

State of Alabama
Fiscal Year 2014
Annual Report



Robert Bentley, Governor

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Overall Program Goal/ Accomplishments

Highway safety is one of the greatest concerns of several agencies within the Alabama state government. The Governor of Alabama coordinates a variety of programs related to traffic safety, with one of the major efforts being that within the purview of the Federal Section 402 Program, which is administered by the National Highway Traffic Safety Administration (NHTSA). The responsibility for organizing and maintaining this program is that of the Alabama Office of Highway Safety (AOHS), which is located within the Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs (ADECA).

AOHS produces an annual Highway Safety Plan (HSP) for Alabama with the goal of assuring that traffic safety resources are allocated in the best possible ways to save lives and reduce severe injuries on Alabama roadways. It reflects not only those program elements required by NHTSA, but a number of innovative efforts to address issues of traffic safety that are unique to the state. The HSP reflects the efforts that have been made to assure that NHTSA funds as well as other resources of the state are allocated optimally in order to bring about the maximum benefit. For example, several approaches are used to allocate focused enforcement efforts to areas that have historically showed consistently higher than expected crashes in the higher severity classifications.

By federal law, highway safety funds allocated to the state by NHTSA must be used to support State and community programs to reduce deaths and injuries on the highways. This will continue under the Moving Ahead for Progress in the 21st Century (MAP-21), and the Alabama Highway Safety Plan (HSP) reflects the new MAP-21 reforms. Section 402 sets forth the minimum requirements with which each State's highway safety program must comply, and Alabama has met these requirements since the onset of the program in the late 1960s.

For several years Alabama's overall traffic safety vision was:

To create the safest surface transportation system in the Southeast by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

A major focus of this effort over the past several years has been on restraints, speed and alcohol related hotspots, teamwork and diversity. Goals were set for each of the individual related crash (injury and severity) cause types as will be discussed later in this report. The traffic safety community within Alabama recognizes that even if these goals are met there will still be an intolerably high death and injury toll. An overall program goal was set *"To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2013."*

As can be seen from the following table, which presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal has been met:

Year	Fatality Rate
2006	2.00
2007	1.81
2008	1.63
2009	1.51
2010	1.34
2011	1.38
2012	1.34
2013	1.31

Clearly, Alabama has met the goal, and has been maintaining a reduction well under 1.50 since 2010.

Police Traffic Services Programs

Total FY 2014 Expended Funds - \$1,471,347.34 - Funding Source - Section 402

Our general implementation strategy has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the nine regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted Driving Under the Influence (DUI) checkpoints and saturation/directed patrols during at least one weekend per month.

Crash Summary

In Alabama in 2013, 852 people were killed on the highway, down from the 2012 total of 865 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 240 in 2012 to 260 in 2013 (FARS). Number of Speeding-Related Fatalities decreased from 273 in 2012 to 253 in 2013. In 2013, the Number of Serious Injuries in Traffic Crashes was down to 8,490 in 2013 compared to 8,974 in 2012.

Community Traffic Safety Programs

Total FY 2014 Expended Funds - \$1,373,653.59 - Funding Source - Section 402

There are nine Community Traffic Safety Program (CTSP) regions in Alabama. These nine regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the State Office of Highway Safety (OHS) is sub granted to these regions for disbursement through contract overtime agreements (COTA) to municipal, county and state law enforcement agencies.

The nine CTSP regions participated in two statewide enforcement campaigns in 2014. These campaigns took place during the Memorial Day and Labor Day holiday periods. There were no specific statewide enforcement campaigns for the Thanksgiving or Christmas/New Year's holiday periods.

The CTSP project directors conducted regular meetings with law enforcement committees in their respective regions. These committees serve a number of vital functions that include, but are not limited to: reporting enforcement data, enlisting non-participating agencies to join the committees, and determining allocation of COTA funds per crash data obtained from the Center for Advanced Public Safety (CAPS). The Northeast Alabama Highway Safety Office continued their involvement in implementing the "Yellow Dot" program to seniors and other interested motorists. This program began with regional interest but has slowly been made available throughout the State of Alabama.

