



*Success through partnerships*



Montana Department of  
**REVENUE**

# MONTANA

## Section 402



Traffic Highway Safety Plan  
for  
Federal Fiscal Year 2016



*Prepared by*

Montana Department of Transportation  
State Highway Traffic Safety Section  
PO Box 201001, 2701 Prospect Ave  
Helena, MT 59601

Online at [www.mdt.mt.gov/safety/safetyprg.shtml](http://www.mdt.mt.gov/safety/safetyprg.shtml)

# #VisionZeroMT

**zero deaths | zero serious injuries**





June 27, 2015

John M. Moffat, Region 10 Administrator  
National Highway Traffic Safety Administration  
915 Second Avenue, Suite 3140  
Seattle, WA 98174-1079

Subject: FFY 2016 Section 402 Governor's Highway Safety Plan and Performance Plan

Dear Mr. Moffat:

We appreciate the opportunity to submit the FFY 2016 Governor's Highway Traffic Safety Plan (HSP) and FFY 2016 Performance Plan for your review, in accordance with the requirements of 23 CFR Part 1200.10.

The strategies and countermeasures within the HSP continue focusing on behavioral related programs that reduce the personal, social, and economic costs resulting from injuries and fatalities in motor vehicle crashes. Some of the highlights of the plan, if approved, allow us to fund:

- The Selective Traffic Enforcement Program (STEP) that involves MDT contracting with local and state law enforcement agencies to enforce Montana's impaired driving and safety belt laws during overtime patrols, both in support of national mobilizations and at other high-risk times.
- Paid and earned media that coincides with high-risk time periods and national mobilizations.
- The Safe On All Roads Program to help reduce the motor vehicle fatality rate among Montana's Native American population.
- DUI courts to help continue their accountability/rehabilitation program for repeat DUI offenders and those who have driven with high blood alcohol concentrations.
- The 24/7 Sobriety Program Coordinator to act as a resource and assist current and new participating agencies implement the program.
- Support for the media Campaign Vision Zero - a multi-pronged initiative with the ultimate goal of eliminating death and injuries on Montana highways. Vision Zero focuses on four emphasis areas: education, enforcement, engineering and emergency medical response.

We will continue to seek out new countermeasures by working with our traffic safety advocates in support of the emphasis areas listed in the Comprehensive Highway Safety Plan. Our objective is to achieve lasting change that will result in safety on Montana roads.

I look forward to continuing our partnership to save lives by implementing traffic safety programs in 2016 and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Tooley". The signature is written in a cursive style with a large, looping "M" and "T".

Mike Tooley  
Governor's Representative for Highway Safety

copies: Lynn Zanto, Administrator, Planning, Rail and Transit Division  
Audrey Allums, Grant Bureau Chief  
Janet Kenny, State Highway Traffic Safety Section Supervisor

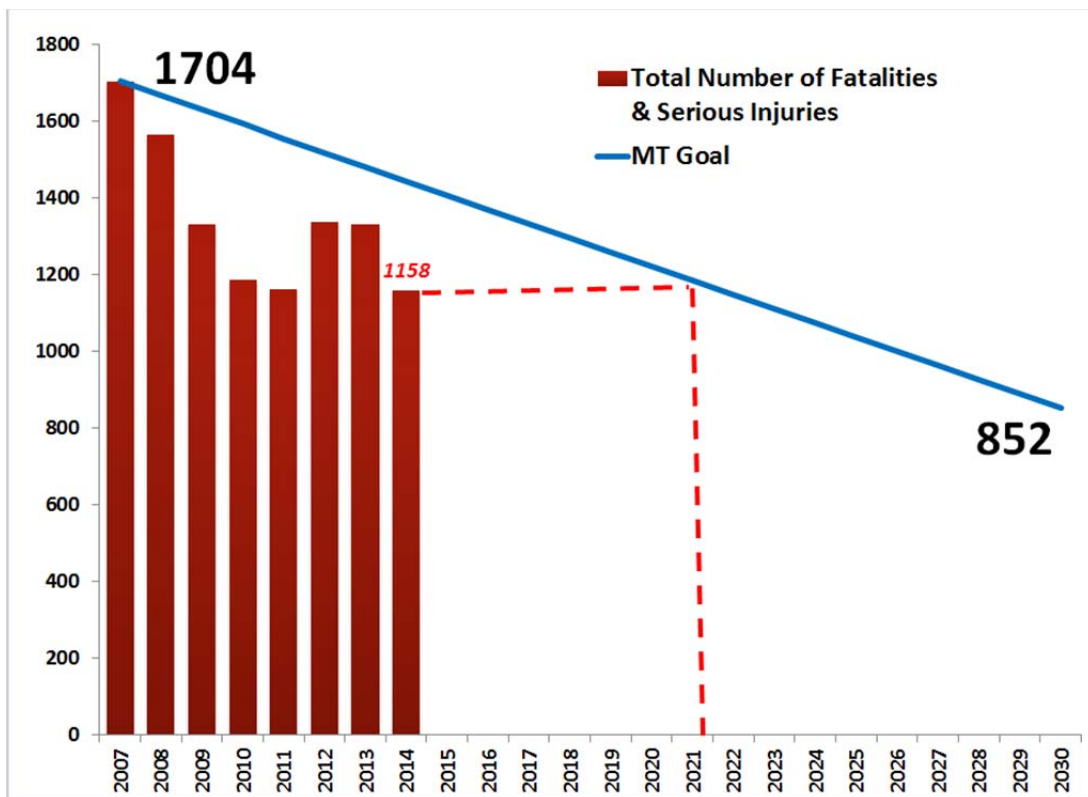
# Table of Contents

Executive Summary.....	6
2015 Legislation .....	10
Highway Safety Planning Process .....	12
Comprehensive Highway Safety Plan (CHSP) Update.....	13
Process for Data Analysis, Problem Identification .....	17
State Demographic Analysis.....	18
Partners in the Planning Process .....	21
Process for Setting Performance Goals .....	22
Performance Target Selection .....	22
Process for Project Selection and Development.....	23
Performance Measures.....	24
NHTSA Core Performance Measures .....	24
Standardized Target Statement .....	25
Performance Report.....	26
Youth Risk Behavior Survey.....	28
Research Project – Media Evaluation .....	29
Highway Safety Strategies and Projects.....	30
Overview .....	30
Occupant Protection Program Area.....	31
Overview .....	31
Occupant Protection Projects and Strategies .....	35
Project Title: Buckle Up Montana (BUMT).....	35
Project Title: Child Car Seats .....	36
Project Title: CPS Technician & Instructor Development.....	36
Funding Summary for Occupant Protection Projects .....	36
Law Enforcement Traffic Services .....	37
Overview .....	37
Analysis of Crash Data and Deployment of Resources Based on That Analysis .....	38
Enforcement Plan .....	38
High Visibility Enforcement Strategies to Support National Mobilizations .....	39
Law Enforcement Traffic Services Projects and Strategies.....	40
Project Title: Law Enforcement Liaison Program.....	40
Project Title: Selective Traffic Enforcement Program (STEP).....	41
Project Title: MHP Traffic Safety Resources Officer (TSRO).....	41
Project Title: An Evidenced Based Enforcement Program- MHP Selective Enforcement Traffic Team (SETT) .....	41
Project Title: Law Enforcement Equipment .....	41
Project Title: 24/7 Coordinator .....	42
Funding Summary for Law Enforcement Traffic Services .....	42
Impaired Driving Program – Prosecution & Adjudication.....	43
Overview .....	43
Impaired Driving (Deterrence) Projects and Strategies .....	45
Project Title: Traffic Safety Resource Prosecutor (TSRP) .....	45
Project Title: State Judicial Outreach Liaison .....	45

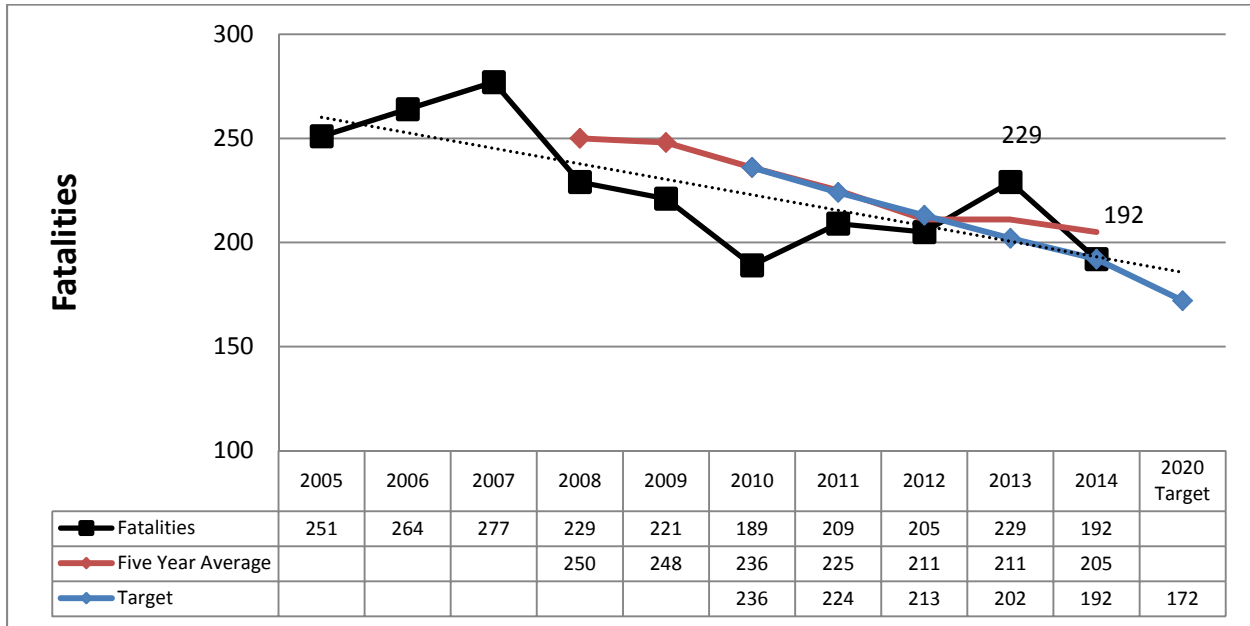
Project Title: DUI Courts.....	45
Project Title: DUI Court Training .....	45
Project Title: Richland County DUI Task Force.....	46
Project Title: Impaired Driving Assessment .....	46
Funding Summary for Impaired Driving Deterrence: Prosecution and Adjudication .....	46
At-Risk Groups/Native American Highway Traffic Safety Program .....	47
Overview .....	47
Native American Program Projects and Strategies.....	49
Project Title: Safe On All Roads.....	49
Project Title: Tribal STEP .....	49
Project Title: Northern Tribes DUI Task Force .....	50
Funding Summary for Native American Programs .....	50
Motorcycles .....	51
Overview .....	51
Motorcycle Program Projects and Strategies .....	54
Project Title: Motorcycle Education Campaign.....	54
Project Title: Replacement of Motorcycles.....	55
Funding Summary for Motorcycle Programs .....	55
Emergency Medical Services.....	56
Overview .....	56
EMS Projects and Strategies .....	56
Project Title: Trauma Education for Rural EMS Providers .....	56
Funding Summary for EMS Programs .....	57
Teen Peer-To-Peer Traffic Safety Education Program .....	58
Overview .....	58
Teen Traffic Safety Projects and Strategies .....	60
Project Title: Teen Traffic Safety Program .....	60
Project Title: Youth Risk Behavior Survey .....	60
Funding Summary for Teen Peer-to-Peer Programs.....	60
Traffic Records Management.....	61
Records Management Projects and Strategies .....	61
Project Title: MHP CTS Data Project Manager .....	61
Project Title: TRCC Strategic Plan Update.....	62
Project Title: DOJ MHP Upgrades to JRCS System .....	62
Project Title: Safety Information Management System .....	62
Project Title: Fatality Analysis Reporting System (FARS) Support .....	62
Funding Summary for Traffic Records Management Programs.....	63
Media .....	64
Overview .....	64
Funding Summary for Media Programs .....	66
Project Administration and Management .....	67
Overview .....	67
Project Title: Staff Salaries and Benefits .....	67
Project Title: Program and Operational Costs .....	67
Project Title: Indirect Costs .....	67
Funding Summary for Planning Administration and Management Programs.....	67
Financial Summary.....	68

# Executive Summary

During 2014, the State of Montana experienced a decrease in fatal crashes compared to 2013. Montana has a relatively small number of fatalities each year, thus Montana’s Comprehensive Safety Plan (CHSP) was developed that focuses on both fatalities and incapacitating injuries. There were 1,158 fatal and serious injury crashes compared to 1,331 in 2013, which was a drop of 13%. The goal of the Montana CHSP is “to reduce fatalities and incapacitating injuries in the State of Montana by half in two decades, from 1,704 in 2007 to 852 by 2030” and the trend continues downward.

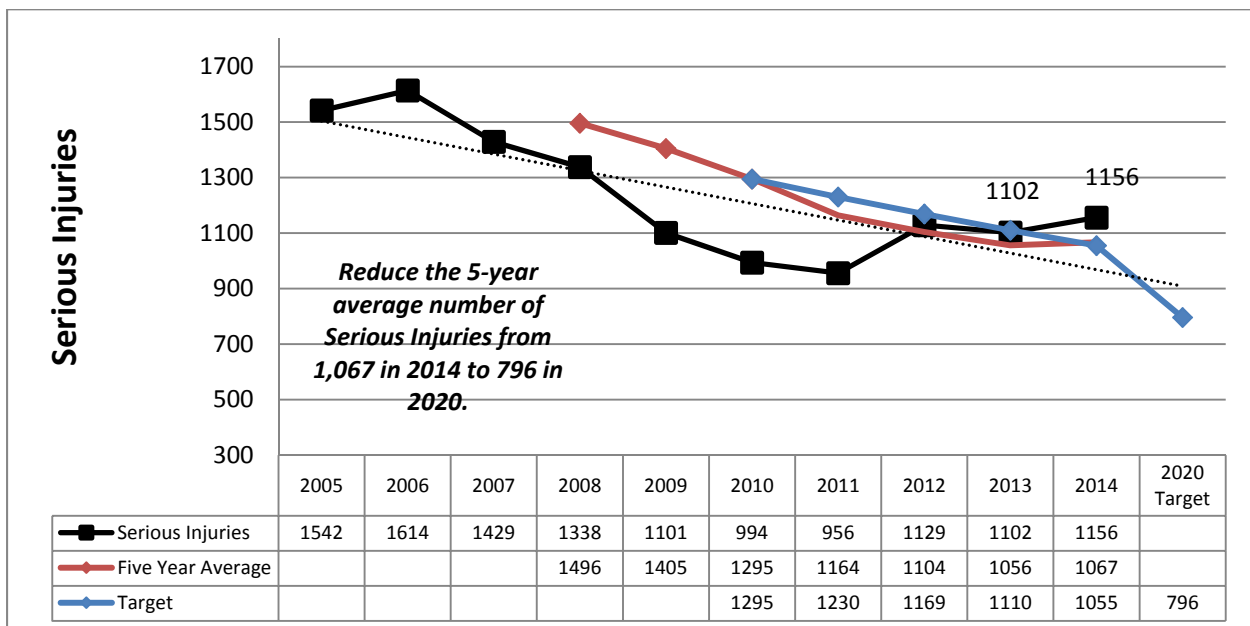


The following chart represents the history of fatalities.



The 2020 target for the 5-year average number of fatalities statewide is 172. MDT reduced fatalities by 37 in 2014 over 2013, or 17%. In an effort to maintain the downward trend and meet that 2020 target, MDT has set a goal of 189 for FFY2016.

The history of serious injuries is below.



The 2020 target for the 5-year average number of serious injuries is 796. MDT has established the FFY16 goal of 1,114.

In 2014 MDT along with safety stakeholders and partners throughout the state participated in an update to Montana's Comprehensive Highway Safety Plan (CHSP). A multidisciplinary technical advisory committee was formed to guide the formal process of updating and implementing the CHSP. A schedule of meetings, including the annual CHSP meeting in October 2014 and additional advisory committee meetings and safety emphasis area meetings were held through 2014 and 2015 with the plan completion in May of 2015. This process and outcomes will be further discussed in the HSP.

During FFY15, MDT was required to have an occupant protection assessment. In December of 2014 the program was reviewed by experts from around the nation to identify strengths, accomplishments and challenges. Several recommendations were made and MDT continues to work at implementation of these.

In August 2013, Montana Department of Transportation State Highway Traffic Safety Section (SHTSS) had a Management Review from NHTSA for federal fiscal years 2011, 2012 and 2013. This review assessed the adequacy of Montana's organization and staffing, program management and financial management systems, programs, policies and procedures as they relate to Montana's federally-funded highway safety program.

The NHTSA review reported no findings for the period under review, indicating that no non-compliance items were found. There were five recommendations, all of which MDT concurred. SHTSS completed implementation of these recommendations during FFY2015. Some of these included staff attendance at traffic safety training as necessary; requiring baseline target activity for subgrantee applications and agreements, and creating a scoring system for reviewing grant applications.

MDT implemented a new media plan for FFY2014 and FFY2015. In 2014, Director Tooley announced the Montana Department of Transportation media campaign "Vision Zero", a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana Highways which will continue through FFY 2016.

MDT will continue the Vision Zero media plan focusing on four emphasis areas that are critical as we move toward zero deaths and zero injuries on Montana Roads:

- *Education* through public information campaigns and local outreach through Buckle Up Montana, DUI Task Force and Safe On All Roads (SOAR) programs.
- *Enforcement* of Montana seat belt and impaired driving laws by law enforcement agencies, whose presence reminds drivers and occupants to obey traffic laws. Traffic enforcement is increased around the busiest travel times of the year and around events that include an emphasis on alcohol consumption.
- *Engineering* of Montana roadways to ensure that Montana's thousands of miles of state roads and highways are built and maintained with safety as the first concern.
- *Emergency medical response* adequately funded, trained and equipped to respond to vehicle crashes through MDT's Emergency Medical Services Grant Program.



During the 2015 Legislative Session, a primary seat belt law was introduced but failed to pass. This is the tenth session in a row in which a primary law has been introduced but has not passed. Montana's legislature meets biannually. Additionally, a bill to increase the fine for violation of the secondary seatbelt law failed to pass.

The 2015 legislature supported making current impaired driving laws stricter and more efficient. In addition to larger fines in all cases, the aggravated DUI statute is now tied to all other DUI statutes. In the past these were not connected and an aggravated DUI would count as one DUI under the statute even if the offender had previous DUI's under separate statute.

Impaired drivers continue to be a challenge for MDT and the safety program. According to NHTSA data, Montana impaired driving fatalities were 40% of all Montana fatalities for 2013 (most recent data). This is down from 43% in 2012.

The Traffic Records Coordinating Committee contributed funding to the upgrade to the Safety Information Management System, which was brought on-line in the summer of 2015 and is fully functional now. This system is housed in the MDT Highway and Engineering Division.

Motorcycle Safety continues to be a priority for MDT. During 2014, Montana Motorcycle Riders Safety training provided 145 classes and served 1,183 students at 10 locations statewide. Of those students enrolled, 1,062 or 90% passed the classes.

During Federal Fiscal Year 2015, the Montana State Highway Traffic Section will continue to analyze crash data to develop and implement performance measures that will assist in meeting established goals.

# 2015 Legislation

A summary of the bills that passed during the 2015 Legislative Session is as follows: (Bills identified with an asterisk will assist in the enforcement, adjudication and recidivism of DUI/drug arrests.)

