to project out the 2013 goals and performance measures. The 2013 and long-term goals will receive final Idaho Traffic Safety Commission approval late October 2012 and will then be sent to NHTSA. Upon receipt of the updated Plan we will issue our final acceptance of the fiscal year 2013 Highway Safety Performance Plan as meeting the requirements of Title 23 Code of Federal Regulation Part 1200.

This letter does not constitute an obligation of Federal funds for the new fiscal year or an authorization to incur costs against those funds. The obligation of Section 402 funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year. However, Federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for immediate use on October 1.

I congratulate you and the Office of Highway Operations and Safety on your successes during this last year specifically, I would like to make note of the steady decline in total fatalities over the past years; from 267 in 2006 to 209 in 2010 (source: NHTSA's National Center for Statistics and Analysis).

Capital equipment acquisitions detailed on page 11 of the Application are approved for funding.

To improve your Highway Safety Plan in the future, I would encourage you to provide a brief description of the projects and activities selected, how they relate to the identified problems, and how they will help the state in meeting the identified goals.

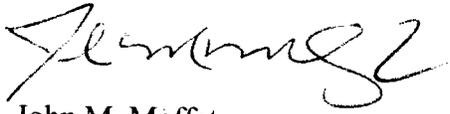


VEHICLE SAFETY HOTLINE 888-327-4236



I ask you for your continued leadership on highway safety issues including efforts to further decrease impaired driving, increase seat belt use and enhance highway safety laws.

Sincerely,

A handwritten signature in black ink, appearing to read "John M. Moffat", written in a cursive style.

John M. Moffat

cc: Brent Jennings, Director, Idaho Office of Highway Operations and Safety  
Pete Hartman, Division Administrator, Idaho Federal Highway Administration  
Maggi Gunnels, Associate Administrator, NHTSA Office of Regional Operations and Program Delivery