The Alabama Office of Highway Safety (AOHS) continues to hold quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

**Center for Advanced Public Safety (CAPS)
Data and Information Technology Support
Total FY 2014 Expended Funds - \$792,488.12 - Funding Source - State Traffic
Safety Trust Fund**

The University of Alabama Center for Advanced Public Safety and ADECA/LETS have had a long standing relationship in working together to help improve traffic safety. CAPS provides ADECA with valuable statistics, data and analysis tools relating to traffic safety (coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan). The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as ADECA works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and ADECA have worked together in an effort to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from ADECA is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2014, CAPS supported the Alabama Office of Highway Safety in many ways including fulfilling information requests that are made of the CAPS staff, preparing reports and statistical information for grant applications when requested, assisting with the development of the State's Highway Safety Plan and assisting with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings. CAPS continued to spread eCite and eCrash to law enforcement agencies throughout the state and maintain existing software.

CAPS also coordinated the phone surveys concerning the "Drive Sober or Get Pulled Over" campaign project and the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Administration (GHSA) survey on driver attitudes. CAPS also continued developed on a web portal for the CTSPs to use to report STEP enforcement and funding. Specific accomplishments in each area are listed below.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to over 175 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, Department of Transportation, Department of Public Safety (DPS), state troopers, county and municipal agencies, Federal Motor Carrier Safety Administration (FMCSA), reporters, NHTSA Region 4 personnel, planning commissioners, the public, various media outlets from across the state, engineers, and others. These requests varied in complexity and the amount of time required fulfilling the request. Some requests required several follow-ups to complete. Each of these requests was responded to as quickly as possible in order to give the user the timeliest data.

Improvements to the Critical Analysis Reporting Environment (CARE) systems are ongoing, and updates to these systems are released approximately every three months. Data releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date data possible for their analyses.

Electronic Citation Distribution and Expansion and Technical Support

The distribution and expansion of eCite, our electronic citation software, is part of this project. Training sessions were held on some Thursdays. Software CDs are mailed out to agencies upon request. Several training sessions were conducted during FY14. Some of these were "Train the Trainer" sessions so these officers can go back and train others at their agency. This option is becoming more popular since many users are very experienced by now. Manuals are printed and distributed for each officer at each training session. CAPS technical support and training staff also conduct a brief demonstration of Alabama Dashboards for Visualization, Analysis and Coordinated Enforcement (ADVANCE) at all eCite training sessions so officers become aware of ADVANCE and its capabilities. Other new software developed at CAPS, such as MapClick and eForms is promoted to make officers aware of these resources provided by the AOHS.

In addition to training, the staff has completed a tremendous amount of software testing of eCite, eCrash, eForms, the new MapClick product and other CAPS software products. Mr. Darrell Arnold, a former law enforcement officer, is an effective liaison between the officers using the software and our CAPS developers because he communicates well with both groups.

CAPS provides technical support to all users that call or email with questions in a very timely manner. These calls cover a wide range of topics and questions. The CAPS' staff

work with both the law enforcement agencies and the municipal court personnel to make eCite more efficient for all concerned.