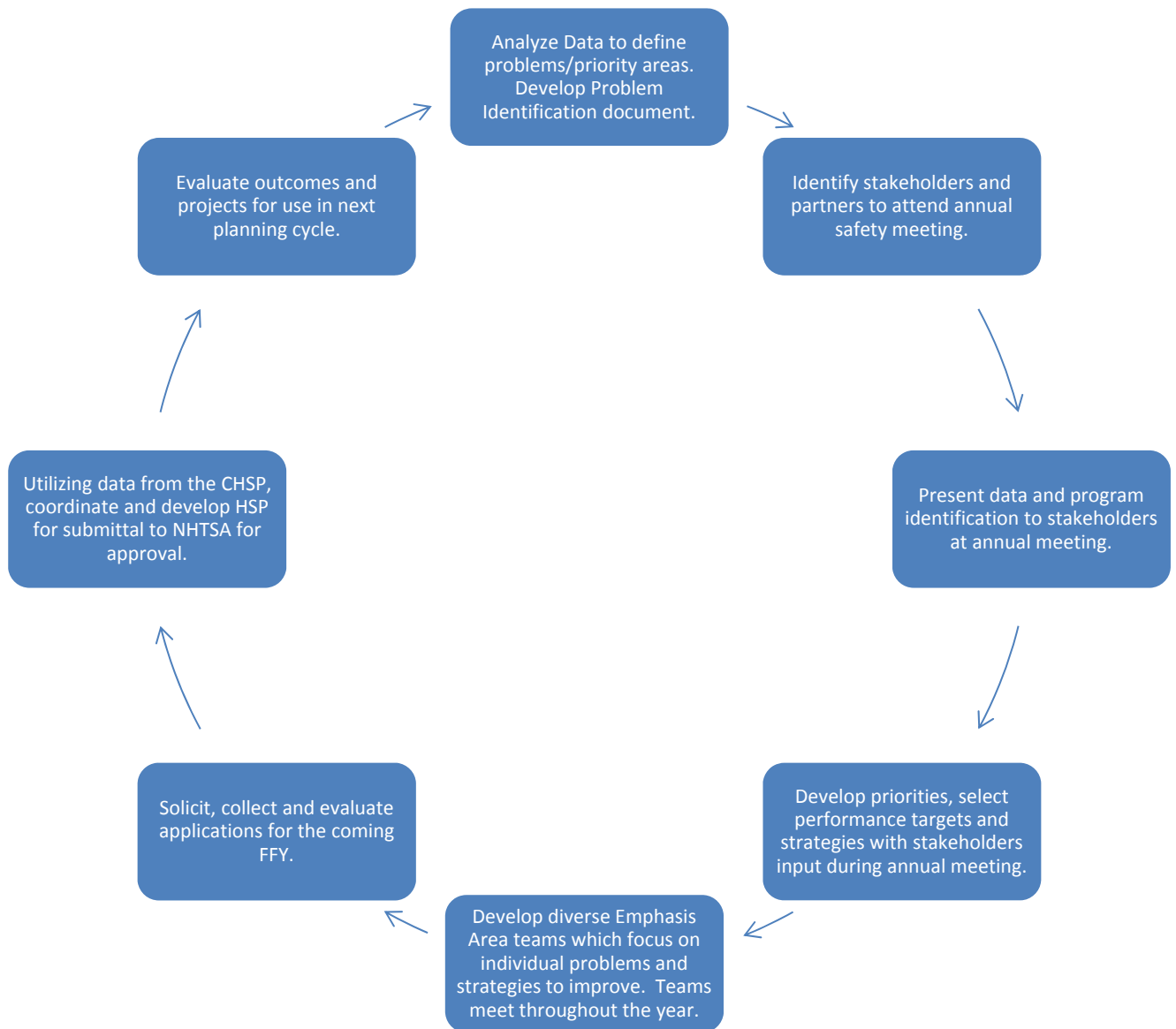
<b>2015 LEGISLATURE - PASSED LAWS</b>	
<b>HOUSE</b>	<b>INTENT</b>
HB111*	Title: Revise sentencing for felony DUI Legislative Intent: Sentencing changes from 13 months with the Department of Corrections to “not less than 13 months or more than 2 years” for felony conviction.
HB132*	Title: Authorize disbursement of unspent funds for DUI Taskforce Legislative Intent: Equally distribute any remaining reinstatement fees from counties without a DUI task force to those counties that have a DUI task force.
HB280	Title: Generally Revise Laws on Bicycles Legislative Intent: Provides a definition of “electrically assisted bicycle”; allowing bicyclists to overtake and pass on the right shoulder of a roadway; provide circumstances when a faster vehicle may pass a bicycle within a no-passing zone; revising where bicycles may be ridden on roadways; requirements for nighttime visibility.
HB412	Title: Generally revise minor in possession laws Legislative Intent: Allows that a person under 21 years of age may not be charged for criminal offenses if they are seeking medical treatment for themselves or another person after consuming intoxicating substances. Also they cannot be charged if the evidence for the charge was a result of seeking medical treatment.
HB486	Title: Revise laws related to mopeds. Legislative Intent: Revised the definition of bicycle by removing the reference to moped. Exempt mopeds from taxation.
HB488*	Title: Generally revise DUI laws Aggravated DUI: <ul style="list-style-type: none"> <li>• Tie the aggravated DUI statute with all other DUI statutes. In the past these were not connected and an aggravated DUI would count as one DUI under the statute even if the offender had previous DUI’s under separate statute.</li> <li>• Increase the fine for first conviction of aggravated DUI to \$2,000; second conviction of aggravated DUI fine will be \$5,000; and 3<sup>rd</sup> conviction of aggravated DUI fines will be \$10,000 if there are one or more passengers under the age of 16 in the vehicle at the time of the offense; Increase prison time from 48 to 72 months if there are one or more passengers under the age of 16 in the vehicle at the time of the offense.</li> </ul>
HB491*	Title: Generally revise the 24/7 sobriety program laws Legislative Intent: Define previous DUI offenses when determining if an individual should participate in the sobriety program.
HB512*	Establishing an Eastern Montana laboratory of criminalistics in Yellowstone County and providing an appropriation for leasing the laboratory.
HB604	Title: Create a pilot program to maintain footpaths and bicycle trails Legislative Intent: Creates a temporary pilot project for the maintenance and repair of shared-use trails, including the structures and processes necessary for shared-use trails safety education. Providing revenue from fees.

<i>SENATE</i>	<i>INTENT</i>
SB48*	Title: Require electronic reporting for pseudoephedrine sales Legislative Intent: Provide a copy of the driver's license, record of sale with the date and the name of the person purchasing the drug to DOJ prior to transaction.
SB93	Title: Revise laws related to DUI convictions and restricted-use driving permit Legislative Intent: Issuing restricted-used driving permit to out of state drivers not eligible in their own state for a driver's license. Petition must be made to the District Court.
SB375	Title: Increase highway speed limit to 80 mph Legislative Intent: Increase speed to 80 on certain interstates and all other public highway speed to 70 and 65 during the nighttime, excluding urbanized areas of 50,000 or more where the limit is 65 at all times

# Highway Safety Planning Process

MDT's highway safety planning process was recently modified in an effort to allow SHTSS to better meet the requirements of MAP-21. In that past the Comprehensive Highway Safety Planning (CHSP) meeting was held in June of each year, but that has been moved to October. This provides SHTSS staff with the time necessary to complete the 402 and 405 applications by July 1.

The following flow chart represents the current process used by SHTSS.



In addition to the planning process described above, SHTSS provides a grant timeline for subgrantees (see below).

Milestone	Timeline
Application submission deadline for FFY 2016 funding.	March 1, 2015
Application review and assessment. Funding and project recommendations made to the Governor’s Representative (GR) for Highway Traffic Safety.	March 1 – April 30, 2015
Preliminary contract negotiations.	April 30 - May 29, 2015
Draft Annual Highway Safety Plan (HSP) prepared by MDT staff and submitted to the GR for approval.	May 1 - June 30, 2015
Deadline for Annual Highway Safety Plan submission to NHTSA.	July 1, 2015
Deadline for NHTSA to notify state whether or not FFY 2016 Highway Safety Plan is approved.	August 30, 2015
Notification to applicants regarding funding approval or denial.	September 1, 2015
Signed contracts due from grantees to MDT	October 1, 2015
<i>Start of Federal Fiscal Year 2016</i> Contracts are finalized and routed for signatures. Effective date of contract varies; please check with your assigned program manager for details.	October 1, 2015 – September 30, 2016
Annual Highway Safety Planning Meeting. Selected applicants will make brief presentations on their proposals. (Meeting moved from the Spring to the Fall because of the MAP21 reporting requirements).	Fall 2015 (subject to change)

## Comprehensive Highway Safety Plan (CHSP) Update

In 2005, Montana’s *Comprehensive Highway Safety Plan (CHSP)* grew out of an existing policy goal to “Provide leadership and coordinate with other Montana agencies to improve traveler safety<sup>1</sup>.” Additional impetus in developing a strategic highway safety plan came from the *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-Lu)*, and continue with *MAP-21, Moving Ahead for Progress in the 21<sup>st</sup> Century Act*.

The Comprehensive Highway Safety Plan is the Charter document. (See Exhibit 1 CHSP Plan)

Hosted by MDT, Montana's Comprehensive Highway Safety Plan was developed in collaboration with other agencies and jurisdictions that have roles in highway safety at the state, local, tribal, and federal levels. Under the oversight of a multi-agency CHSP Leadership Committee, the development of the CHSP addressed the following objectives:

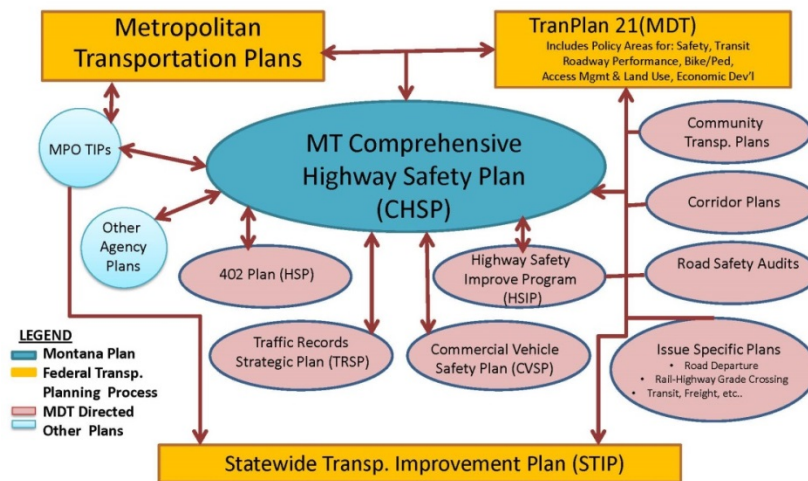
---

<sup>1</sup> TranPlan 21, Montana's statewide long-range transportation plan

- Establish quantifiable safety-related goals, objectives, and performance measures relevant to travel on Montana's highways.
- Address issues at all levels of jurisdiction with specific attention to local and tribal entities.
- Establish a mechanism for interagency coordination and develop the necessary partnering processes.
- Identify candidate safety strategies and evaluate their potential benefits, costs, and ability to attain performance objectives.
- Establish a process for prioritizing identified strategies based on their likely benefits relative to the identified safety goals and objectives.
- Develop a strategic implementation plan, including action items for deployment in MDT's plans and programs as well as by other partnering agencies with roles in highway safety.

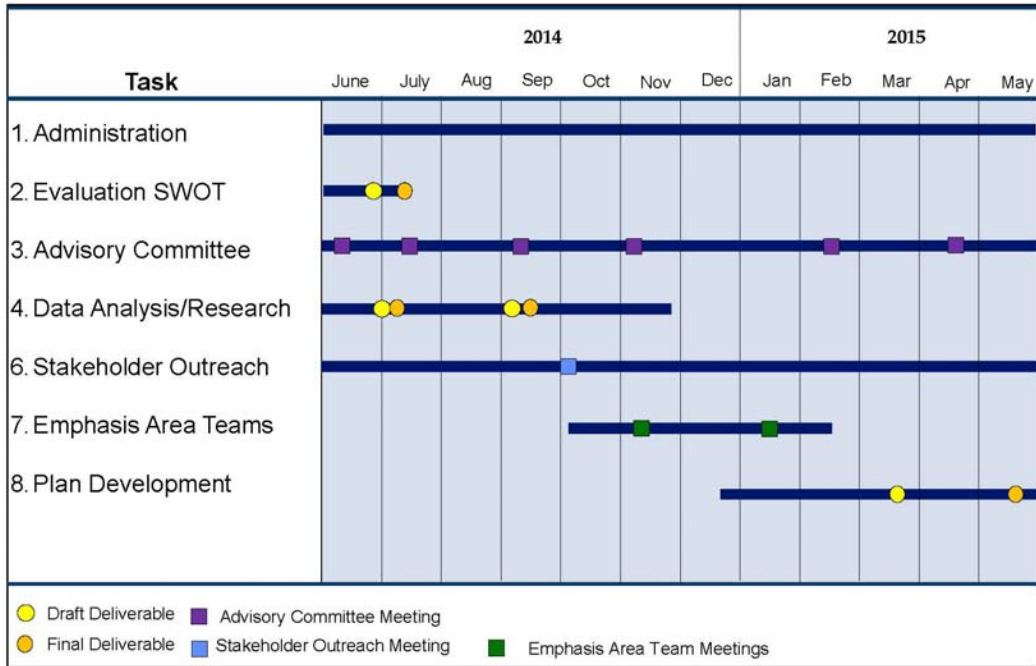
Beginning in the summer of 2014, in coordination with the Vision Zero campaign, an update to the Montana's Comprehensive Highway Safety Plan (CHSP) began. This strategic plan focuses on coordinating statewide efforts to reduce fatalities and incapacity injuries on Montana's roads. The following represents the relationship of Montana's Safety Plan (CHSP) with Agency Safety Plans & Programs.

### Relationship of Montana's Safety Plan (CHSP) with Agency Safety Plans & Programs



The schedule for completion of the updated CHSP was:

### Montana Comprehensive Highway Safety Plan Update Schedule



A technical advisory committee consisting of individuals with the ability to affect and influence direction and policy has been working on the CHSP update. This multidisciplinary group is made of individuals with expertise and knowledge of safety issues in the state and represent the four "E's" of traffic safety – education, engineering, emergency response, and enforcement. The success of updating and implementing the CHSP has relied on consultation and coordination with these safety stakeholders throughout the state. Momentum is growing among these key people, as well as Montanan’s in general, to do what is necessary to make sure all travelers in the state arrive at their destination safely.

The technical advisory committee met during the year as follows (which included impaired driving, occupant protection and roadway departure discussions):

June 10, 2014

July 29, 2014

September 23, 2014

November 20, 2014

April 14, 2015

These were followed up with emphasis area team meetings. These teams consisted of the grassroots stakeholders who discussed also provide input to the recommendations of the technical advisory committee. Each individual area held a specific meeting during the following sessions:

November 18-19, 2014

January 28, 2015

In addition, the State's Annual Transportation Safety Meeting was held on October 15, 2014. Over one hundred safety partners participated in the summit as part of the Comprehensive Highway Safety Plan. This meeting brings safety stakeholders together to assess Montana's progress in transportation safety. The CHSP is the platform for this multiday event, and includes:

- A data review for each of the emphasis areas to assess the impacts of our cumulative efforts.
- Discussion for each of the emphasis areas.

The discussions at the Annual CHSP meeting are used to support the subsequent submission of Montana's *Highway Safety Plan* to the National Highway Traffic Safety Administration.

The CHSP will continue to be a data-driven, multi-year comprehensive plan that establishes statewide goals, objectives, and key emphasis areas. The CHSP will enable coordination of safety programs and partners to work together to cooperatively address safety issues, align goals, and leverage resources to reduce fatal and incapacitating injury crashes on Montana's roadways.

The proposed performance measurements include:

- No more than 172 annual fatalities by 2020, which is an annual reduction of 2.7 percent (5 fewer fatalities per year)
- Fatality rate of no more than 1.28 fatalities per 100 million vehicle miles traveled (VMT) by 2020, a reduction of 4.3 percent per year
- No more than 796 serious injuries by 2020, a 3.6 percent annual reduction
- Serious injury rate of 5.9 serious injuries per 100 million VMT, a reduction of 5.1 percent per year

To accomplish these goals, Montana carefully considered the crash factors contributing to the largest numbers of severe crashes and the extent to which these factors overlap. As an outcome, three Emphasis Areas were identified:

- ***Roadway Departure and Intersection Crashes;***
- ***Impaired Driving; and***
- ***Occupant Protection***

As these new emphasis area teams undertake implementation steps, they will consider other information such as the high risk demographic groups, time periods when most severe crashes occur, and high-crash locations to ensure efforts are targeted appropriately.



In addition to the three identified emphasis areas, MDT will pursue three additional overarching strategy areas that will benefit all safety activities and help the state work toward its vision of zero fatalities and serious injuries. These are:

- **Data** – Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis;
- **EMS** – Support the essential role of Emergency Medical Services in reducing the severity of injury outcomes and the technologies and systems necessary to advance collaboration with all safety partners; and
- **Safety Culture** – Collaborate across agencies, organizations and the public to increase the safety culture and promote the institutionalization of Vision Zero.

In the past, there had been 12 emphasis areas which aligned with NHTSA core’s performance measures. These consolidated areas in the updated CHSP will be broader in scope, however the strategies will still support all of the traffic safety projects MDT’s has considered for funding. These strategies have been identified throughout this document.

Because of changes made to the CHSP, the State Highway Traffic Safety Section (SHTSS) will now be responsible for setting goals and targets for the NHTSA Core Performance Measures that are not addressed in the CHSP. It was determined that the methodology that was the most reliable was a five-year rolling average. A projection of future data is created using both a weighted average and trend analysis of the most currently available NHTSA published data. Performance measures (2016 targets and 2020 goals) are then calculated using the projection results. Only published data is used to calculate both the weighted average and the slope of the trend. Each performance target is shown in the appropriate section of this document along with the CHSP strategies that align with the specific program.

## Process for Data Analysis, Problem Identification

Montana’s multi-disciplinary Traffic Records Coordinating Committee is active, and meets every six weeks. Their mission is to improve the type, accuracy and timeliness of data collected, as well as accessibility of data between the various agencies that collect the data. “Cradle-to-grave” DUI data is not yet available, but the CHSP team is working with partners towards that goal.

The Montana Department of Transportation has installed an upgrade to the Safety Information Management System (SIMS) housed in the Highways & Engineering Division. The new system will provide a more complete traffic records analysis system. SIMS will improve MDT’s capabilities to analyze crash data, perform system-wide analyses, and will ultimately allow for linkage/integration with multiple data sources (crash, roadway information, citation/adjudication, EMS). SIMS will help MDT reach its goal of reducing the number and severity of highway crashes in Montana by securing a more robust set of crash data, with improved data accuracy, particularly with identifying crash locations and high-incident roadways through the use of GPS.

This project also addressed several recommendations made in the NHTSA Traffic Records Assessment conducted in 2014. Those recommendations that are met wholly or partially by this project are in strategic planning, data integration, data analysis and uses and incorporating uniform data standards.

The Office of Court Administrator is seeking approval from the Court Automation Committee to increase the number of Full Court data elements made available for analysis. Items requested by the CHSP Team related to DUI offenses include BAC, DUI fines, age on date of offense, gender data, and sentence imposed. This would not constitute “cradle-to-grave” data—offenders arrested but not charged would not be included in the data set.

Once implemented, these systems will cover the entire “data stream” from beginning to end to include:

- Data collection
- Data processing (quality control, editing, aggregation and transformation)
- Data integration
- Data use in safety analysis
- Problem identification
- High-crash locations
- Crash typologies
- Countermeasure effectiveness, and
- Predictive model building

A variety of data sets are used when developing the problem identification. These include

- Fatality Analysis Reporting System (FARS)
- Statewide Crash Database
- Department of Public Health and Human Services
- Seatbelt and Other Observational Studies
- NHTSA
- Office of Public Instruction
- Other information and data from governmental and private sector safety organizations

The data is gathered and analyzed by SHTSS’s Data Research Analyst. Once all datasets have been reviewed to ensure accuracy of the information, it is used to develop Montana’s Comprehensive Highway Safety Plan and the Highway Safety Plan.

## State Demographic Analysis

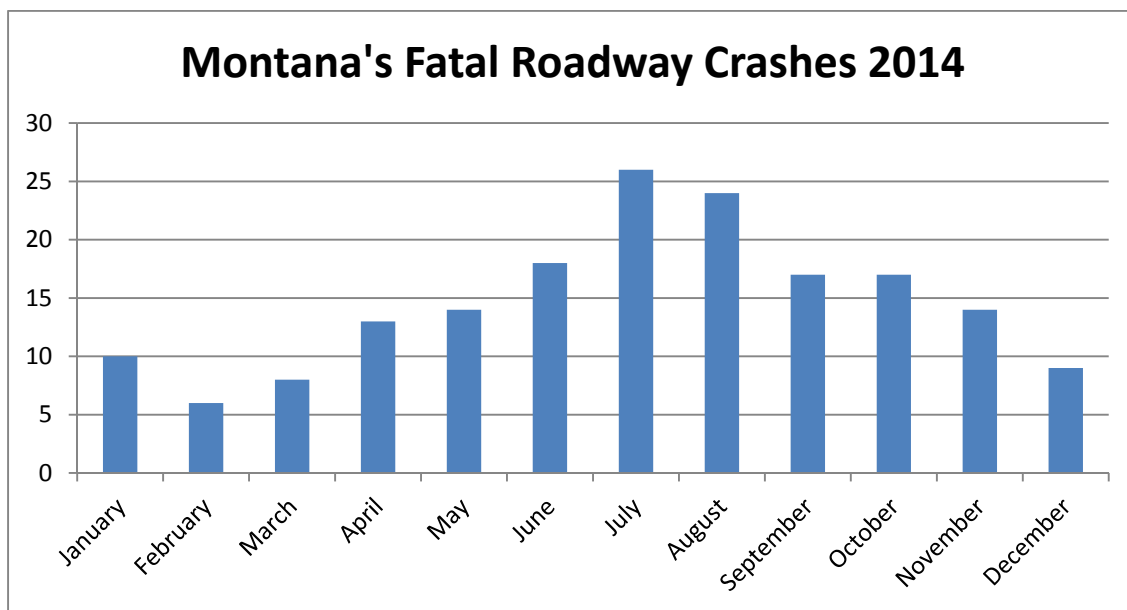
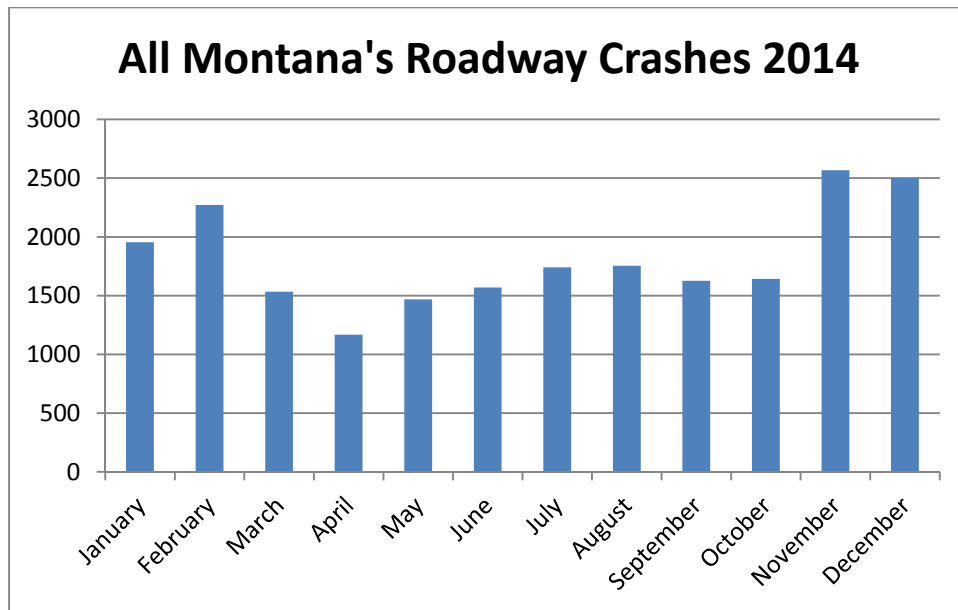
Montana is geographically located in the Northwest region of the Nation. According to the yearly census estimates, Montana had a population of 1,023,579 in 2014. Residents are distributed over 56 counties and 130 municipalities. Approximately 89% of the population is white, 6.5% is Native American, 3.3% is Hispanic and two or more races represent approximately 3%. The remaining population is spread between Asian, African American, Hawaiian and other, however, this represent only slightly over 1%.

Approximately 22% of Montana residents are under 18, 62% are between the ages of 18 and 65, and 16% are over 65.

In 2014, there were 1,176,578 registered vehicles and 768,703 licensed drivers. Of those 1.93% are under 18, 78.44% are between 18 and 65, and 19.35% are over 65.

Winter weather creates challenges for the driving public, and this is confirmed when reviewing the crash data. The months with the most crashes are November, December and January.

Although more crashes occur during winter months, the months of June through September are when most fatalities occur.



Due to the size and population density of Montana, very few of Montana's vehicle miles travelled occur in an urban environment. A large percentage of traffic is at high speeds and trips tend to involve more time spent on mostly rural roads. NHTSA has recognized the connection between rural roads and speeding, which will increase the likelihood of fatal crashes. Generally the national urban fatality rate is less than half of the rural fatality rate. Since Montana has the highest percentage of rural vehicles miles travelled in the nation, it would follow that Montana has one of the highest fatality rates. The chart below represents crashes by county for 2014:

County	Population	Crash Numbers			Crash Numbers per 100K Population		
		Total Crashes	Fatal Crashes	Total Injuries	Total	Fatal	Injury
BEAVERHEAD	9346	148	0	50	1584	0	535
BIG HORN	13031	160	8	91	1228	61	698
BLAINE	6683	49	3	27	733	45	404
BROADWATER	5756	132	4	48	2293	69	834
CARBON	10127	223	2	81	2202	20	800
CARTER	1177	8	1	5	680	85	425
CASCADE	81723	2030	15	557	2484	18	682
CHOUTEAU	5904	66	1	24	1118	17	407
CUSTER	11888	287	0	76	2414	0	639
DANIELS	1786	21	1	6	1176	56	336
DAWSON	9249	259	0	78	2800	0	843
DEER LODGE	9227	78	1	32	845	11	347
FALLON	3024	31	0	7	1025	0	231
FERGUS	11435	259	1	75	2265	9	656
FLATHEAD	91633	2093	12	720	2284	13	786
GALLATIN	92614	1694	9	543	1829	10	586
GARFIELD	1261	20	1	7	1586	79	555
GLACIER	13711	124	7	61	904	51	445
GOLDEN VALLEY	839	13	0	3	1549	0	358
GRANITE	3109	129	1	34	4149	32	1094
HILL	16366	285	2	67	1741	12	409
JEFFERSON	11401	396	4	138	3473	35	1210
JUDITH BASIN	2024	53	2	16	2619	99	791
LAKE	28986	486	5	182	1677	17	628
LEWIS & CLARK	64876	1690	6	495	2605	9	763
LIBERTY	2392	12	0	4	502	0	167
LINCOLN	19491	265	3	125	1360	15	641
MADISON	1701	198	3	58	11640	176	3410
MCCONE	7733	23	1	14	297	13	181
MEAGHER	1924	41	1	19	2131	52	988
MINERAL	4167	323	1	108	7751	24	2592
MISSOULA	110977	2585	13	880	2329	12	793
MUSSELSHELL	4665	61	1	27	1308	21	579
PARK	15567	318	4	102	2043	26	655
PETROLEUM	511	22	1	9	4305	196	1761
PHILLIPS	4128	72	2	33	1744	48	799
PONDERA	6165	84	0	35	1363	0	568
POWDER RIVER	1763	51	1	16	2893	57	908
POWELL	7096	212	3	61	2988	42	860
PRAIRIE	1157	47	0	19	4062	0	1642

<b>RAVALLI</b>	40617	646	5	208	1590	12	512
<b>RICHLAND</b>	10810	445	3	97	4117	28	897
<b>ROOSEVELT</b>	10927	117	5	72	1071	46	659
<b>ROSEBUD</b>	9396	137	4	52	1458	43	553
<b>SANDERS</b>	11408	196	5	80	1718	44	701
<b>SHERIDAN</b>	3580	36	3	12	1006	84	335
<b>SILVER BOW</b>	34403	698	6	183	2029	17	532
<b>STILLWATER</b>	9195	247	0	66	2686	0	718
<b>SWEET GRASS</b>	3605	155	1	47	4300	28	1304
<b>TETON</b>	6053	94	3	43	1553	50	710
<b>TOOLE</b>	5220	92	0	28	1762	0	536
<b>TREASURE</b>	736	43	2	15	5842	272	2038
<b>VALLEY</b>	7505	84	3	41	1119	40	546
<b>WHEATLAND</b>	2104	38	0	11	1806	0	523
<b>WIBAUX</b>	1057	38	0	15	3595	0	1419
<b>YELLOWSTONE</b>	151882	3599	16	1538	2370	11	1013

## Partners in the Planning Process

During the Annual Highway Safety Planning Meeting, Montana's Comprehensive Highway Safety Plan (CHSP) is reviewed in collaboration with other agencies and jurisdictions that have roles in highway safety at the state, local, tribal, and federal levels. This plan utilizes the Problem Identification to determine safety priorities for the coming year. MDT collaborates with many partners to review and analyze the information.

The stakeholders and partners that participated in the 2014 Annual Highway Safety Planning meeting include:

### Federal Partners

- Federal Highway Administration
- National Highway Traffic Safety Administration
- Bureau of Indian Affairs
- Indian Health Services

### MT Dept of Public Health & Human Services

- Chronic Disease & Health Promotion Office
- Emergency Medical Services
- Addictive & Mental Disorders Division, Chemical Dependency Bureau
- Injury Prevention Program

### MT Dept of Justice

- Montana Highway Patrol
- Attorney General Representative
- Montana Board of Crime Control
- Motor Vehicle Division
- Records and Driver Control
- Crime Lab

### Tribal Governments

- Tribal Leaders
- Tribal Transportation Planners
- Safe On All Roads Coordinators
- Tribal Law Enforcement
- Tribal Health Department
- MT/WY Tribal Leaders

### Other traffic safety advocates

- Child Passenger Safety Techs/Instructors
- Governor's Office of Indian Affairs
- Insurance Agencies
- Local DUI Task Forces
- Media Contractors
- Montana Association of Counties
- MT Sheriffs & Peace Officers Association
- Mothers Against Drunk Driving
- Motorcycle Rider Safety Representatives

**MT Office of Court Administrator**

- State Drug Court Coordinator

**MT Office of Public Instruction**

- Driver Education
- Montana Behavioral Initiative

**MT Department of Corrections**

**MT Department of Revenue**

- Liquor Control and Education

**Police & Sheriff’s Departments**

**County Health Departments**

- NHTSA Region 10 Office

- WorkSafeMT

- Universities and Colleges

**MT Department of Transportation**

- Governor’s Rep for Highway Safety
- Director’s Office
- Motor Carrier Services
- Engineering
- Planning
- Information Services
- State Highway Traffic Safety Section

## Process for Setting Performance Goals

During FFY15, the CHSP document was updated and is much broader in scope than in previous years. In the past, there had been 12 emphasis areas which aligned with NHTSA core’s performance measures. However, these have been reduced to 3 emphasis areas which are Roadway Departure and Intersection Crashes; Impaired Driving; and Occupant Protection. The goals established in the CHSP are:

- No more than 172 annual fatalities by 2020, which is an annual reduction of 2.7 percent (5 fewer fatalities per year)
- Fatality rate of no more than 1.28 fatalities per 100 million vehicle miles traveled (VMT) by 2020, a reduction of 4.3 percent per year
- No more than 796 serious injuries by 2020, a 3.6 percent annual reduction
- Serious injury rate of 5.9 serious injuries per 100 million VMT, a reduction of 5.1 percent per year

Because of these changes, MDT SHTSS, along with other partners and stakeholders, will be responsible for setting goals for the other core performance measures required by NHTSA.

To do this, MDT determined that the most reliable methodology was a five-year rolling average. To implement this methodology MDT averaged data for each performance measure over the last ten-year period. Using the ten-year average, MDT then weighted each measure based on the slope of the decline over those years. This resulted in a percentage decline for each year.

Because, the 2014 CHSP meeting was devoted to the update, MDT was unable to introduce this methodology to participating partners. This will be done in October 2015 at the next annual meeting.

## Performance Target Selection

Performance targets are set analyzing a number of contributing factors. The first factor considered is the data for which the target is being set. Historical data and trends are reviewed to determine what target will likely be attainable.

During the annual CHSP meeting, an overview of all data is provided to stakeholders in attendance. This overview shows safety data and changes in all target areas. This presentation provides a snapshot of traffic safety issues and trends as a whole, statewide, for the previous year.

Also at the CHSP meeting, Emphasis Area Team members provide all stakeholders an overview of the activities that are being completed to achieve specific targets. In addition, new strategies for the coming year are discussed and reviewed.

The annual targets are then set at a level which is needed in order to achieve the five-year goal.

At the 2015 CHSP meeting in October, the method for establishing target will be presented and reviewed to ensure the most appropriate method is being utilized.

## **Process for Project Selection and Development**

For FFY 2015, SHTSS solicited applications for traffic safety related project funding via emails to known traffic safety stakeholders and announced availability in the MDT *Newsline*. Information was also posted on our website. Applications were due by March 1, 2015. The application materials directed applicants to connect their potential project to CHSP strategies, and propose an evaluation mechanism. Please reference the following web link for more information about the application process:  
<http://www.mdt.mt.gov/visionzero/grants/>

After the March 1 deadline, SHTSS staff reviewed and scored all the applications and conducted several meetings to discuss the proposals. Projects were evaluated based on their ability to advance strategies within the CHSP, whether or not there is research to support their potential effectiveness, and projected funding levels for FFY 2016. The summary and staff recommendations were presented to the Governor's Representative, Mike Tooley.

The final list of proposed projects for FFY 2016 is presented in this Highway Safety Plan, as reviewed and approved by Governor's Representative, Director of MDT, Mike Tooley for further review and approval by the NHTSA Regional Office.

# Performance Measures

Performance goals are established by the CHSP team, MDT staff and other stakeholders after a review of all data sources. The following performance measures satisfy NHTSA's required core outcome, behavior and activities measures. These measures were reviewed in October 2014 as part of the 2016 planning process and will be reviewed again in October 2015.

## NHTSA Core Performance Measures

The following chart represents where Montana is with regard to the core performance measures established by NHTSA.

Montana Department of Transportation NHTSA Core Outcome Measures								
Core Measure	Description	2010	2011	2012	2013	2014	2016 Target	2020 Goal
C-1*	Number of Fatalities	189	209	205	229	192		
	<b>5-Year Moving Average</b>	<b>236</b>	<b>225</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>186</b>	<b>172</b>
C-2*	Number of Serious Injuries	994	956	1,129	1,102	1,156		
	<b>5-Year Moving Average</b>	<b>1,295</b>	<b>1,164</b>	<b>1,104</b>	<b>1,056</b>	<b>1,067</b>	<b>1,072</b>	<b>796</b>
C-3*	Fatalities/VMT	1.69	1.79	1.72	1.90	1.91	1.84	1.28
C-4	Unrestrained Passenger Vehicle Fatalities	90	109	113	108	112		
	<b>5-Year Moving Average</b>	<b>119</b>	<b>112</b>	<b>106</b>	<b>104</b>	<b>106</b>	<b>109</b>	<b>98</b>
C-5	Alcohol-Related Fatalities	72	82	89	92	89		
	<b>5-Year Moving Average</b>	<b>90</b>	<b>86</b>	<b>83</b>	<b>83</b>	<b>85</b>	<b>89</b>	<b>85</b>
C-6	Speed-Related Fatalities	68	75	88	76	81		
	<b>5-Year Moving Average</b>	<b>87</b>	<b>79</b>	<b>78</b>	<b>76</b>	<b>78</b>	<b>81</b>	<b>74</b>
C-7	Motorcyclist Fatalities	25	20	30	35	29		
	<b>5-Year Moving Average</b>	<b>30</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>30</b>	<b>28</b>
C-8	Un-helmeted MC Fatalities	14	10	21	22	17		
	<b>5-Year Moving Average</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>17</b>	<b>19</b>	<b>17</b>
C-9	Fatalities Involving Drivers Age 20 or Less	30	24	28	24	29		
	<b>5-Year Moving Average</b>	<b>34</b>	<b>32</b>	<b>31</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>24</b>
C-10	Pedestrian Fatalities	8	15	8	24	13		
	<b>5-Year Moving Average</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>13</b>
C-11	Bicycle Fatalities	0	1	1	1	1		
	<b>5-Year Moving Average</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Core Behavior Measure</b>								
B-1	Observed Seat Belt Use	79.2%	77%	76.9%	**74.0%	74.0%	77.6%	77.7%
<b>Core Activity Measures</b>								
A-1	Seat Belt Citations Issued During Grant-Funded Activities	3,836	2,552	2,374	2,203	2,610	N/A	N/A



Montana Department of Transportation NHTSA Core Outcome Measures								
Core Measure	Description	2010	2011	2012	2013	2014	2016 Target	2020 Goal
<b>A-2</b>	Impaired-Driving Arrests Made During Grant-Funded Activities	873	993	496	368	361	N/A	N/A
<b>A-3</b>	Speeding Citations Issued Grant-Funded Activities	14,489	12,734	11,332	10,116	9,842	N/A	N/A
Other MDT Outcome Measures								
<b>O-1</b>	Native American Fatalities	34	30	23	40	39		
	<b>5-Year Moving Average</b>	<b>37</b>	<b>36</b>	<b>31</b>	<b>31</b>	<b>33</b>	<b>31</b>	<b>32</b>

\*These goals are set through the annual CHSP process. All others set by MDT SHTSS.

\*\*Beginning in 2013, NHTSA implemented a “weighted” method for observed seat belt use.

Note: The numbers will not align with previous years’ application. Following training from NHTSA, MDT has moved to only using FARS data. 2014 data is projected data, based on FARS history.

According to preliminary data, MDT had only 192 fatalities during 2014. This is a reduction of nearly 17% over 2013.

## Standardized Target Statement

The standardized target statements are as follows:

Performance Measure Identifier	Core Performance Measure and Targets
<b>C-1) Traffic Fatalities (FARS)</b>	To decrease traffic fatalities 2.1% from the FFY15 calendar base year average of 211 to 172 by December 31, 2020.
<b>C-2) Serious Traffic Injuries (State Crash Data Files)</b>	To decrease the serious traffic injuries 6.7% from the FFY15 calendar base year average of 1,114 to 796 by December 31, 2020.
<b>C-3) Fatalities/VMT (FARS/FHWA)</b>	To decrease the fatalities/VMT from the FFY15 calendar base year average of 1.8 to 1.28 by December 31, 2020.
<b>C-3a Rural Fatalities/VMT</b>	To decrease the 5-year average for rural fatalities/VMT from the FFY15 calendar base year average of 2.43 to 2.42 by December 31, 2020.
<b>C-3b Urban Fatalities/VMT</b>	To decrease the urban fatalities/VMT from the FFY15 calendar base year average of 0.33 to 0.22 by December 31, 2020.
<b>C-4) Unrestrained Passenger Vehicle Occupant Fatalities (FARS)</b>	To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 77.7% from the FFY15 calendar base year average of 106 to 98 by December 31, 2020.
<b>C-5) Alcohol-Impaired Driving Fatalities (FARS)</b>	As trend data indicates a rise in alcohol impaired driving fatalities, MDT hopes to maintain alcohol fatalities at the current base year average of 85 through December 31, 2020. This would be a reduction in the overall trend.