CAPS also receives requests for assistance with eCite integration into the police or court records management systems (RMS). All requests are made through CAPS administrative staff, which coordinate between CAPS personnel and the vendors and keep records of all agencies requesting integration and the specifics for that integration. CAPS has had many new municipal courts begin integrating with eCite this year so they are able to pull the data directly into their court RMS and without manually entering the data which saves a tremendous amount of time for the clerks. Police Department RMS vendors can also pull the data into the police records management system which is of great benefit to the police agencies. Police agencies sometimes request this vendor integration service as well.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" campaign. This campaign focused on the importance of not drinking and driving and involved a strong media and enforcement blitz focused on the Labor Day Holiday weekend. In order to measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research Strategies performed telephone surveys from a representative portion of the state in order to determine whether or not the campaign was a success. CAPS worked closely with Research Strategies in order to refine the survey questions being asked as well as the counties that were included in this statewide survey. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the Drive Sober or Get Pulled Over Media campaign had a rather unique approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events and minor league baseball games across the state. The educational outreach included 10 motorsport events and 3 minor league baseball games. The strategy of the campaign consisted of premium signage, public address announcements and event displays. Fans were invited to sign a pledge to drive sober.

CAPS assisted with another phone survey this year. The other survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with an agency known as Abt Schulman, Ronca and Bucuvalas, Inc. (AbtSRBI) for this survey. AbtSRBI conducted the phone surveys. CAPS instructed AbtSRBI as to the questions and counties that were included in the survey of the state. The results of the phone survey were produced by AbtSRBI and forwarded on to AOHS at ADECA.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, helping coordinate the meeting including the development of the agenda, sending invitations and taking the minutes of the meeting. CAPS personnel also provided report writing or grant writing support to the AOHS whenever

called upon in a very timely manner. There was quite a bit of this service this year due to MAP-21 and the grant requirements.

Safe Home Alabama Website

The SafeHomeAlabama.gov website (SHA) is unique in that it does not tout any one agency, but attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. We know of no other website that is not agency-specific. During 2014 increased efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. Special efforts were made to track all traffic safety legislative activities from their origination through to final disposition. There are an average number of about ten changes in any given week to SHA. These include reports and links to reports, including recent news articles. The site contains over 80 pages, over 400 external links and 100 documents.

CTSP Web Portal

A model CTSP website has been developed and tested. This website is named CTSP Online Reporting Engine (CORE). This site will allow CTSPs to electronically report their special enforcement activities funded through the Alabama Office of Highway Safety (AOHS) by enabling the local agencies that are funded to do selective enforcement and other programs to report them to the CTSPs. The CTSP Coordinators can then use it to report their collective activities to ADECA/LETS. This will save all of the CTSP Coordinators and the local reporting agencies a considerable amount of effort, which can then be re-applied to their traffic safety endeavors.

During the testing phase, the sponsor desired changes so work has been done to make all of the requested changes. This website was designed as a model to work for all the CTSPs and will be further deployed during the coming year.

CAPS has completed some training videos for CORE for different user groups and will be producing more. Four modules are planned. The first one is for the Officers and is completed.

Click It or Ticket High Visibility Enforcement

Total FY 2014 Expended Funds - \$146,020.09 - Funding Source – 402 PT

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from May 19 through June 1. The enforcement program consisted of members from 191 law enforcement agencies from the municipal to the state level (Municipal Agencies: 145; County Sheriffs: 30; State Police Districts: 16). The officers worked 6,255 total hours and conducted 224 checkpoints. The total number of citations issued was 20,691.

Click It or Ticket Paid Media Campaign

Total FY 2014 Expended Funds - \$399,090.01- Funding Sources – 405b

“2014 Click It or Ticket” (CIOT) Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV and radio spots (May 12-26); and negotiation for earned (free) media (May 5-June 15, which includes the enforcement period) with the buys.

We expect that the Click It or Ticket Statewide Mobilization played a critical role in the effort to keep people safe on our roads and highways. In the May to June time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, the al.com website and statewide newspapers were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In the May to June time frame, the Alabama Department of Commerce placed 17,604 paid media and 2,821 bonus commercials for Click It or Ticket.

For the campaign, paid media was engaged based on parameters outlined below:

Broadcast Television

The Broadcast television buys provide the greatest reach. The buys focused on programming in prime times: morning drive (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: morning drive (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

One thirty-second video/audio commercial was produced by Auburn Media for television and radio and one thirty-second video/audio commercial was repurposed and was used for the 2014 Campaign.