Performance Measure Identifier	Core Performance Measure and Targets
<b>C-6) Speeding Related Fatalities (FARS)</b>	To decrease speed-related fatalities 5.0% from the FFY15 calendar base year average of 78 to 74 by December 31, 2020.
<b>C-7) Motorcyclist Fatalities (FARS)</b>	In response to the increasing trend line, MDT hopes to maintain motorcyclist fatalities at the current base year average of 28 through December 31, 2020.
<b>C-8) Unhelmeted Motorcyclist Fatalities (FARS)</b>	In response to the increasing trend line, MDT hopes to maintain unhelmeted motorcyclist fatalities at the currently base year average of 17 through December 31, 2020.
<b>C-9) Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)</b>	To decrease drivers age 20 or younger involved in fatal crashes 9.8% from the FFY15 calendar base year average of 27 to 24 by December 31, 2020.
<b>C-10) Pedestrian Fatalities (FARS)</b>	To decrease pedestrian fatalities 3.5% from the FFY15 calendar base year average of 14 to 13 by December 31, 2020.
<b>C-11) Bicyclist Fatalities (FARS)</b>	To decrease bicyclist fatalities 0.0% from the FFY15 calendar base year average of 1 to 1 by December 31, 2020.
<b>B-1) Seat Belt Use Rate (Observed Seat Belt Use Survey)</b>	To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 0.3% percentage points from the FFY15 calendar base year average usage rate of 74% to 77.7% by December 31, 2020.
<b>O-1) Native American Fatalities</b>	To decrease Native American fatalities 3% from the FFY15 calendar base year average of 33 to 32 by December 31, 2020.

Throughout the year, MDT staff and CHSP champions continue working together to refine performance measures and annual targets. This information is shared with other stakeholders at the annual CHSP meeting and helps guide them in the development of their traffic safety related applications for submission to MDT for review. Once these applications are approved, the information from these documents is integrated in the following year's Highway Safety Plan (HSP) as countermeasures. These countermeasures are also cross referenced in the CHSP under the appropriate traffic safety emphasis areas.

## Performance Report

The following is a performance report outlining MDT's progress on the current goals.

Core Measure	Description	2014 Goal	Status	Comments
<b>C-1</b>	Number of Fatalities	202	Goal Not Met: The five year average goal for fatalities was 205 for 2014.	Although the five-year average goal was not met, during 2014, preliminary data shows that there were only 192 fatalities in Montana which will impact the five-year rolling average for future goal setting.

Core Measure	Description	2014 Goal	Status	Comments
<b>C-2</b>	Number of Serious Injuries	1,110	Goal Not Met: The five-year average for serious injuries was 1,114.	The goal was not met this year, however; serious injuries continue to decline. The actual number of serious injuries during 2014 was 996, well below the goal.
<b>C-3</b>	Fatalities/VMT	1.45	Goal Not Met: According to preliminary data, the five year average for VMT for 2014 was 1.80.	MDT has struggled to decrease Fatalities/VMT for many years. Due to the rural nature of Montana and increase in average VMT this is difficult.
<b>C-4</b>	Unrestrained Passenger Vehicle Fatalities	109	Goal Not Met: The five-year average number of unrestrained fatalities was 111 for 2014.	The five-year average goal was not met by two fatalities. MDT continues its downward trend for unrestrained occupant fatalities.
<b>C-5</b>	Alcohol-Related Fatalities	81	Goal Not Met: According to preliminary data Montana had a five year average for alcohol-related fatalities of 93 during 2014.	The goal was not met this year and has increased in recent years. MDT hopes to maintain the current five year base average of 85.
<b>C-6</b>	Speed-Related Fatalities	74	Goal Not Met: The goal for speed-related fatalities was 79 for the five-year average.	Preliminary data indicates that speed-related fatalities remained consistent with recent years during 2014
<b>C-7</b>	Motorcyclist Fatalities	26	Goal Not Met: The data indicates that the five year average for motorcycle fatalities was 27.	During 2014 Montana had 23 motorcycles fatalities. The lowest number in two years and a reduction of 33% over 2013.
<b>C-8</b>	Un-helmeted MC Fatalities	15	Goal Was Met: The five year average goal for un-helmeted fatalities was 15.	During 2014 there were 10 un-helmeted fatalities. This was a reduction of 52% over 2013.
<b>C-9</b>	Fatalities Involving Drivers Age 20 or Less	31	Goal Was Met: The five-year average for the period ending in 2014 was 27.	After peaking in 2009 at 41, MDT has seen fatalities involving young drivers decrease over the last few years.
<b>C-10</b>	Pedestrian Fatalities	11	Goal Not Met: Pedestrian fatalities had a five-year average goal of 13 for the period of 2010-2014.	Although this goal was not met, preliminary data indicates there were 10 pedestrian fatalities during 2014. This is a reduction of 59% over 2013.
<b>C-11</b>	Bicycle Fatalities	1	Goal Was Met: The established goal for bicycles fatalities was 1.	Historically, MDT reports 0 or 1 fatality per year in the area.

Core Measure	Description	2014 Goal	Status	Comments
<b>B-1</b>	Observed Seat Belt Use	85%	Goal Not Met: The observed seat belt use rate was 74%	MDT continues to work toward increasing seat belt use.
<b>Areas Tracked But No Targets Set</b>				
			2013 Data	2014 Data
<b>A-1</b>	Seat Belt Citations Issued During Grant-Funded Activities		2,610	2,661
<b>A-2</b>	Impaired-Driving Arrests Made During Grant-Funded Activities		361	570
<b>A-3</b>	Speeding Citations Issued Grant-Funded Activities		9,842	9,563
<b>Other Performance Targets Tracked</b>				
<b>O-1</b>	Native American Fatalities	31	Goal Not Met: The goal for Native American Fatalities was not met. The five-year average (ending 2014) was 32, only one short of the goal.	During 2014 there were actually 39 Native American Fatalities. Unfortunately this was an increase over 2013 by 11 or 40%.

## Youth Risk Behavior Survey

The Office of Public Instruction conducts the Youth Risk Behavior Survey bi-annually. This survey is used to determine the prevalence of health-risk behaviors as self-reported by Montana Youth.

In 2013, vehicle-related data showed an improvement in the percentage of students who never or rarely wore a seat belt when driving a car (from 19 percent in 2001 to 11 percent in 2013). However, alarming increases in distracted driving practices such as texting, and cell-phone use, have been noted among Montana high school students who drove in the past 30 days.

Percentage of students who . . .	1999	2001	2003	2005	2007	2009	2011	2013
Never or rarely wore a seat belt when riding in a car driven by someone else	23.1	19.8	17.8	13.9	14.2	13.1	11.1	10.1
Never or rarely wore a seat belt when driving a car		18.7	19.5	15.8	14.9	13.9	13.2	11.4
Texted or e-mailed while driving a car during the past 30 days							50.2	55.8
Talked on a cell phone while driving a car during the past 30 days							53.3	61.3

## Research Project – Media Evaluation

Following the launch of MDT’s Vision Zero (Lives Shattered/Lives Saved), MDT’s media vendor, Partners Creative, conducted a survey to evaluate this campaign. Surveys were distributed at the University of Montana and through targeted Facebook advertising. Nearly 400 responses were received. After reviewing the responses and eliminated incomplete surveys, 293 were used for the evaluation.

Highlights from this survey include:

- 30% of the respondents reported seeing one or more of the messages;
- 65% indicated they read, seen or heard about DUI enforcement;
- 98% found the seat belt campaign attention grabbing, while 86% found it to be convincing;
- 91% of respondents said they wore their seat belt most of the time or always.

The full report on this evaluation is Exhibit 2, Team Zero 2015 Winter Survey.

During FFY2015, MDT will be conducting a more comprehensive survey as recommended by the NHTSA-GHSA Working Group. This survey will continue to monitor information about impaired driving and occupant protection.

# Highway Safety Strategies and Projects

## Overview

When determining which strategies and projects to implement and fund, MDT considers a number of factors. Some of these include:

- Are the projects required under Federal guidelines to receive safety funding?
- Does the request for funds address an identified highway safety problem and help meet the goals and objectives of the HSP/CHSP?
- Will the countermeasures proposed assist in solving the problem?
- Are the objectives achievable and measurable?
- Is the amount of funding requested reasonable?
- Are proposed expenses allowable within the guidelines set forth in the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200)?

All applications are reviewed, scored and ranked by SHTSS staff and management. Based on anticipated funding for the upcoming federal fiscal year, staff will prioritize recommended applications to present to Governor's Representative for Highway Safety.

The remainder of this document outlines all of the applications that Montana Department of Transportation is recommending for funding.

# Occupant Protection Program Area

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #3 – Reduce roadway departure and intersection crashes through education.*

*Implementation Steps:*

- *Enhance awareness of and encourage increased participation of evidence-based road user skills training*
- *Promote and support evidence-based teen peer-to-peer education and programs to address risky driving behavior, including the consequences of distracted driving, impaired driving and not using seat belts, among others.*

*Strategy #5 – Support and increase enforcement of proper road use behaviors of all users in high crash corridors and high crash locations.*

*Implementation Steps:*

- *Implement and support targeted enforcement efforts to prevent intersection and road way departure crashes*

*Strategy #6 – Explore and implement best practices for reducing road departure, such as those related to distracted driving and fatigued driving, in addition to other behavioral factors.*

*Implementation Steps:*

- *Implementation steps to be determined as best practices are identified*

#### **CHSP Emphasis Area: Occupant Protection**

*Strategy #1 – Support policies, education, training, programs and activities that promote and increase seat belt and child safety seat use.*

*Implementation Steps:*

- *Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures. Develop a state Network of Employers for Traffic Safety (NETS) or similar public-private partnership focused on traffic safety.*
- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative education materials and outreach communication channels.*
- *Develop CPS educational material with updated and consistent information*
- *Sustain and strengthen the National Child Passenger Safety certification Training Program with increased focus on high risk populations.*

*Strategy #2 – Support enforcement of existing seat belt and child passenger safety laws.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*

*Strategy #3 – Continue to support and build collaborative partnerships to increase child occupant protection and seat belt use.*

*Implementation Steps:*

- *Develop public and private partnerships (i.e., elementary, high school and colleges) to develop and disseminate information and educational program regarding unsafe driving behaviors.*

*Strategy #4 – Evaluate the effectiveness of ongoing messaging, campaigns, and programs in promoting and/or increasing occupant protection use.*

*Implementation Steps:*

- *To be determined once current campaigns have been evaluated.*

Montana has secondary law enforcement for safety belt use, meaning that there must be another reason for stopping a vehicle other than noncompliance with safety belt laws before a violation can be charged. Although attempts have been made to pass legislation making seat belt use a primary offense, those have consistently failed.

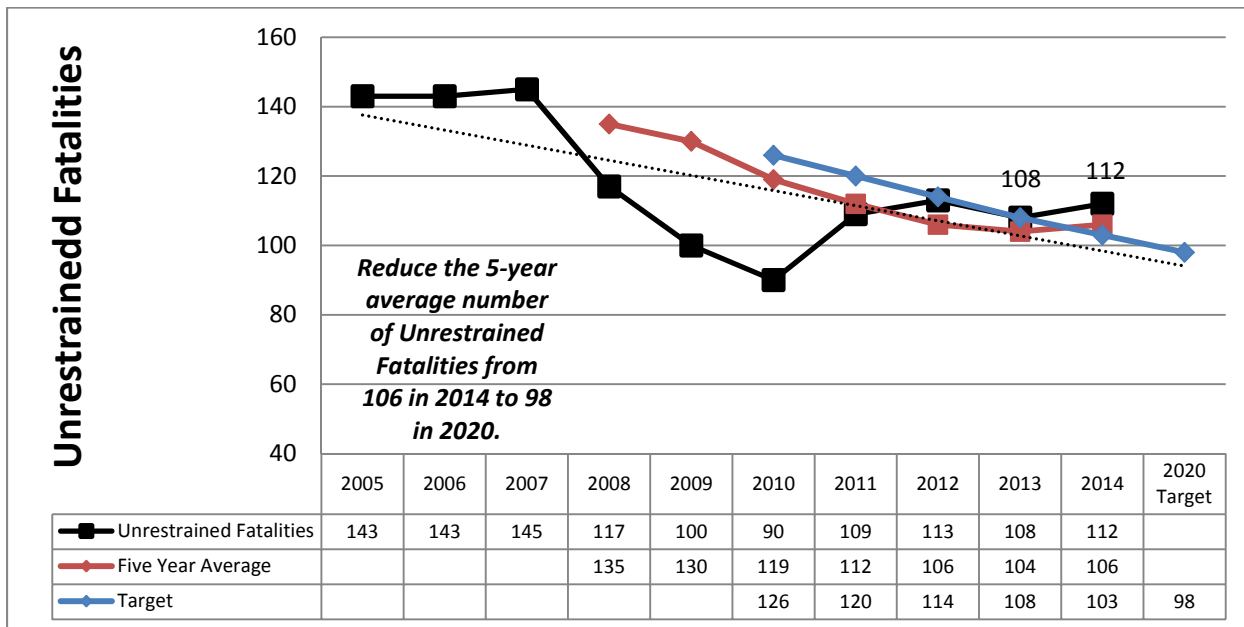
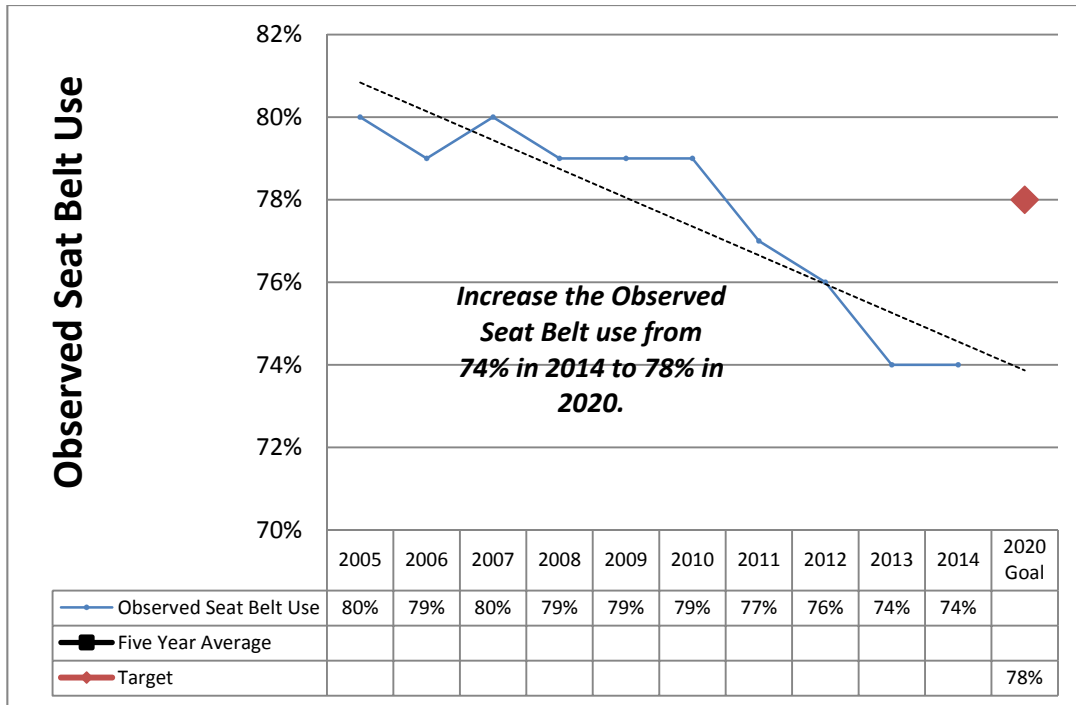
Montana employs three main strategies to increase seatbelt and child restraint usage: foster partnerships with traffic safety advocates, implement high visibility law enforcement programs, and execute a variety of public information and education (PI&E) programs.

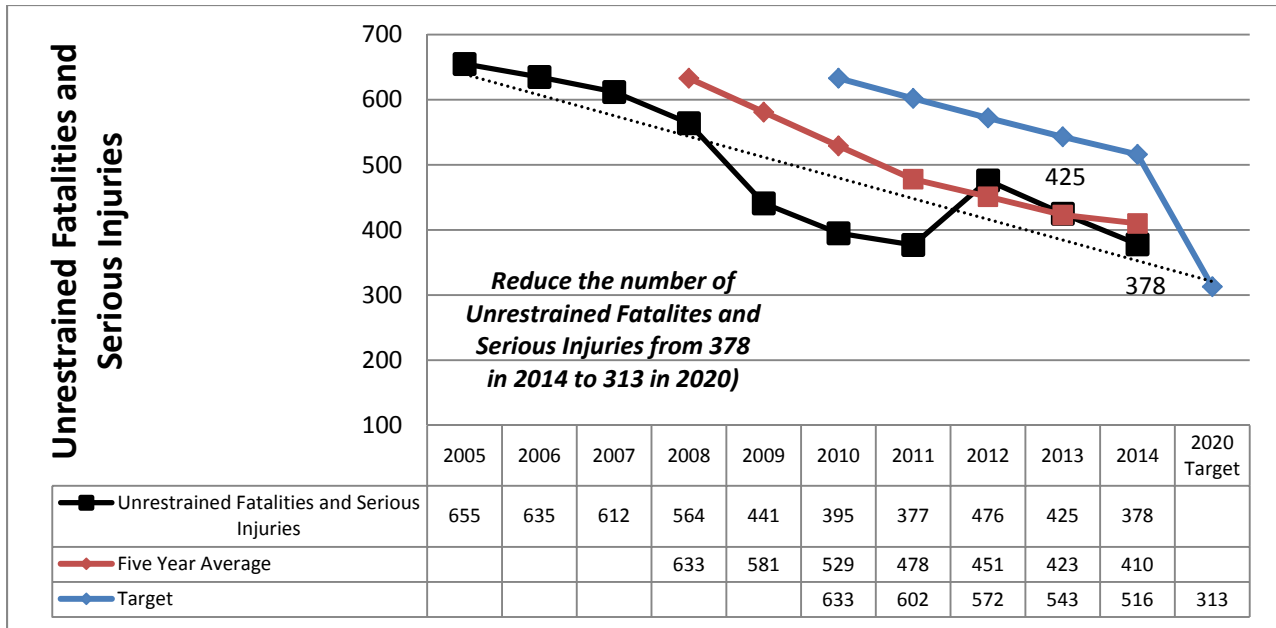
SHTSS has established three goals for seat belt use:

- Reduce the five-year average number of unrestrained vehicle occupant fatalities from 106 in 2014 to 98 by 2020.
- Reduce the five-year average number of unrestrained vehicle occupant fatalities and incapacitating injuries from 410 in 2014 to 313 by 2020.
- Increase the annual statewide seat belt use for front seat passenger vehicle occupants from 74% in 2014 to 77.7% by 2020.

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the goal.







The National Highway Traffic Safety Administration (NHTSA) has issued new Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. Montana modified the methodology in 2013 for the seat belt survey based on this new rule and is now fully compliant with the Uniform Criteria.

The modifications made during FFY 2013 seat belt survey are shown in the chart below along with the history of seat belt use in Montana.