2014 Click It or Ticket Media:

Cut #1: Smart Kid: "Click It or Ticket, buckle your seat belt."

Cut #2: Zombie: "Being dead is no fun, buckle your seat belt!"

Advertisements for electronic billboards, newspaper and al.com were tied back to the video media.

Electronic billboards were leased in major markets where space was available. Two designs were developed to correspond to and reinforce the video commercials. Lamar electronic billboards were designed and placed in the twenty-six (15) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Ads ran 1,666,080 times per day during the campaign, providing 4,998,240 exposures. Bell Media ran nine e-billboards at 310,000 daily effective circulation (DEC) for a total of 9,242,000 exposures and also Bell Media ran 35 indoor screens at 3,360 ads per day for a total of 50,400 exposures in the Montgomery, Auburn and Enterprise areas.

AL.com Website: The state's leading news website also provided excellent coverage for less than a \$10,000 investment:

Delivered:	Impressions	Click Thru's
Purchased Impressions	964,160	
Delivered Paid Ads	964,668	400
Added Value Impressions	276,798	29
Text Links	21,714	1
TOTAL	1,262,160	430

ALABAMA PRESS ASSOCIATION

Newspapers:

Circulation	3,285,050
Online impressions	187,000

Evaluation of “Click It or Ticket” 2014

Total FY 2014 Expended Funds - \$184,187.48 - Funding Source - Section 405b

Summary

A Special Traffic Enforcement Program called “Click It or Ticket” (CIOT) was conducted between April 21 and June 15 (2014) in Alabama. Multiple agencies and organizations participated in this effort, under the leadership of the Office of Highway Safety in the Law Enforcement/Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA). Scheduled public education and enforcement was conducted, working toward the single goal of improving seat belt use to increase highway safety.

Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after rates were evaluated through the telephone surveys.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. Restraint use was 95.70% in 2014. Many positive results came from the 2014 CIOT campaign.

Click It or Ticket Team

The Office of Highway Safety in ADECA/LETS coordinated this major project. The magnitude of the total effort may be gathered from Table 1-1.

Table 1-1: Agencies and Organizations on 2014 “Click It or Ticket” Team

LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ADPS	Alabama Department of Public Safety	Conducted road blocks for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the “Click It or Ticket” program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.
Research Strategies	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre and post media observational surveys. Also involves recruiting and training personnel to conduct the surveys.
ADC	Alabama Department of Commerce Montgomery, Alabama	Engaged to place ads in various media, conduct public relations portion of project, and otherwise support the project.
AbtSRBI, Inc.	AbtSRBI, Inc. Summer Spring, Maryland	Engaged to conduct and evaluate telephone surveys of public opinion regarding vehicle restraints in states participating in Click It or Ticket.
CAPS	Center for Advanced Public Safety, University of Alabama	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational surveys.

Occupant Protection Paid Media Evaluation

AbtSRBI conducted telephone interviews after the CIOT campaign in 2014. The interviews averaged 9 minutes in length, among a geographically stratified random digit dialing landline sample of households using landline and cell phone sample in Alabama. Of the 500 responses, 400 were landlines and 100 were cell phone numbers. Expanding the phone survey to include cell phone numbers gave a better representation and more accurate data. No open-ended questions were asked. Thousands of calls were made in order to obtain 500 complete interviews. Random telephone numbers were used, and many were bad numbers. There are various other reasons it takes so many calls to get 500 complete interviews. The process continued until the 500 interviews were obtained so as to have a good sample size. The survey took place during June of 2014.

The most important questions dealt with the respondent’s use or non-use of seat belts. Results were good; the most frequent answer was “All of the time.” It was given by 87% of the respondents interviewed. 93% of the respondents reported that they used their seat belts “all of the time” or “most of the time” at the end of the CIOT campaign.

When questioned about crashes, 86% strongly agreed that they wanted to be wearing their seat belts if they were ever involved in a crash.

Summary of Telephone Surveys: Alabama June 2014

Media Exposure:

- Messages Encouraging Seat Belt Use
 - Heard any in past 30 days: 72%
 - More messages heard/seen in past 30 days: 9%
 - Messages cause more frequent seat belt use: 22%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
 - Click It or Ticket: 90%
 - Friends Don't Let Friends Drive Drunk: 74%
 - Buckle Up Alabama: 59%
 - Pay attention – Buckle Your Seatbelt: 26%
 - Didn't See It Coming? No One Ever Does: 20%
 - Buckle Up America: 27%
 - Buckle Up in Your Truck: 9%
- Pickup Truck Drivers Less Likely to Wear Set Belt in Truck than Other Car: 4%
- Seen/Heard Messages Encouraging Child Car Seats/Seat Belts: 41%

Awareness of Law

- Awareness of state seat belt law: 99%
- Awareness that seat belt law is primary: 79%

Beliefs about Enforcement

- Disagree police won't bother to write tickets: 51%
- Agree police are writing more tickets for seat belts now: 39%

Attitudes toward Seat Belt Use

- Disagree they are as likely to harm: 56%
- Agree want my seat belt on in an accident: 94%
- Disagree wearing a seat belt makes me worry: 84%
- Seat belt laws should be primary: 74%
- Agree enforcement of seat belt laws is important: 85%
- Stricter enforcement of adult seat belt laws is important: 64%

Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 75%
- Drove without seat belt in past month: 19%
- Seat belt use increased in past 30 days: 6%

The question was asked if they had seen or heard messages encouraging people to wear seat belts in the past thirty days. The overwhelming majority of drivers (72%) had seen or heard messages encouraging seat belt use. Of those who had seen a message, 68% saw the message on TV, while 26% heard it on the radio. 38% of respondents saw a billboard or sign and 3% read it in the newspaper. The majority of TV and radio messages (85%) were from commercials/advertisements and 19% were public service announcement.

The question was asked about why seat belt use has increased. There was a tie for the number one response between “Don’t want to get a ticket” and “Influence/pressure from others”. The second highest rated response was “Other” at 20% and next was “Increased awareness of safety” at 11%

This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 87% report that they wear them all of the time, and 93% report that they wear them all of the time or most of the time.

Occupant Protection and Child Restraint Use Observational Surveys

Observational Study Design

The National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This survey plan represents Alabama’s response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant restraint and child safety restraint use. This plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama’s 2014 seat belt survey. 2014 was the second year to implement this observational plan based on fatality locations rather than the population based plan.

The University of Alabama Center for Advanced Public Safety (UA/CAPS) managed the process of the annual survey of vehicle belt usage and child restraint usage throughout Alabama. UA/CAPS contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

The sampling of observation sites was done in two stages, as indicated by the following summary:

- Stage 1: County Selection and Determination of the Number of Sites
- Stage 2: Site Selection
 - Data sources
 - Stratification and number of observations with each stratum
 - Sampling and the site selection probabilities.

The NHTSA sampling system incorporates a probability-based multi-staged stratified sampling approach. This approach provides data for rural and urban roadways. The old uniform criterion had population-based exclusion criteria. Following the old criterion, 15 counties were included in the vehicle belt usage survey, and 23 sites were selected for each of the 15 counties. The new uniform criterion has fatality-based exclusion criteria. This new criterion requires an update to the counties included in the sampling framework. The sample includes any combination of counties to account for at least 85% of Alabama's passenger vehicle occupant fatalities. The criterion instrument used was Alabama Crash Fatality data 2008-2010.