Seat Belt Usage Rates							
Year	Interstate	Primary	City	Other	All Roads		
2008	92.1%	81.7%	66.6%	70.7%	79.3%		
2009	82.9%	83.8%	64.9%	75.6%	79.2%		
2010	87.0%	81.2%	64.7%	74.1%	78.9%		
2011	84.4%	80.9%	67.7%	68.8%	76.9%		
2012	82.8%	80.1%	65.7%	70.5%	76.3%		
New Categories as of 2013	Interstate	Primary	Secondary	Other	National Highway System	Urban	All Roads (NHTSA weighted)
2013	82.0%	67.8%	78.0%	61.3%	76.6%	67.6%	74.0%
2014	84.0%	62.0%	71.0%	74.0%	74.0%	68.0%	74.0%
Chg 1 Yr	2.0%	-6%	-7%	13%	-3%	11%	0.0%

Source: Montana Department of Transportation Observational Study

The 2014 observed use of restraints remained constant at 74% (total for all roads). Montana applied the revised NHTSA National Occupant Protection Use Survey methodology to the seat belt observation count in 2013, which resulted in a “weighted” count. As a result it is hard to make a comparison of seat belt use except for the most recent two years.

MDT relies on NHTSA’s 2013 *Countermeasures that Work*, Chapter 2 Seat Belts and Child Restraints to ensure projects funded are proven to be effective. All of the Occupant Protection Program projects listed below are proven effective. The countermeasures utilized in the Occupant Protection Program from Chapter 2 include:

- 3.1 Supporting Enforcement (Communications and Outreach)
- 3.1 Strategies for Targeting Low Belt Use Groups (Communications and Outreach)
- 6.1 Strategies for Older Children (Communications and Outreach)
- 6.2 Strategies for Booster Seat Use (Communications and Outreach)
- 7.1 School Programs (Other Strategies)
- 7.2 Child Restraint Distribution Programs (Other Strategies)
- 7.3 Inspection Stations (Other Strategies)

In addition, other projects funded support the occupant protection program, specifically, Law Enforcement Traffic Services. For additional information, please refer to that section

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for *Countermeasures that Work* and the section of the chapter that support the strategy.

In addition to NHTSA’s 2013 *Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use.

## Occupant Protection Projects and Strategies

**Project Title: Buckle Up Montana (BUMT)**      CMW( 3.1) (6.1) (6.2) (7.1) (7.2) (7.3)      Budget: \$198,000

Grassroots coalitions will be provided funding to promote seat belt use. These coalitions will implement local public information and education programs that reach various demographics to encourage seat belt use and child passenger safety seat. Funding will be used to provide personnel, PI&E materials, training and travel for each coalition. Due to reduction in Federal funding MDT has reduced the BUMT from 12 to 4 for FFY16. Priority for funding is BUMT’s that have an active CPS program and certified CPS instructors. The four BUMT coalitions will cover Cascade, Flathead, Lewis and Clark, Jefferson, Broadwater, Missoula and Granite Counties. Also, these four will be a resource for statewide CPS training and outreach.



**Project Title: Buckle Up Montana (BUMT) Mini-Grants**      CMW( 3.1) (6.1) (6.2) (7.1) (7.2) (7.3)      Budget: \$50,000

Because of the overall reduction in funding and the significant cuts that had to be made to the Buckle Up Montana program, MDT is setting aside \$50,000. This money will be used for mini-grants that communities can apply for to conduct education and outreach regarding the importance of seat belt use and child passenger safety.

**Project Title: Child Car Seats**

CMW (6.2) (7.2) (7.3)

Budget: \$25,000

MDT will purchase child passenger safety seats for distribution to low income families. Seats will be shipped directly to local permanent CPS inspection stations and also to CPS technicians in counties that don't have inspection stations. This will increase the chance that children will be properly restrained every trip, every time. Also, it provides an opportunity to educate parents about overall child passenger safety and the importance of every occupant in the vehicle being properly restrained.

This project is in alignment with *NHTSA Countermeasures that Work* section 7.2 Child Restraint Distribution Programs (Other Strategies)

**Project Title: CPS Technician & Instructor Development**

CMW (7.2) (7.3)

Budget: \$25,000

Child passenger safety certification training will continue to help maintain a pool of CPS technicians and instructors throughout the state. This funding will also include hosting an annual CPS Technician and Instructor Update.

**Funding Summary for Occupant Protection Projects**

Project Title	Funding Source				
	402	405B	Local Benefit	Local Match	Total Budget
Buckle Up Montana		\$148,000		\$36,301	\$148,000
Buckle Up Montana Mini-Grants		\$50,000			\$50,000
Child Passenger Safety Seats	\$12,500	\$12,500	\$5,000		\$25,000
CPS Technician & Instructor Development		\$25,000			\$25,000
<b>Total</b>	<b>\$12,500</b>	<b>\$235,500</b>	<b>\$5,000</b>	<b>\$36,301</b>	<b>\$248,000</b>

# Law Enforcement Traffic Services

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #2 – Reduce and mitigate speed-related roadway departure and intersection crashes.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*

*Strategy #5 – Support and increase enforcement of proper road use behaviors of all users in high crash corridors and high crash locations.*

*Implementation Steps:*

- *Implement technologies and equipment to aid law enforcement in conducting enforcement.*
- *Implement and support targeted enforcement efforts to prevent intersection and roadway departure crashes.*

*Strategy #7 – Improve the Prosecution and Adjudication of all roadway user violations.*

*Implementation Steps:*

- *Increase education and training for law enforcement, prosecutors and the judiciary to ensure consistent citing and adjudication of traffic offenses and consideration of alternative sentencing (i.e., safety education).*
- 

#### **CHSP Emphasis Area: Impaired Driving**

*Strategy #2 – Reduce impaired driving through enforcement.*

*Implementation Steps:*

- *Sustain Drug Recognition Expert (DRE) and related training and increase collaboration between DRE's and law enforcement agencies*
- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*
- *Support local and state law enforcement efforts that include but are not limited to high visibility enforcement*

*Strategy #3 – Reduce impaired driving through enforcement.*

*Implementation Steps:*

- *Develop public education campaigns on a range of impaired driving topics.*
- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative education materials and outreach communication channels.*

## **CHSP Emphasis Area: Occupant Protection**

*Strategy #2 – Support enforcement of existing seat belt and child passenger safety laws.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*

**In FFY14, STEP enforcement increased their citations written by 1,580 while working 2,396 less overtime hours over FFY13.** Nearly 22,000 citations were written during the 11,429 hours. This was an increase from 20,420 citations in 2013 written during 13,825 hours.

### **Analysis of Crash Data and Deployment of Resources Based on That Analysis**

When determining where to provide resources for high visibility enforcement, data is reviewed to establish the at-risk dates, locations, and times. In addition, consideration is given to entities that have the capacity to provide extra enforcement.

Montana Highway Patrol is given priority consideration as this agency is able to provide coverage to the entire state. Through the Safety Enforcement Traffic Team (SETT), MHP assists local law enforcement agencies with high visibility enforcement at large events that have proven to result in a higher level of impaired drivers, crashes and fatalities, such as rodeos, fairs, and sporting events.

Areas with higher populations, resulting in more crashes and fatalities, are also given a priority. These areas generally have more events that are known to be alcohol related and well attended.

Other considerations are given to areas determined to have higher instances of impaired driving as identified in the CHSP. These include Native American Reservations, where the fatality rate is disproportionately represented considering the population. Native American law enforcement agencies are strongly encouraged to participate in the high-visibility enforcement program.

Using the data MDT started collecting in 2011, a formula was developed based on stops per hour, a ratio of DUI and seat belt citations against total citations written per agency, and involvement in mobilizations. Those entities that have shown performance success rates in the above areas are given priority when awarding resources.

### **Enforcement Plan**

All participants are required to participate in Click It or Ticket It and Labor Day national mobilizations. MDT also requires mobilizations during the holiday season and the 4<sup>th</sup> of July. In addition, by October 30 of each year, participating agencies are required to provide a plan for the upcoming year that includes other community events for which high visibility enforcement will be provided. These plans include information on proposed locations and times for enforcement, and are available for review at MDT.

A sample of one of those plans is below.

**Yellowstone Co. SO STEP Annual Mobilization Plan – FFY 2015**

---

**This plan is required in order for the SHTSS to provide your agency with “event specific” media to advertise STEP funded high visibility and/or saturation patrols.**

*Two local and/or state mobilizations are required which STEP funds will be used such as rodeos, festivals, the Fourth of July, New Year’s Eve or St Patrick’s Day. Please include all additional mobilizations you are planning for the FFY 2015 funding cycle.*

<b>FFY 2015 STEP Required Mobilizations - National</b>	
<b>Dates</b>	<b>Event</b>
December 10 – December 31, 2014	<b>Winter Mobilization</b>
May 11 – May 25, 2015	<b>Click It or Ticket It Mobilization</b>
August 19 – September 7, 2015	<b>Labor Day Mobilization</b>
<b>FFY 2015 STEP Required Mobilizations – State and Local*</b>	
<b>Dates</b>	<b>Event</b>
<b>DECEMBER 28-31, 2014</b>	<b>WINTER MOBILIZATION</b>
<b>APRIL 9-12, 2015</b>	<b>PROFESSIONAL BULL RIDER MOBILIZATION</b>
<b>MAY 22-25, 2015</b>	<b>MEMORIAL DAY MOBILIZATION</b>
<b>JULY 3-6, 2015</b>	<b>INDEPENDENCE DAY MOBILIZATION</b>
<b>SEPTEMBER 4-7, 2015</b>	<b>LABOR DAY MOBILIZATION</b>

During the year, if other high-risk events emerge, agencies can submit a revision to the STEP plan to include that event.

**High Visibility Enforcement Strategies to Support National Mobilizations**

MDT supports a number of strategies to promote the two national mobilizations and state mobilizations, including media publicity. This coverage includes PSA’s, press releases, radio, TV, billboards, social media and other internet based messaging. Community coalitions such as DUI Task Forces, Buckle Up Montana coalitions, and SOAR Coordinators (on reservations) provide additional education regarding impaired driving and the importance of seat belt and child restraint use during mobilizations. These groups increase their educational outreach during this time.

MHP SETT is required to support national mobilizations with additional patrols. The SETT team will support and work with local law enforcement agencies in areas where there has been higher rates of impaired driving during the mobilization, as shown in historical data. Press releases that are specific to MHP enforcement are provided to newspapers.

A key component of STEP is participation in the national Labor Day impaired driving enforcement crackdown. Law enforcement agencies are required to provide high visibility enforcement during the Labor Day crackdown, including outreach to the media, and their efforts are supported at the state level by a media campaign. SHTSS includes before, during, and after news release as part of the media strategy.

Similarly, STEP participates in the national Click It or Ticket mobilization that occurs in the weeks surrounding Memorial Day. Local law enforcement agencies are required to provide high visibility enforcement during this mobilization, including outreach to the media, and their efforts are supported at the state level by a media campaign. SHTSS includes before, during, and after news release as part of the media strategy.

To implement the Law Enforcement Traffic Services Program, MDT relies on *NHTSA's 2013 Countermeasures that Work*, Chapter 1 Alcohol and Drugged Driving, and Chapter 2 Seat Belts and Child Restraints to ensure projects funded are proven to be effective. The countermeasures utilized in the Law Enforcement Traffic Services Program include:

**Chapter 1: Alcohol and Drugged Driving**

- 2.2 High Visibility Saturation Patrols (Deterrence: Enforcement)
- 5.2 Mass-Media Campaigns (Prevention, Intervention, Communications and Outreach)
- 7.1 Enforcement for Drugged Driving (Drugged Driving)

**Chapter 2: Seat Belts and Child Restraints**

- 2.1 Short High-Visibility Belt Law Enforcement
- 2.3 Sustained Enforcement

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for Counter Measures that Work and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2.

## Law Enforcement Traffic Services Projects and Strategies

**Project Title: Law Enforcement Liaison Program** CMW (Ch.1 2.2) (Ch. 2 2.1/2.3) Budget \$60,000

The Law Enforcement Liaison (LEL) Program is being developed to recruit leaders in the law enforcement community to better organize agencies participating in STEP. MDT has divided Montana's existing city, county, tribal, and state law enforcement agencies into 4 regions. Currently, MDT has three liaisons, with one of those coordinating two regions. The goals of this program are to increase productivity of the STEP program, and work to develop a "One Team" approach aimed at increasing seat belt usage and eliminating impaired driving on all of Montana's roadways. The liaisons try to involve STEP participants and non-participants in local high visibility events.



**Project Title: Selective Traffic Enforcement Program (STEP)**

CMW (Ch.1 2.2/7.1)  
(Ch. 2 2.1/2.3)

Budget \$563,000

During FFY 2016, MDT will continue funding overtime law enforcement traffic patrols to address impaired driving, occupant protection, speed, and distracted driving. STEP participants are required to participate in the three National mobilizations: Click It or Ticket It to increase seatbelt use and Labor Day Mobilization to counter impaired driving and the Holiday Season (Christmas, and New Year's) as well as two local mobilizations of their choice, such as 4<sup>th</sup> of July, rodeos or pow-wows. STEP participants are required to perform three additional shifts per quarter based on local high-risk events and times. A shift is considered to be a four-hour patrol.

**Project Title: MHP Traffic Safety Resources Officer (TSRO)**

CMW (Ch.1 7.1)

Budget \$328,494

MDT will continue funding two TSRO's. They will continue maintaining and improving the quality of Montana's impaired driving programs and offering the Drug Recognition Expert (DRE) training. The TSRO's will continue to serve as a liaison between the Montana Highway Patrol and local law enforcement officers, tribal governments, prosecutors, judges and the public. They have the appropriate skills in training, management, coordination and public relations. The TSRO's focus on impaired driving issues and programs (SFST/DRE/MIDAC/ARIDE); prevention of racial profiling; occupant restraint issues; traffic records management and issues related to young drivers.

**Project Title: An Evidenced Based Enforcement Program- MHP Selective Enforcement Traffic Team (SETT)**

CMW (Ch.1 2.2/7.1)  
(Ch. 2 2.1/2.3)

Budget  
\$683,500

Montana Highway Patrol (MHP) started their strategic traffic enforcement team, initially known as Roving Patrols in FFY 2008. The team's initial focus was to move around the state to known high-crash corridors to show a presence of high visibility enforcement in these areas. The high crash corridors were identified by Montana Department of Transportation staff using historical crash data. These data identified corridors with higher than average numbers of crashes and fatalities caused by impaired driving, non-seatbelt usage, and speeding. The SETT Team constantly evaluates and adjusts the enforcement plan based on updated data as part of the strategy.

In FFY 2015 and continuing in 2016, the team is employing a combination of individual home base patrols, and saturation patrols of known high-risk events and time-frames. The contract provides the team with flexibility for the troops to be combined in various permutations given the area and traffic safety focus. For example, troops may be deployed as teams of 2, 3 or 6 depending on the event/need and what level of saturation will be most effective in deterring poor driver behavior.

SETT participates in the National mobilizations: Click It or Ticket It to increase seatbelt use and Labor Day Mobilization to counter impaired driving and MDT's mobilizations during major holidays (Christmas, New Year's, and 4<sup>th</sup> of July).

**Project Title: Law Enforcement Equipment**

CMW (Ch.1 2.2/7.1)

Budget \$86,140

MDT intends to fund in-car and body-worn cameras, and speed signs for selected law enforcement agencies. Agencies will be selected using a formula based on participation in high visibility enforcement activities and past performance in the STEP program.

**Project Title: STEP Mini-Grants**

CMW (Ch.1 2.2/7.1)

Budget \$60,000

Mini-grants will be available for non-STEP participating agencies for local high visibility events. Agencies can apply for Equipment and/or overtime mini-grants and priority will be given to those with an evidenced based need.

**Project Title: 24/7 Coordinator**

CMW (Ch.1 2.2/7.1)

Budget \$95,377

The Montana Department of Justice has hired a 24/7 state-wide coordinator. The primary objective of this coordinator will be to assist new participating law enforcement agencies to implement the program in their communities. Successful management of program will produce a quantifiable reduction of alcohol/drug related traffic crashes and offenses; serve the taxpayers of Montana by stewardship of time, people and funds; and assist in the treatment of the individual offender, not the symptom.

**Funding Summary for Law Enforcement Traffic Services**

Project Title	Funding Source					
	164a1	402	405d	Local Benefit	Local Match	Total Budget
Law Enforcement Liaison Program		\$44,940	\$15,060	\$13,522		\$60,000
Selective Traffic Enforcement Program	\$274,181	\$288,819		\$225,200	\$7,200	\$570,200
MHP Traffic Safety Resources Officers	\$70,000	\$258,494		\$131,398	\$26,800	\$355,294
Selective Enforcement Traffic Team (SETT)	\$332,864	\$179,077	\$171,559	\$204,776	\$60,400	\$743,901
Law Enforcement Equipment		\$43,070	\$43,070	\$17,228		\$86,140
STEP Mini-Grants		\$30,000	\$30,000	\$12,000		\$60,000
24/7 Coordinator			\$95,377		\$43,175	\$138,552
<b>Total</b>	<b>\$677,045</b>	<b>\$844,400</b>	<b>\$355,066</b>	<b>\$604,124</b>	<b>\$137,575</b>	<b>\$2,014,087</b>

# Impaired Driving Program – Prosecution & Adjudication

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #7 – Improve the prosecution and adjudication of all roadway user violations.*

*Implementation Steps:*

- *Increase education and training for law enforcement, prosecutors, and the judiciary to ensure consistent citing and adjudication of traffic offenses and consideration of alternative sentencing (i.e., safety education).*

#### **CHSP Emphasis Area: Impaired Driving**

*Strategy #4 – Continue to support and build collaborative partnerships to reduce impaired driving.*