The first stage of sampling allows for the counties with the fewest number of passenger vehicle occupant fatalities to be eliminated, leaving at least 85% of Alabama's passenger vehicle occupant fatalities in the remaining counties. This elimination process left 40 out of a total of 67 counties. The percentage of total deaths per county was used to determine the number of sites, setting a minimum number of five sites in each county. This ensured that enough county data was collected to show an effect and was more cost-effective than surveying fewer sites per county. Although Jefferson and Mobile counties have much larger numbers than the other 38 counties surveyed, their totals are only slightly higher than the prior strategy of surveying 23 sites in each county. The calculation leads to a total of 343 sites, which is approximately the same as in past surveys, to be randomly selected from the sampling framework. The past surveys have averaged sample sizes of 40,000 to 50,000 vehicles, and the number of observations for 2013 turned out to be in the same range to those surveys performed in prior years.

In Stage 2, UA/CAPS and University Transportation Center for Alabama (UTCA) personnel worked jointly to provide randomized site selection using a stratified sampling approach. The 2010 Census Bureau's Master Address File/Topologically Integrated Geographic Encoding and Referencing (TIGER) database was used in this project. The database provided a complete listing of eligible road segments in the state. Each data point in the Census database is a road segment defined with one set of GPS coordinates (one point on the map) and a segment length. Data for the 40 counties selected in Stage 1 comprised the sampling framework. The framework was then stratified into smaller groups. A simple random sampling (SRS) was performed, and at least two observation sites were selected from each stratum.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 40 Alabama counties (343 sites) at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 2-1. These counties and the sites within them were chosen in order to satisfy the new NHTSA guidelines.

Table 2-1: Seat belt observation counties

Pre and Post Surveys			
Autauga	Cullman	Jefferson	Morgan
Baldwin	Dale	Lauderdale	Pike
Blount	Dallas	Lawrence	Russell
Calhoun	DeKalb	Lee	Shelby
Chambers	Elmore	Limestone	St. Clair
Chilton	Escambia	Madison	Talladega
Coffee	Etowah	Marshall	Tallapoosa
Colbert	Franklin	Mobile	Tuscaloosa
Conecuh	Houston	Monroe	Walker
Covington	Jackson	Montgomery	Winston

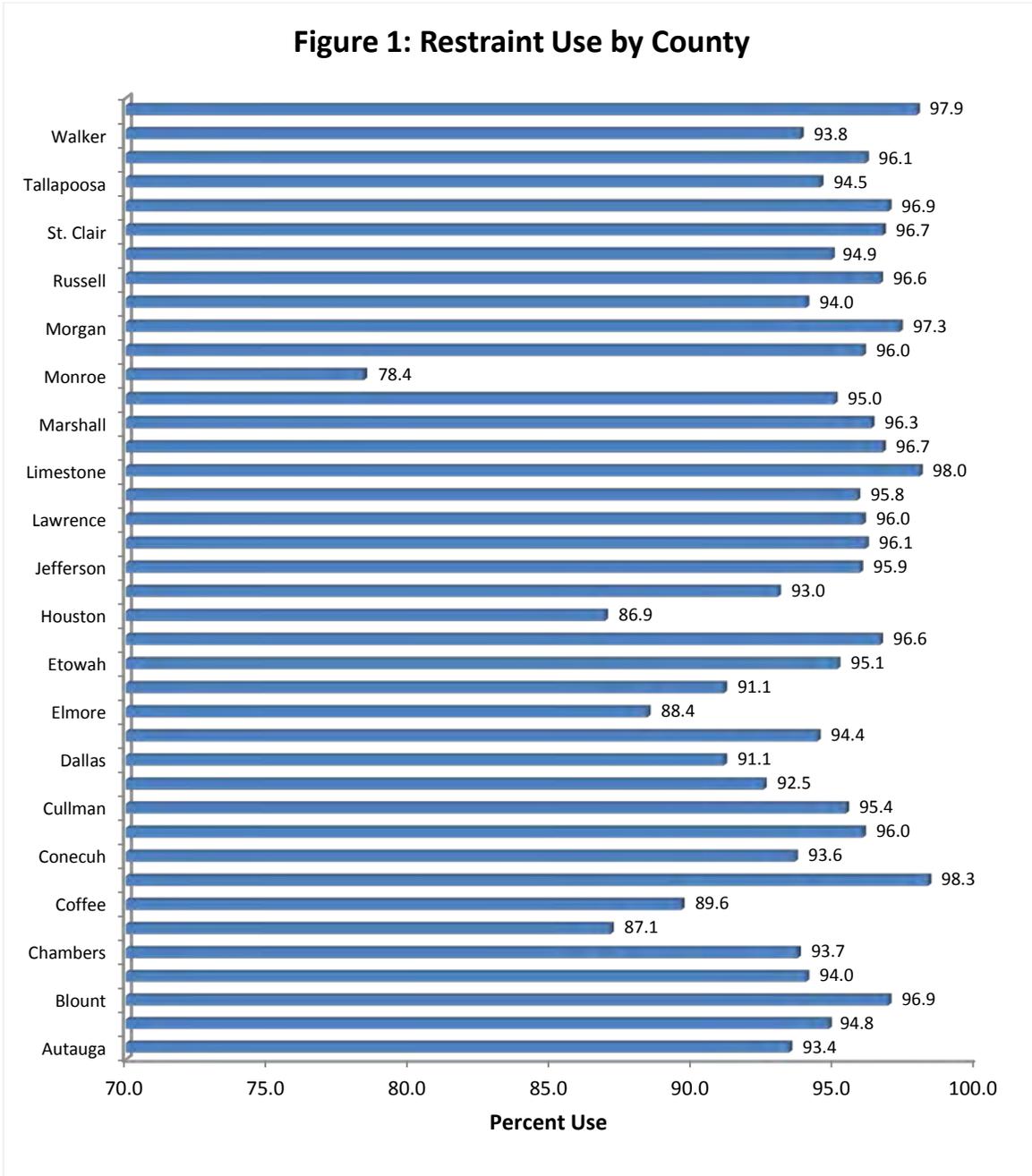
Occupant Restraint Survey Results

A total of 90,851 front seat occupants were observed at 343 sites scattered among 40 selected counties for the observational surveys. There were 46,407 front seat occupants observed during April 1 – April 28 for the pre-media campaign period and 44,444 front seat occupants observed June 2 – 17 during the post-media campaign.

The resulting analysis of the observation data produced the following conclusions:

- A slight decrease in the seat belt usage rate was seen in 2014 from 2013, but the number was still very high at 95.70%
- The 2013 rate was an all-time high for Alabama at 97.26%. It is not realistic to believe that there will not be some minor decreases from that rate.
- The 2014 rate of 95.70% is well above the 2013 national average.
- As for gender in 2014, women wore their seat belts 94.8% of the time and men wore their seat belts 91.7% of the time. These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The rates broken out by vehicle for 2014 are Car at 93.6%, SUV at 94.4%, Van at 94.0%, and Truck at 90.3%. Even though the Truck category had the lowest rate, it still was above 90%.

See Figure 1 below for results for each county in the survey.



For more information about the Click It Or Ticket Project for Alabama, see the Evaluation of 2014 Click It or Ticket Report produced by the Center for Advanced Public Safety.

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each ADT category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted from July 1 through July 23, 2014.