*Implementation Steps:*

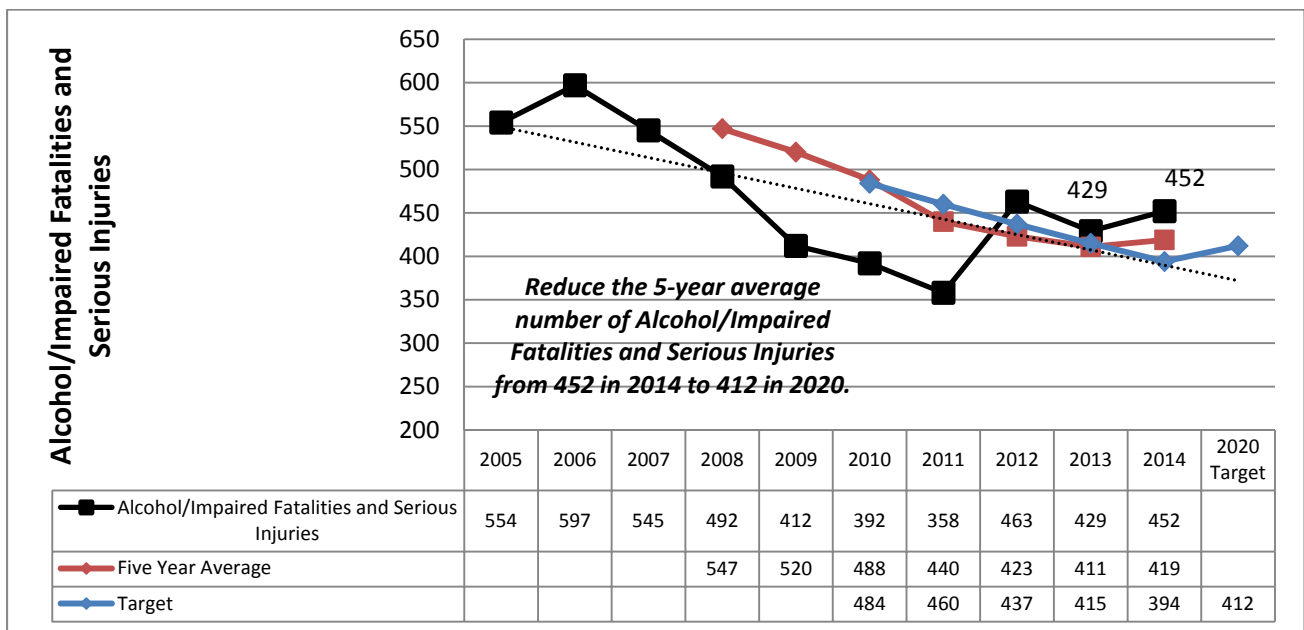
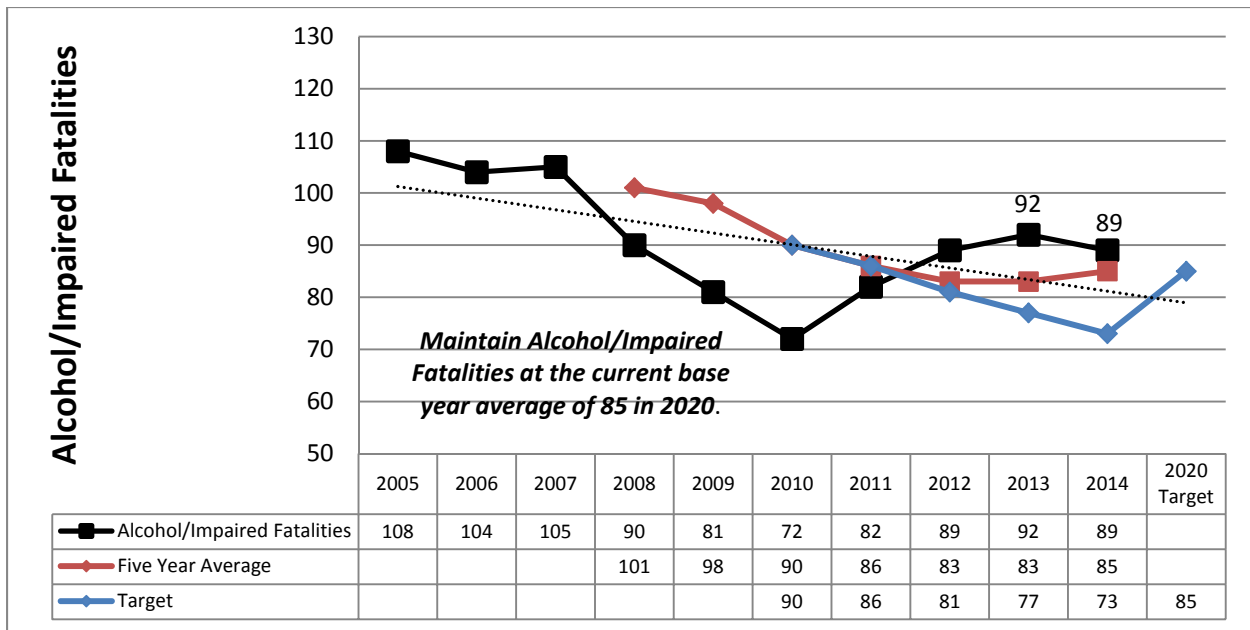
- *Increase the number of drug and alcohol courts and provide training to judges and court personnel*
- *Increase proven effective training for law enforcement, judges and prosecutors to ensure consistent adjudication of all traffic offenses, including impaired driving violations*
- *Increase usage of the 24/7 monitoring program and other programs to prevent repeat offenses (i.e., ignition interlock).*

Montana has one of the highest fatality rates in the nation for number of deaths caused by impaired drivers per vehicle mile traveled. Preliminary numbers from 2014 indicate that 47% of all fatalities were the result of impaired driving. This is up from 40% during 2013, and about even with the five year rolling average of 45%.

Using the weighted methodology as discussed previously in this document, MDT SHTSS has developed the following two goals for impaired driving:

- As trend data indicates a rise in alcohol impaired driving fatalities, MDT hopes to maintain alcohol fatalities at the current base year average of 85 through December 31, 2020. This would be a reduction in the overall trend.
- Reduce the five-year average number of fatalities and incapacitating injuries in crashes involving a driver or motorcycle operators with a BAC 0.01+ or evidence of alcohol and/or drugs from 419 in 2014 to 412 by 2020.

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the goal.



When selecting the following projects for impaired driving strategies MDT relied on NHTSA's 2013 Countermeasures that Work, specifically, 1.3 Deterrence: Prosecution and Adjudication. DUI courts have proven to be effective for reducing recidivism. In addition, other projects funded support the impaired driving program, specifically, Law Enforcement Traffic Services. For additional information, please refer to that section.

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for Countermeasures that Work and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2.

## Impaired Driving (Deterrence) Projects and Strategies

### Project Title: Traffic Safety Resource Prosecutor (TSRP)

CMW (1.3)

Budget \$5,000

In FFY 2015, due to funding limitations, MDT reduced the TSRP program to event specific training. MDT will continue to provide these services in FFY16. The training provided will be to enhance the consistent identification, arrest, prosecution and sentencing of impaired driving offenses.

### Project Title: State Judicial Outreach Liaison

CMW (1.3)

Budget: \$10,000

In October 2012, MDT was awarded \$50,000 in discretionary funding from NHTSA for a state Judicial Outreach Liaison (JOL). The JOL assists the SHTSS and the judiciary in reducing impaired driving through a variety of strategies. These include communication, outreach, training, and education to promote confidence in the judiciary and enhance judicial skills in adjudication of impaired driving and other traffic safety offenses with the goals of protecting the public, monitoring offenders, and working towards enhanced offender rehabilitation. This contract time-frame has been extended through December 31, 2015; however, no additional funding is available.

### Project Title: DUI Courts

CMW (1.3)

Budget: \$404,187

The DUI court program is designed to change the behavior of hardcore DUI offenders by providing intensive supervision and treatment for willing, eligible impaired driving offenders. Upon choosing to join the program, participants come under the Court's supervision and are required to attend assigned treatment sessions, undergo frequent and random alcohol/drug testing using advanced alcohol testing and monitoring equipment, appear before the judge and DUI court team on a scheduled basis (usually weekly).

Some of the goals of the program are to reduce recidivism (repeat DUI offenses), treat chemical dependency, hold alcohol/drug dependent offenders accountable for their actions, and provide access to resources and community support to enable participants to acquire the pro-social and other skills necessary for the maintenance of sobriety.

MDT intends to provide funding to four DUI courts located through the state including Yellowstone County DUI Court (13 Judicial); 7<sup>th</sup> Judicial DUI Court (Sidney, MT); Hill County DUI Court and Butte-Silverbow DUI Court.

### Project Title: DUI Court Training

CMW (1.3)

Budget: \$8,000

MDT will send one team to out-of-state training on the DUI court model. They will receive up to \$8,000 for travel costs for eight required participants (judge, DUI court coordinator, prosecutor, defense

counsel, expert in research & evaluation, law enforcement, treatment, and probation). The training is 3.5 days long. It covers the 10 guiding principles of the DUI court model and includes an on-site visit to a DUI court academy. Applications are required and the process may be competitive if more than one team applies.

**Project Title: Richland County DUI Task Force**

CMW (1.3)

Budget: \$5,000

Richland County DUI Task Force will be facilitating an alcohol training summit for Eastern Montana residents. Because of the influx of people from the Bakkan oil field area, there are additional demands on the community. This training would be for law enforcement, attorneys, and judicial staff and will cover enforcement, adjudication, and treatment issues and best practices for addressing these.

**Project Title: Impaired Driving Assessment**

Budget: \$35,000

In accordance with Federal regulation, MDT is required to have an assessment of the Impaired Driving Program during FFY16.

**Funding Summary for Impaired Driving Deterrence: Prosecution and Adjudication**

Project Title	Funding Source					
	164a	402	405d	Local Benefit	Local Match	Total Budget
Traffic Safety Resource Prosecutor			\$5,000			\$5,000
DUI Courts	\$404,187			\$161,674	\$172,278	\$576,465
DUI Court Training			\$8,000			\$8,000
Richland County DUI Task Force			\$5,000			\$5,000
Impaired Driving Assessment		\$35,000		\$14,000		\$35,000
<b>Total</b>	<b>\$404,187</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$175,674</b>	<b>\$172,279</b>	<b>\$629,465</b>

# At-Risk Groups/Native American Highway Traffic Safety Program

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #2 – Reduce and mitigate speed-related departure and intersection crashes.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers*

*Strategy #3 – Reduce roadway departure and intersection crashes through education.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.*

#### **CHSP Emphasis Area: Impaired Driving**

*Strategy #2 – Reduce impaired driving through enforcement.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*

*Strategy #3 – Reduce impaired road user through prevention education.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.*

#### **CHSP Emphasis Area: Occupant Protection**

*Strategy #1 – Support policies, education, training, programs and activities that promote and increase seat belt use and child safety seat use.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels*
- *Sustain and strengthen the National Child Passenger Safety Certification Training Program with increased focus on high-risk populations*

*Strategy #2 – Support enforcement of existing seat belt and child passenger safety laws.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.*

Native Americans make up 6.4% of Montana’s population, yet in 2014 accounted for approximately 12% of all motor vehicle fatalities. While this is a decrease from 20% in 2012, the numbers still show that Native Americans are over-represented in traffic fatalities in Montana.

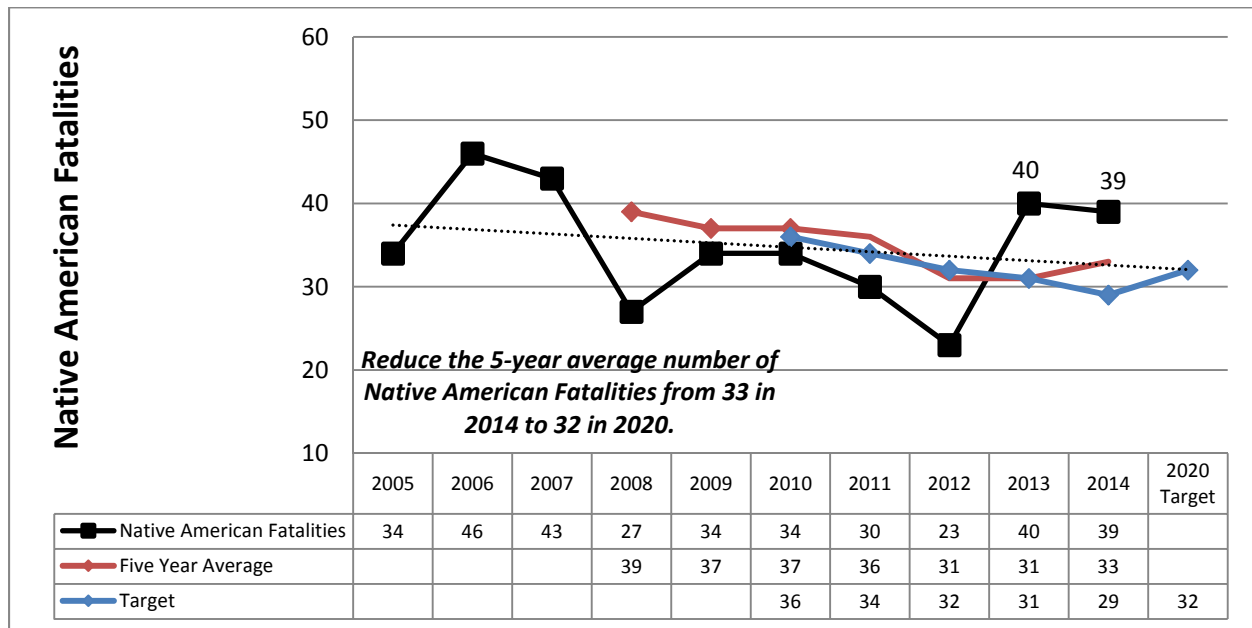


FARS certified data indicates during 2013, 86% of Native American motor vehicle fatalities were alcohol and/or drug related while 76% of all non-native fatalities were related to alcohol and/or drugs. In addition, 2013 statistics show that 82% all of fatalities were also unbelted.

Currently the CHSP has the following goal for Native American Fatalities:

- Reduce the five-year average number of Native American Fatalities from 33 in 2014 to 32 by 2020.

The graph below represents the history of the accomplishments of each goal and where MDT is currently in relationship to the goal.



MDT relies on *NHTSA’s 2013 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Native American Program include:

Chapter 1 – Alcohol Impaired and Drugged Driving

- 2.1 High Visibility Sobriety Checkpoint
- 2.2 High Visibility Saturation Patrols (Deterrence: Enforcement)
- 5.2 Mass Media Campaigns
- 7.1 Enforcement of Drugged Driving



## Chapter 2 – Seat Belts and Child Restraints

- 1.2 Local Primary Enforcement Belt Use Laws
- 2.1 Short High-Visibility Belt Law Enforcement
- 3.1 Strategies for Low Belt Use Groups (Communications and Outreach)
- 7.1 School Programs

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for *Countermeasures that Work* and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2. Although the State of Montana does not allow for sobriety checkpoints, all of the reservations in Montana allow their use. Tribal law enforcement provides checkpoints at a variety of times and during high-risk event in their communities.

Montana also does not have a primary seat belt law; however, three of the seven reservations do have primary laws.

SOAR coordinators partner with law enforcement during the high-visibility patrols, providing education and outreach, and incentives to those buckled up appropriately.

## Native American Program Projects and Strategies

### **Project Title: Safe On All Roads**

CMW (Ch.1 5.5) (Ch. 2 3.1, 7.1) Budget \$190,883

MDT proposes to fund these grassroots efforts to provide education and outreach in tribal communities. The SOAR Coordinators partner with law enforcement, tribal health departments, injury prevention, and other entities including to ensure a consistent message is being delivered. The goal of this program is to provide messaging that is culturally relevant and resonates with the target audience. Seven of Montana's eight recognized Tribes participate in the program.

### **Project Title: Tribal STEP**

CMW (Ch. 1 2.1, 2.1, 7.1) (Ch. 2 1.2, 2.1) Budget: \$36,000

Tribal law enforcement agencies will continue to be funded to participate in year-round sustained enforcement overtime activities. They will also participate in the two national mobilizations; Click it or Ticket and Labor Day. Other activities are determined by the local agencies and generally include big events such as pow-wows, rodeos, etc.

The participation of Montana's Tribes increased from two in FFY 2012 to six in FFY 2014. However, some of the agencies are funded completely through the BIA. Because of this, MDT has decided to only fund those agencies that are tribal for 2016. These will include Fort Belknap, Fort Peck, and Confederated Salish and Kootenai.

Some reservations allow tribal law enforcement agencies to establish DUI and Seatbelt checkpoints with the purpose of either apprehending an impaired driver or checking for driver’s and occupant restraint systems. These checkpoints are also used as an opportunity to educate motorists about seatbelt and child safety seat use.

**Project Title: Northern Tribes DUI Task Force** CMW (Ch.1 5.5) (Ch. 2 3.1, 7.1) Budget: \$5,000

Law enforcement from the Fort Belknap reservation has proposed to develop a Northern Tribes DUI/Drug Task Force. This task force would include law enforcement and other stakeholders on the Blackfeet, Fort Belknap, Rocky Boy and Fort Peck Reservations. With the increased traffic on the highline due to the Bakken oil production, many trucks are driving through all of these reservations as the pass through Montana. This will be an excellent opportunity for these tribes to partner and collaborate to reduce impaired and/or drug related traffic crashes.

### Funding Summary for Native American Programs

Project Title	Funding Source					
	164a1	402	405d	Local Benefit	Local Match	Total Budget
Safe On All Roads (SOAR)		\$95,442	\$95,442	\$38,177	\$3,000	\$193,883
Tribal STEP	\$17,532	\$9,432	\$9,036	\$10,786		\$36,000
Northern Tribes DUI Task Force			\$5,000			\$5,000
<b>Total</b>	<b>\$17,531</b>	<b>\$104,874</b>	<b>\$109,478</b>	<b>\$48,963</b>	<b>\$3,000</b>	<b>\$234,883</b>

# Motorcycles

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #2 – Reduce and mitigate speed-related departure and intersection crashes.*

*Implementation Steps:*

- *Support targeted enforcement based on demonstrated crash patterns and high-risk drivers*

*Strategy #3 – Reduce roadway departure and intersection crashes through education.*

*Implementation Steps:*

- *Enhance awareness of and encourage increase participation of evidence-based roadway use skills training*
- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels*

#### **CHSP Emphasis Area: Impaired Driving**

*Strategy #3 – Reduce impaired road users through prevention education.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels*

Motorcycle involvement in crashes is becoming a national priority. Motorcycle traffic crashes are up and affecting older riders more than any other group. The age of riders and fatalities has been increasing during the past two decades. In the past, most fatalities came from the ages of 18 to 34. Now, most motorcycle related fatalities are occurring among the 35 to 64 year old group.

During 2014, Montana had 35 motorcycle fatalities. This was up from 30 in 2013. In addition, there were 166 fatalities and incapacitating injuries in 2014, up from 158 in 2013. The increased number of fatalities shows a need to continue to concentrate in this area.

MDT supports the Montana Motorcycle Riders Safety (MMRS) Training program. This support comes in the form of educational campaigns to promote public awareness through public service announcements, billboards and other outreach programs.

In addition, equipment purchases are made in support of this program. During 2014, the MMRS program had 1,063 graduates. The history of the number of graduates is shown in the chart below.

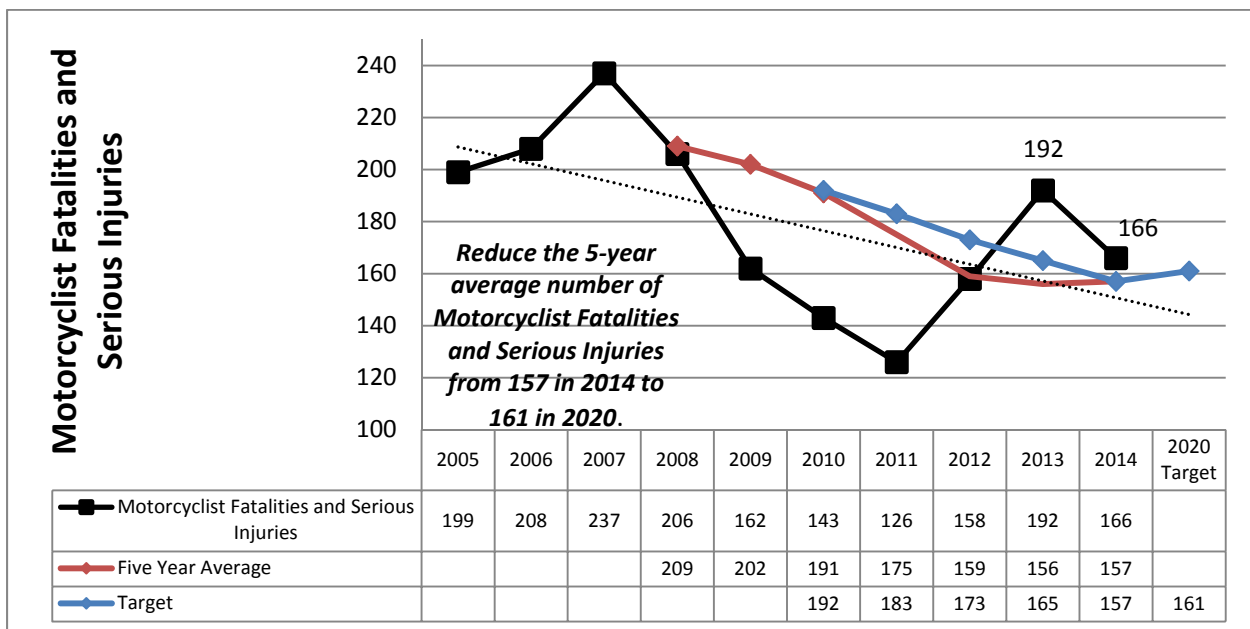
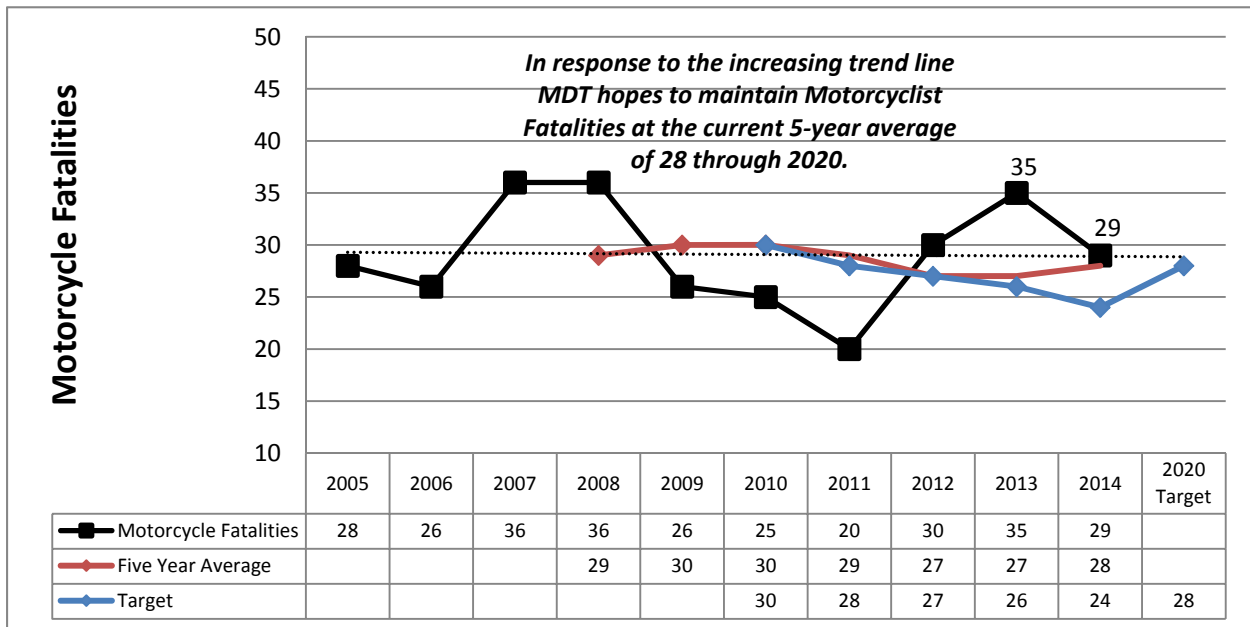
Course	Site	P-2009	P-2010	P-2011	P-2012	P-2013	P-2014
<b>Basic 1</b>	BIL	245	216	200	215	222	196
<b>Basic 1</b>	BOZ	108	101	103	129	129	137
<b>Basic 1</b>	GLN	0.00	33	17	24	29	35
<b>Basic 1</b>	GTF	338	0.00	0.00	0.00	0.00	0
<b>Basic 1</b>	GTF1	0.00	160	147	115	102	94
<b>Basic 1</b>	GTF2	0.00	147	153	0.00	0.00	0
<b>Basic 1</b>	HAV	37	19	21	14	8	13
<b>Basic 1</b>	HLN	158	137	148	164	157	115
<b>Basic 1</b>	KAL	184	105	113	130	121	101
<b>Basic 1</b>	MAFB1	0.00	0.00	0.00	146	155	100
<b>Basic 1</b>	MSL	210	174	168	162	176	167
<b>Total</b>		1,280	1,092	1,070	1,099	1,099	
<b>Basic 2</b>	BIL	17	21	4	19	23	11
<b>Basic 2</b>	BOZ	8	6	0.00	0.00	0.00	0
<b>Basic 2</b>	GTF Expo	0.00	0.00	11	5	6	5
<b>Basic 2</b>	HLN	10	10	6	10	8	3
<b>Basic 2</b>	KAL	11	0.00	13	0.00	8	5
<b>Basic 2</b>	MAFB3	19	0.00	11	7	27	29
<b>Basic 2</b>	MSL	9	3	6	1	5	11
<b>Total</b>		74	40	51	42	77	
<b>Advanced</b>	BIL	0.00	3	21	0.00	14	11
<b>Advanced</b>	GTF	15	0.00	0.00	0.00	0.00	0
<b>Advanced</b>	GTF1	0.00	0.00	0.00	8	0.00	0
<b>Advanced</b>	GTF3	0.00	10	81	0.00	0.00	0
<b>Advanced</b>	HLN	0.00	33	26	30	19	13
<b>Advanced</b>	MAFB2	0.00	0.00	0.00	34	27	8
<b>Total</b>		15	46	128	72	60	9
<b>Grand Total</b>		1,369	1,178	1,249	1,213	1,236	1,063

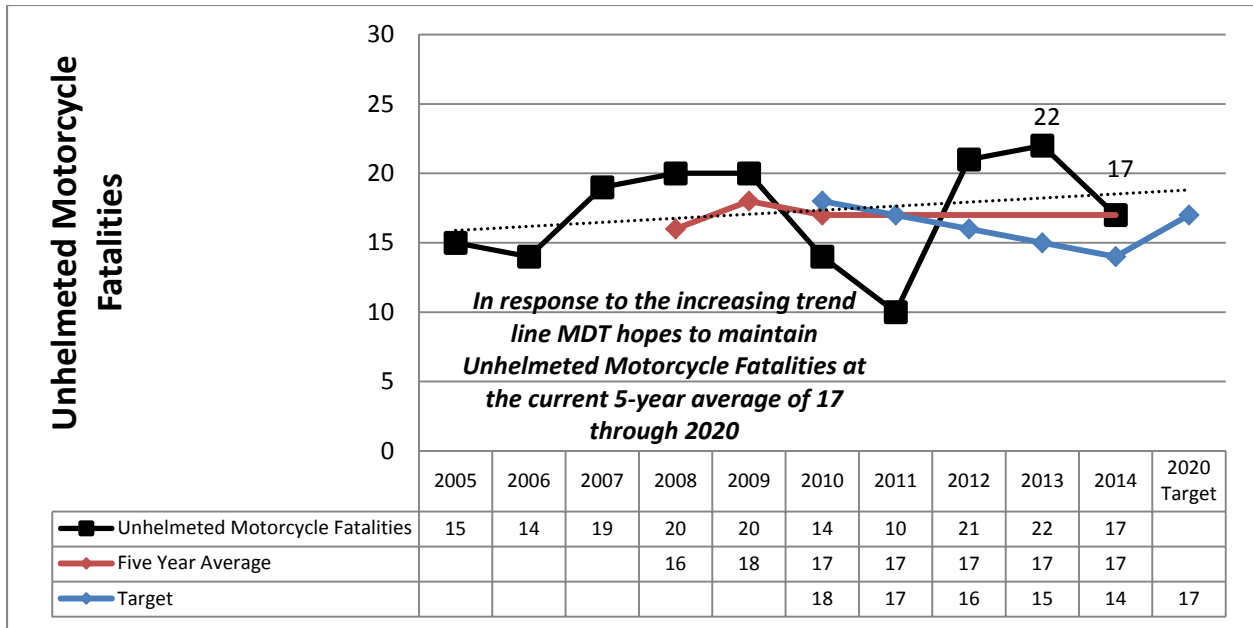
The number of students attending and graduating the course has remained steady over the last several years.

SHTSS set the following goals for Motorcycle Crashes and Fatalities:

- In response to the increasing trend line, MDT hopes to maintain Motorcyclist Fatalities at the current 5-year average of 28 through 2020.
- Reduce the five-year average number of motorcyclist fatalities and incapacitating injuries from 166 in 2014 to 161 by 2020
- In response to the increasing trend line, MDT hopes to maintain Unhelmeted Motorcyclist Fatalities at the current 5-year average of 17 through 2020.

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the goal.





As shown in the charts, the trend line is increasing for fatalities and unhelmeted fatalities. These goals have been updated through the HSP process and will be reviewed again during the Annual CHSP Meeting in October 2015. In addition, MDT will look at other countermeasures and strategies that may assist in reducing motorcycle fatalities and incapacitating injuries.

MDT relies on *NHTSA's 2013 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Motorcycle Program from Chapter 5 include:

- 3.2 Motorcycle Rider Training
- 4.3 Other Driver Awareness of Motorcycles

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for Counter Measures that Work and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 22: A Guide for Addressing Collisions Involving Motorcycles.

## Motorcycle Program Projects and Strategies

**Project Title:** Motorcycle Education Campaign

CMW (4.3)

Budget: \$14,820

MDT currently contracts with a media company to promote motorcycle safety through a variety of media venues. During FFY 2016, MDT utilized print, radio, billboard and public services announcements. Recently a MMRS Facebook page was created, therefore during 2016 Facebook will also be used for outreach on motorcycle safety.

**Project Title: Replacement of Motorcycles**

CMW (3.2) Budget: \$20,000

The Montana Motorcycle Rider Safety (MMRS) training program provides classroom and hands-on training on how to ride a motorcycle more safely. The goal of MMRS is to lower the crash and fatality rate of Montana’s motorcycle riders. Safety training for motorcyclist is voluntary in Montana, so ways of enticing riders, both potential and experienced, to take classes is critical. Having newer bikes, which may be what a student will purchase, is a component of getting riders into classes and providing some familiarity with more modern motorcycles.

MMRS has an aging fleet of training motorcycles, with 61% of the cycles over 6 years old, and 25% over 10 years old. Even with a strong maintenance program, these are training bikes which see more-than-average wear and tear. This project proposes to replace the oldest motorcycles within the training fleet. Generally the cost to replace each motorcycle is less than \$5,000 each, so NHTSA prior approval has not been necessary in the past. If the cost of any single motorcycle should exceed \$5,000, MDT will seek approval from NHTSA in advance of the purchase.

**Funding Summary for Motorcycle Programs**

Project Title	Funding Source	
	405f	Total Budget
Motorcycle Education Campaign	\$14,820	\$14,820
Replacement Motorcycles	\$20,000	\$20,000
<b>Total</b>	<b>\$34,820</b>	<b>\$34,820</b>

# Emergency Medical Services

## Overview

### CHSP Coordination

#### **Overarching Strategy:**

*EMS – Support the essential role of Emergency Medical Services in reducing the severity of injury outcomes and the technologies and systems necessary to advance collaboration with all safety partners.*

Although Emergency Medical Services (EMS) does not affect the number of crashes, it does play a critical role in the outcome. EMS providers face particularly challenging conditions within Montana due to the size of the coverage areas, distances from dispatching and treatment facilities, and severe weather conditions during winter months. In addition to these issues, the system is experiencing a shrinking number of volunteers and problems specific to rural areas such as lack of training opportunities and inadequate communications systems.

During an audit of EMS in 2008 (most current data), the auditors found the average total incident time in urban areas was 32:05 minutes, while in rural areas it was 57:38 minutes.

EMS strategies are not included in *NHTSA's Countermeasures that Work*, however, MDT utilizes the TRB's NCHRP 500, *Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 15: A Guide for Enhancing Rural Emergency Medical Services*.

## EMS Projects and Strategies

### **Project Title: Trauma Education for Rural EMS Providers**

Budget: \$33,947

Through a contract with the Montana Department of Health and Human Services (DPHHS), MDT funds Pre-Hospital Trauma Life Support (PHTLS) training. This is considered the global standard in pre-hospital trauma care, developed in cooperation with the American College of Surgeons to promote critical thinking in addressing multi-system trauma and provide the latest evidence-based treatment practices. The goal is to enhance patient outcomes following motor vehicle crashes by providing the training to rural EMS providers.

### **Project Title: Trauma T.E.A.M. Course Training**

Budget: \$10,600

With this grant, DPHHS will send staff of any trauma response entity (including dispatch, law enforcement/fire, EMS, etc.) to this trauma training. This T.E.A.M. (Together Everyone Achieves More) course identifies categories of opportunities for improvement in all areas along the emergency care continuum. The grant will fund the course to be held in six rural communities and train up to 180 participants.



## Funding Summary for EMS Programs

Project Title	Funding Source			
	402	Local Benefit	Local Match	Total Budget
Trauma Education for Rural EMS Providers	\$33,947	\$13,579	\$2,670	\$36,617
Trauma T.E.A.M. Course Training	\$10,600	\$4,240	\$1,300	\$11,900
<b>Total</b>	<b>\$44,547</b>	<b>\$17,819</b>	<b>\$3,970</b>	<b>\$48,517</b>

# Teen Peer-To-Peer Traffic Safety Education Program

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #3 – Reduce roadway departure and intersection crashes through education*

*Implementation Steps:*

- *Promote and support evidence-based teen peer-to-peer education and programs to address risky driving behavior, including the consequences of distracted driving, impaired driving and not using seat belts among other.*

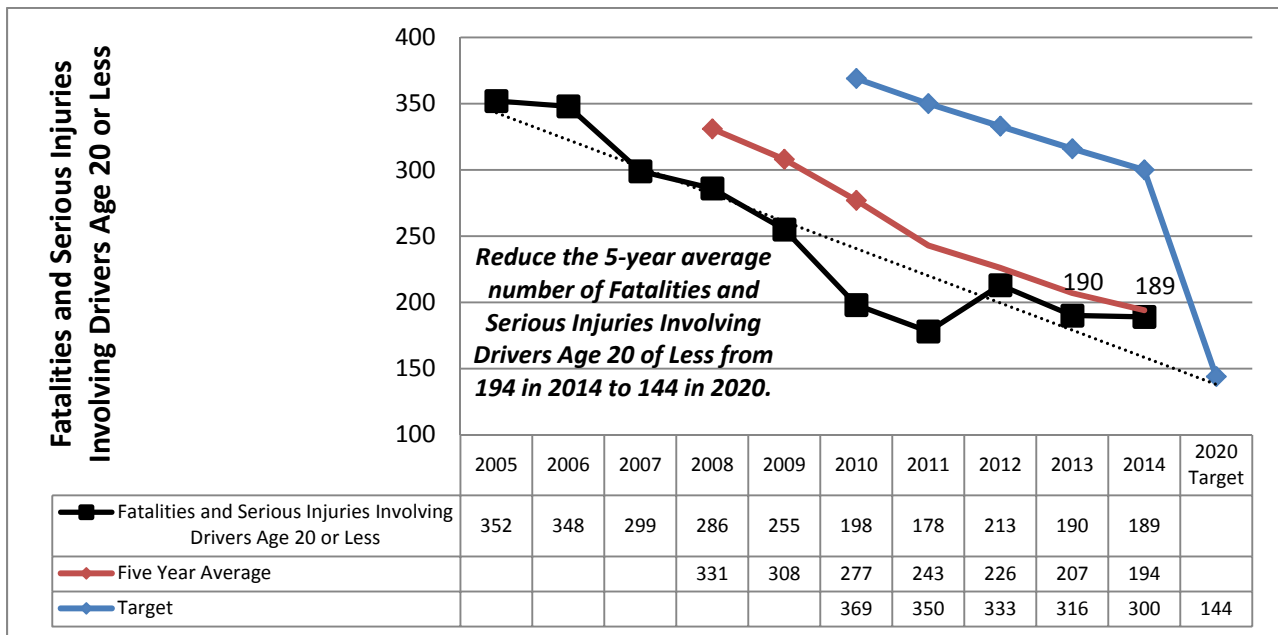
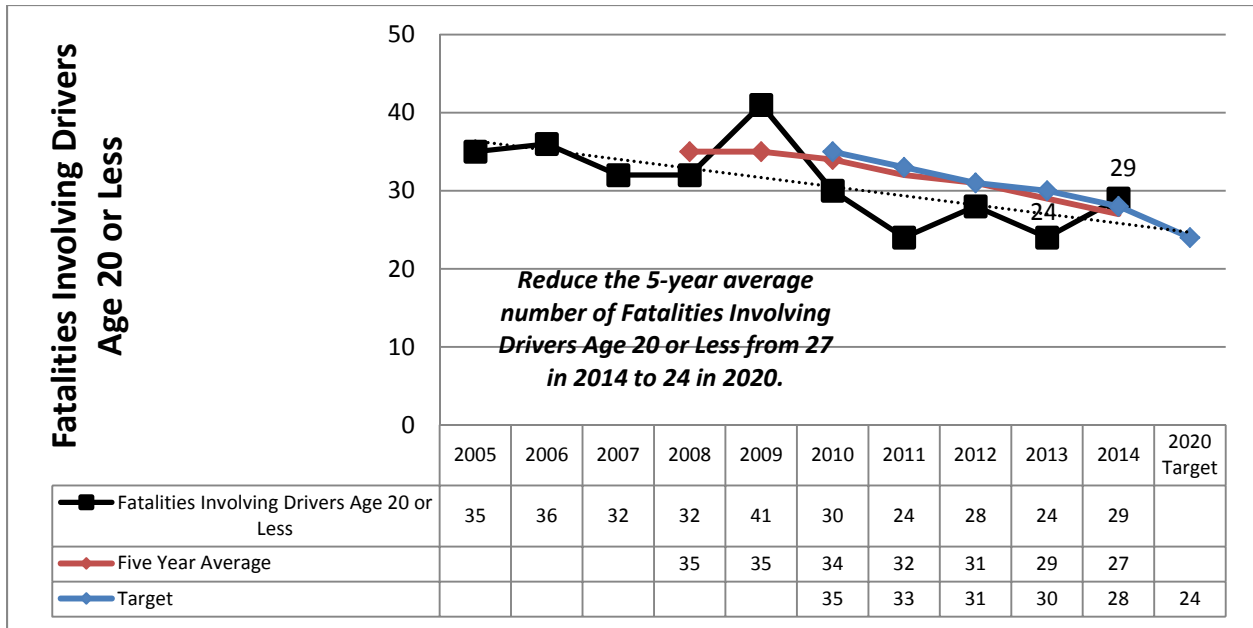
During 2014, 16% of all Montana’s fatal and injury crashes involved a young driver (20 years of age or less). Graduated Drivers Licensing requirements for new drivers went into effect July 1, 2006, which requires seatbelt use, limits the hours of unsupervised driving, and restricts the number and age of non-family passengers. Although these changes are significant for Montana, they are not at the standards set by NHTSA.

Through the Montana’s Highway Traffic Safety Office, the Office of Public Instruction (OPI) updated the Driver’s Education Curriculum last year and implemented the update in FFY2014. The new curriculum incorporates the emerging new research on brain development, scanning for hazards, attention maintenance, risk assessment, and decision making, and provides teachers the tools they need to meet these challenges. The “alcohol and other drugs” module includes updated research and resources on the effects of alcohol and drugs on the brain, body and the driving task, alcohol involved crashes, refusal skills and Montana’s Minor in Possession laws. The DUI consequences related to alcohol, prescription drugs and marijuana use were included along with the 2013 statute [§ 61-8-411](#), MCA which sets the 5ng/ml standard for delta-9-tetrahydrocannabinol.

Currently the CHSP has the following goals for Young Drivers:

- Reduce the five-year average number of young drivers involved in fatal crashes from 27 in 2014 to 24 by 2020
- Reduce the five-year average number of fatalities and incapacitating injuries resulting from crashes involving young drivers from 194 in 2014 to 144 by 2020

The graphs below represent the progress that has been made in the young driver area.



During 2014 there were 29 young driver fatalities and 144 fatal and serious injuries. Fatal and serious injuries for drivers age 20 or less has seen significant decreases over the last several years. The GDL statute was passed in 2006, when the number began to really decline.

Although NHTSA's Countermeasure that Work does not specifically address peer-to-peer programs, there is other national research indicating that these programs are effective.

## Teen Traffic Safety Projects and Strategies

### Project Title: Teen Traffic Safety Program

Budget: \$25,000

Using the findings from MDT’s recently conducted peer-to-peer research project, MDT will partner with the Montana Behavioral Initiative (MBI) through the Office of Public Instruction, to implement a peer-to-peer teen traffic safety program. The MBI mission is to assist educators, parents, and other community members in developing the attitudes, skills, and systems necessary to ensure that each student, regardless of ability or disability, leaves public education and enters the community with social and academic competence. MBI’s website can be viewed at <http://opi.mt.gov/Programs/SchoolPrograms/MBI/index.html>.

MBI will actively recruit and involve students in an annual MBI Youth Days. High school students are brought together for a two-day regional conference to develop leadership skills and create MBI action plans for their school, on the topic of their choice. Student groups that choose to promote highway safety exclusively will be provided funding for their project.

### Project Title: Youth Risk Behavior Survey

Budget: \$5,000

## Funding Summary for Teen Peer-to-Peer Programs

Project Title	Funding Source		
	402	Local Benefit	Total Budget
Teen Peer-to-Peer Program	\$25,000	\$10,000	\$25,000
Youth Risk Behavior Survey	\$5,000	\$2,000	\$5,000
Total	\$30,000	\$12,000	\$30,000

# Traffic Records Management

## CHSP Coordination

### **Overarching Strategy:**

*Data – Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis.*

Traffic Records information assists law enforcement, the judicial system, safety professionals, injury prevention specialists, and interested supporters of safety by providing safety related data. Some of these databases include crash data, traffic citations and convictions, drivers' records, vehicle registrations, road log information, injury prevention, health, trauma and hospital data.

The Montana State Highway Traffic Safety Section (SHTSS) requested a Traffic Records Program Assessment from the NHTSA Region 10 Administrator in 2013. The assessment began March 17, 2014 with a kick-off meeting. Over a three-month period, the assessment consisted of a multi-part process of the state submitting responses and data to standardized assessment questions in the SNHTSA State Traffic Records Assessment Program (STRAP) system, analysis of those responses by assessors, the state responding to additional clarifying questions, the assessors adjusting ratings based on state responses, the state responses to final ratings. The final report was delivered on June 13, 2014 with a webinar report out provided by NHTSA on June 17, 2014.

Many recommendations were made during this assessment that MDT is working to implement. With the startup of the MDT's Safety Information Management System (SIMS) in the summer of 2014, many of the technical impediments to interfacing Montana traffic records databases should be eliminated. The State of Montana's participating traffic records systems (Crash, Vehicle, Driver, Roadway, Citation/Adjudication, EMS/Injury Surveillance) can now look at establishing data sharing protocols. However, until data sharing protocols are developed, MDT is unable to fully implement all of the recommendations from the assessment.

Responses to the recommendations will be addressed in Section 405c of this application.

## Records Management Projects and Strategies

**Project Title: MHP CTS Data Project Manager**

Budget: \$173,700

This program involves funding one Montana Highway Patrol (MHP) FTE to provide training and coordinating efforts with local law enforcement to use the Web-Based Crash Reporting system. This will ensure crash data across the state is collected in a uniform manner and with timely submission to the central database. *This project supports the Web-Based Crash Reporting project listed in the Traffic Records Strategic Plan Annual Element 2011 which has a high priority.*

**Project Title: TRCC Strategic Plan Update**

Budget: \$100,000

An independent contractor will investigate and report on the resources and deficiencies of Montana State Agencies responsible for traffic records data collection, data storage and data dissemination. This research will inform the Traffic Records Coordinating Committee’s continuing efforts to improve and coordinate traffic data collection and dissemination on the progress.

**Project Title: DOJ MHP Upgrades to JRCS System**

Budget: \$60,000

The Montana Highway Patrol (MHP) will require an update to its database transfer system with the Montana Department of Justice’s (MDOJ) updated centralized statewide courts database system. MHP’s current data transfer protocol will not be compatible with the new MDOJ system. MHP requires this data transfer protocol to procure traffic citation adjudication data from the courts. This data is used and published by MHP and other MDOJ departments like the Montana Motor Vehicles Division (drivers licenses).

Budget:

**Project Title: Fatality Analysis Reporting System (FARS) Support**

Budget: \$12,000

Funding for FARS has been reduced for Montana during the last several years. MDT has committed a full-time staff person to manage the FARS system. MDT intends to continue this effort and will utilize these funds to offset the FARS funding reduction.

**Project Title: Safety Information Management System**

Reporting Only

In 2008, the Montana Highway Patrol (MHP) implemented a new, MMUCC-compliant system. The current Safety Management System is not capable of accepting the full set of data elements provided by the MHP, resulting in multiple entries and conversion of the MMUCC compliant data causing data quality issues. Overall, the system is not meeting customer needs.

The new Safety Information Management System (SIMS) will provide a more complete traffic records analysis system. SIMS will improve MDT’s capabilities to analyze crash data, perform system-wide analyses, and will ultimately allow for linkage/integration with multiple data sources (crash, roadway information, citation/adjudication, EMS). SIMS will help MDT reach its goal of reducing the number and severity of highway crashes in Montana by securing a more robust set of crash data, with improved data accuracy, particularly with identifying crash locations and high-incident roadways through the use of GPS. The SIMS system was implemented in August 2014.

This project will also address several recommendations made in the NHTSA Traffic Records Assessment conducted in 2009. Those recommendations that are met wholly or partially by this project are in strategic planning, data integration, data analysis and uses and incorporating uniform data standards.

## Funding Summary for Traffic Records Management Programs

Project Title	Funding Source	
	405c	Total Budget
MHP CTS Data Project Manager	\$173,700	\$173,700
TRCC Strategic Plan Update	\$100,000	\$100,00
DOJ MHP Upgrades to JRCS System	\$60,000	\$60,000
FARS Support	\$12,000	\$12,000
<b>Total</b>	<b>\$345,700</b>	<b>\$345,700</b>

## Overview

### CHSP Coordination

#### **CHSP Emphasis Area: Roadway Departure**

*Strategy #3 – Reduce roadway departure and intersection crashes through education.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels*

#### **CHSP Emphasis Area: Impaired Driving**

*Strategy #3 – Reduce impaired road users through prevention education.*

*Implementation Steps:*

- *Develop public education campaigns on a range of impaired driving topics.*
- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels*

#### **CHSP Emphasis Area: Occupant Protection**

*Strategy #1 – Support policies, education, training, programs and activities that promote and increase seat belt and child safety seat use.*

*Implementation Steps:*

- *Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative education materials and outreach communication channels.*
- *Develop CPS educational material with updated and consistent information*

### Project description

This project includes development and distribution of public information and education materials on seatbelt usage, child safety seats, impaired driving prevention, motorcycle safety, distracted driving, and other traffic safety related information. High visibility enforcement campaigns are publicized through both earned and paid media using radio and television and other types of media before, during, and after enforcement overtime activities. Certain campaigns will coincide with Click it or Ticket and Labor Day National Mobilizations.

MDT's current media campaigns are featured at [www.plan2live.mt.gov](http://www.plan2live.mt.gov).



During FFY 2010, MDT issued a competitive request for proposal for media services. Two contractors knowledgeable of Montana’s media markets and able to do analysis to determine the optimum media channels for reaching specific target audiences on traffic safety will continue providing media support to MDT in FFY 2016.

MDT launched a new media campaign in the spring of 2014 entitled “Vision Zero”. This is a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana Highways. Prior to launching this campaign, the contractor enlisted input from a focus group.

This focus group consisted of 70 Montana men and women between the ages of 18 and 34, with a core of the group being ages 18 to 22. This team was collected from around the state through the Montana university system and with the assistance of private business partners. Women were included as they influence male behavior.

Four areas were considered to form the direction of the media message; belief; impact; stopping power and media habits. The outcome of the group was:

- People are motivated making the decision to not make others suffer (if something were to happen to them)
- Planning for a sober ride as a way to avoid consequences was impactful (consequences being shattering lives of family and friends)
- Graphic images of consequences was more compelling than softer images
- Media placement should include Facebook, cable television, billboards, gas stations, radio, Pandora

MDT will be using the results of this focus group for strategic media placement promoting the “Vision Zero” message.

With television and radio buys, media buyers are required by contract with MDT to obtain no charge bonus media of equal or greater value than purchased media. Paid media will be evaluated based upon gross rating points (GRPs), reach and frequency obtained in FFY 2016.

Program	Month	Media Channel(s)	Remarks
Vision Zero	FFY 2015 FFY 2016	Radio/Television/Newspapers/ social media/ Public Events	Contracted Media Company
Sustained enforcement. Includes Impaired Driving & Seatbelts.	Oct 2015- Sept 2016	Radio / Television / News releases /Social media	Contracted media company.
National Teen Driver Safety Week	October 19 – 25, 2015	News releases	Supported in-house
Holiday Season: • Christmas • New Years	December, 2015 January 1, 2016	News releases / Radio / Internet / Press Event / Billboards	Media Contractor

Program	Month	Media Channel(s)	Remarks
ST Patrick's Day	March 17, 2016	News release	MDT
Seatbelt Click it or Ticket Mobilization. Includes Impaired Driving message.	May 12 – 26, 2016	Radio/ Television/ Internet/News releases / Press event	Media Contractor
4 <sup>th</sup> of July	June 27 – July 5, 2015	News release / Radio / Internet / Billboards	Media Contractor
Impaired Driving Labor Day mobilization. Includes seatbelt message	August 13 - September 1, 2016	Radio / Television / Internet / News releases / Press event	Media Contractor Includes before, during, and after media in support of each scheduled law enforcement activity.
National CPS Week	Sept 14 – September 20, 2016	Possible radio remote in support of child passenger safety seat clinic on 4 <sup>th</sup> Day Child Passenger Safety Certified Training News release	Media Contractor
Educational Materials and Brochures	On-going	Public distribution	Educational opportunities for SHTSS and traffic safety subgrantees to interact with the public
Community Events with opportunity to provide educational information.	FFY2016	Local distribution, radio, newspaper, social media.	Campaigns specific to the event to increase seatbelt use and reduce impaired driving.

In *NHTSA's 2013 Countermeasures that Work*, Prevention, Intervention, Communications, and Outreach it states that communications and outreach strategies for low-belt-use groups (Strategy 3.1), as well as mass media campaigns for alcohol-impaired and drugged driving (Strategy 5.2) are effective strategies. In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2. MDT will purchase incentive items that will complement our media efforts.

### Funding Summary for Media Programs

Project Title	Funding Source				
	164a	402	405d	Local Benefit	Total Budget
Paid Media & Earned Media	\$350,000		\$420,000	\$140,000	\$770,00
Education and Program Material		\$25,000		\$10,000	\$25,000
<b>Total</b>		<b>\$547,500</b>	<b>\$175,000</b>	<b>\$219,000</b>	<b>\$722,500</b>

# Project Administration and Management

## Overview

Project Administration and Management expenditures include a wide variety of operating expenses. Salaries and benefits for staff will be funded through this program as well as travel and training, operating supplies, dues, travel reimbursement for public to attend the annual CHSP meeting, annual statewide DUI Task Force Meetings, expenses for CPS instructors to conduct 4-day certification trainings, as well as other programmatic expenditures.

**Project Title: Staff Salaries and Benefits** Budget: \$777,127  
 Planning and Administration \$419,240  
 Project Administration \$357,887

**Project Title: Program and Operational Costs** Budget: \$50,000

Staff and other travel & training, operating supplies, GHSA dues, travel reimbursement for public to attend meetings & trainings such as the annual CHSP session, annual DUI Task Force meeting, and CPS Instructors to conduct 4-day certification trainings.

**Project Title: Indirect Costs** Budget: \$425,548

In accordance with state law, the Montana Department of Transportation assesses an indirect cost on all projects. Indirect costs are in addition to pass through amounts, so funding amounts approved in this plan represent actual amounts made available to sub-recipients for programmatic expenditures. This amount includes indirect costs for staffing and salaries as detailed in the table below.

The approved indirect rate for the State Fiscal Year 2015 was 9.13%.  
 Effective July 1, 2015, the approved indirect rate for the State Fiscal Year 2016 will be 10.37%.

## Funding Summary for Planning Administration and Management Programs

Project Title	Funding Source						Total Budget
	164a	402	405b	405c	405d	405f	
Staff Wages & Benefits	\$216,481	\$379,437	\$27,181	\$77,014	\$77,014		\$777,127
Operational Costs		\$50,000					\$50,000
Indirect Costs	\$22,449	\$44,533	\$2,819	\$7,986	\$7,986		\$85,773
Total	\$238,930	\$473,970	\$30,000	\$85,000	\$85,000		\$912,900

# Financial Summary

During FFY 2015, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration. These grant monies include MAP-21 funding in NHTSA Section 402, Section 405b (Occupant Protection), 405c (Traffic Records), 405d (Impaired Driving Prevention), and 405f (Motorcycle Safety). Base level funding was received following the submission of a Performance Plan in accordance with federal law. Montana estimates carry forward of \$578,719 into FFY 2016 from funding received in FFY 2015. Montana anticipates again qualifying for Section 402 and 405 funds in FFY 2016.

As required by federal law, at least 40 percent of Section 402 funds will be spent at the local level by city, county, and tribal governments.

Program Area	Project	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
<b><u>NHTSA</u></b>					
<b><u>NHTSA 402</u></b>					
<b>Planning and Administration</b>					
	PA-2016-85-03-16	\$251,779	223,785	72,487	\$0
<b>Alcohol</b>					
	AL-2016-85-04-16	\$54,500	330,560	30,384	157,024
<b>Emergency Medical Services</b>					
	EM-2016-85-05-16	\$11,773	\$44,547	23,702	33,920
<b>Occupant Protection</b>					
	OP-2016-85-06-16	\$95,821	607,057	53,429	276,076
<b>Police Traffic Services</b>					
	PT-2016-85-07-16	\$12,792	45,000	74,156	36,855
<b>Speed Enforcement</b>					
	SC-2016-85-08-16	\$58,343	231,667	106,552	168,095
<b>Paid Advertising</b>					
	PM-2016-85-09-16	\$34,431	\$0	199,598	99,200
<b>Teen Safety</b>					
	TSP-2016-85-29-16	\$4,926	\$25,000	3,556	14,192
<b>NHTSA 402 Total</b>		<b>\$524,365</b>	<b>1,507,616</b>	<b>563,864</b>	<b>\$785,362</b>
<b>164 P&amp;A</b>					
	164PA-2016-90-43-16	\$135,903	\$238,930	-	\$0
<b>164 HSIP</b>					
	164AL-2016-90-44-16	\$275,828	1,599,000	-	794,703
<b>164 HSIP Total</b>		<b>\$411,731</b>	<b>1,837,930</b>	<b>-</b>	<b>\$794,703</b>

Program Area	Project	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
<b>405 Occupant Protection Map 21</b>					
	M2HVE-2016-85-10-16	\$0	\$0	-	-
	M2PE-2016-85-12-16	\$45,600	228,000	-	-
	M2CPS-2016-85-13-16	\$5,000	25,000	-	-
	M2CPS-2016-85-14-16	\$2,500	12,500	-	-
	<b>405 Occupant Protection Total</b>	<b>\$53,100</b>	<b>\$265,500</b>	<b>-</b>	<b>-</b>
<b>405 Impaired Driving Map 21</b>					
	M4HVE-2016-85-16-16	\$44,629	\$223,145	-	-
	M4CS-2016-85-17-16	\$17,000	85,000	-	-
	M4CS-2016-85-18-16	\$4,971	10,000	14,856	-
	M4PEM-2016-85-19-16	\$84,000	420,000	-	-
	M4TR-2016-85-21-16	\$2,600	13,000	-	-
	M4TR-2016-85-23-16	\$19,075	95,377	-	-
	M4OT-2016-85-24-16	\$27,702	138,512	-	-
	<b>405 Impaired Driving Total</b>	<b>\$199,977</b>	<b>\$985,034</b>	<b>14,856</b>	<b>-</b>
<b>405 Data Program Map 21</b>					
	M3DA-2016-85-25-16	\$186,382	\$ 430,700	\$501,212	-
		<b>\$186,382</b>	<b>\$430,700</b>	<b>\$501,212</b>	
<b>405 Motorcycle Safety Map 21</b>					
	M9MT-2016-85-26-16	\$20,360	\$34,820	66,978	-
	M9MA-2016-85-27-16	-	-	-	-
		<b>\$20,360</b>	<b>\$34,820</b>	<b>\$66,978</b>	<b>-</b>
<b>NHTSA Total</b>		<b>\$1,395,915</b>	<b>5,061,600</b>	<b>1,146,910</b>	<b>\$1,580,065</b>

### State Match

For SAFETEA-LU 402 funding, the State of Montana Highway Traffic Safety Office utilizes the sliding scale specified in NHTSA Order 462-6C, Attachment A, Table #1. The percentage of costs payable by the Federal Government are as follows (federal share listed first):

	<u>Basic Rate</u>	<u>Sliding Scale</u>
Planning & Administration:	50% - 50%	56.88% - 43.12%
MAP- 21 402	80% - 20%	82.75% - 17.25%
MAP- 21 405	80% - 20%	-



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

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

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

August 21, 2015

The Honorable Steve Bullock  
Office of the Governor  
Montana State Capitol Building  
P.O. Box 200801  
Helena, MT 59620-0801

Dear Governor Bullock,

We have reviewed Montana's Fiscal Year 2016 Highway Safety Plan (HSP) as received on June 29, 2015. Based on this submission (and subsequent revision submitted August 19, 2015), we find your State's HSP to be in compliance with the requirements of 23 CFR Part 1200 and the HSP is approved.

Specific details relating to the plan will be provided to your State Representative for Highway Safety, Mike Tooley.

We look forward to working with the State Highway Traffic Safety Section (SHTSS) and their partners to meet our mutual goals of reduced fatalities, injuries and crashes on Montana's roads.

If you would like any additional information on Montana's HSP review please feel free to contact me at 206-220-7652.

Sincerely,

*for* John M. Moffat

cc: Mike Tooley, Montana Department of Transportation, Director  
Kevin McLaury, Division Administrator, FHWA  
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  
  
**Regional Administrator**

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

August 21, 2015

Mike Tooley  
Governor's Representative for Highway Safety  
Montana Department of Transportation  
PO Box 201001  
2701 Prospect Avenue  
Helena, MT 59620-1001

Dear Director Tooley,

We have reviewed Montana's Fiscal Year 2016 Highway Safety Plan (HSP) as received on 6/29/15. Based on this submission (and subsequent revision received on 8/19/15), we find your State's HSP to be in compliance with requirements of 23 CFR Part 1200 and the HSP is approved.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year HSP (carry-forward funds) will be available for immediate use by the State on October 1, 2015. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or the electronic equivalent) and an updated project list, consistent with the requirement of 23 CFR §1200.15(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

In our review of the documents submitted, we did not identify any proposed purchase of specific equipment with an acquisition cost of \$5,000 or more; therefore, no approval is provided in this letter for purchase of such equipment with Federal Funds. Approvals for any such equipment may be obtained during the federal fiscal year by submitting a letter of request prior to purchasing.

We congratulate Montana on your accomplishments in advancing our shared safety mission, and the efforts of the personnel of the Montana State Highway Traffic Safety Section (SHTSS) in the development of the FY 2016 highway safety program are very much appreciated. However, there is always more work to do. We are all stewards of public dollars, whether NHTSA or any other Federal funds, and therefore stress to you and your staff the importance of ensuring that our safety dollars are used prudently and deliberately to advance highway safety.



VEHICLE SAFETY HOTLINE 888-327-4236



## Regional Administrator

We welcome Montana's continued efforts to reduce traffic deaths, injuries, and economic costs, and we look forward to working with the SHTSS and its partners on the successful implementation of the FY 2016 plan. If we can be of assistance to you in achieving your traffic safety goals, please do not hesitate to contact us.

Sincerely,



*for* John M. Moffat

cc: Audrey Allums, Montana Department of Transportation  
Kevin McLaury, Division Administrator, FHWA  
Maggi Gunnels, Associate Administrator, NHTSA Office of Regional Operations and Program Delivery