Child Restraint Survey Results

The survey team observed a total of 2,253 children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 97.87%. Shelby and Walker Counties had the highest rate of 100.00%. Marshall County had the lowest rate of 95.05%. There were 15 counties in the survey. The county results are listed below:

County	Rate
Blount	96.34%
Colbert	98.28%
Escambia	97.01%
Etowah	98.49%
Houston	97.35%
Jefferson	98.60%
Lawrence	98.95%
Lee	98.40%
Madison	96.79%
Marshall	95.05%
Mobile	98.68%
Montgomery	96.55%
Shelby	100.00%
Tuscaloosa	99.22%
Walker	100.00%
Overall	97.87%

Child Passenger Safety (CPS) Program

Total FY 2014 Expended Funds - \$108,417.01 - Funding Source – Section 405b

Alabama continued with the Child Passenger Safety (CPS) program that began in FY 2006. In that year, we established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. The CPS program was continued through FY 2014. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

During FY 2014, thirteen certification classes were held. The re-certification rate for Alabama for the year was 54 percent and the national average was 58 percent. Alabama's re-certification rate can be attributed to the re-certification classes, an additional reminder email from the CPS coordinator and to an increased awareness of Child Passenger Safety across the state. The increased awareness has resulted in better retention of technicians. Of those technicians who did not re-certify, job change has been the biggest factor.

The first goal of the project was to increase the number of certified child passenger technicians in each of the nine CTSP regions across the state.

To meet this goal for FY 2014, thirteen ADECA funded three-day classes were held in Saraland, Huntsville, Lineville, Bessemer, Centreville, Auburn, Geneva, Dothan, Ft. Rucker, Mobile, and Tuscumbia. Saraland and Ft. Rucker held two classes each. Each CTSP office was made aware of all the training opportunities available and that the classes were on a first-come, first-served basis. Not only were the classes advertised through the CTSP offices but each CTSP office was responsible for making sure all participants signed up using the website, www.cpsalabama.org. Many classes were projected to be held all over the state and many of the smaller communities were willing to participate. The smaller (higher risk, underserved) communities have been a goal of the CPS program since its inception.

A special emphasis was placed on retaining currently certified technicians. To meet this need, re-certification classes were offered all over the state. This re-certification class enables the technicians the opportunity to acquire all six CPS Continuing Education Units (CEUs) required for re-certification. The technician is also required to attend a two hour (minimum) checkup event and install five car seat scenarios with an instructor present to complete all the requirements for re-certification. These classes are coordinated through CTSP offices and are on a first-come, first-served basis. The calendar on www.cpsalabama.org is constantly updated and all the classes (both certification & re-certification) are shown. Each CTSP coordinator is encouraged to hold at least one CPS certification class and one CPS re-certification class in their region.

In FY 2014, eight ADECA sponsored re-certification classes were held. All of the re-certification classes are to support the fitting stations and ensure that existing technicians have the latest information possible. The CPS coordinator assisted with the development of a re-certification curriculum for use in Alabama and it is already approved for CPS CEU's with SAFE Kids worldwide, which makes recertification much easier for technicians.

For FY 2014, the standardized CPS curriculum was revised and taught over three days instead of the previous four days. Since the revision of the standardized CPS curriculum in 2007, all classes will be taught over three straight days.

The second goal of this project was to increase communication and awareness on the issue of CPS in each of the nine CTSP regions.

The statewide CPS website offers a single place for all accurate CPS information, and is actively used by parents and technicians alike. The Alabama CPS website, www.cpsalabama.org is now being utilized all over the country. The website has also generated phone calls from all over the country from people wanting to learn more about seat belt laws in Alabama, the proper way to travel with children through Alabama and who they can contact for help in their local community.

During FY 2014, printable items were heavily utilized from the CPS website. A chart of the minimum and maximum weight ranges for all car seats was updated. In addition, the website has a re-certification page with links to articles, activities and tests to help technicians stay current and retain their certification. The calendar on the website notes Child Passenger Safety related events such as classes and events, and also offers valuable information on changes in the technology of child restraints.

In addition to updates on www.cpsalabama.org, more email communication was enacted with CPS technicians in Alabama. New developments in child restraint designs have been noted on the website as well. These changes will make it easier for parents to properly secure their children on every ride.

All potential students for certification classes and re-certification classes now register for classes on-line at the website. The website has links to the latest recall list, the complete technician manual, offers a way for fitting stations to report their activities, a way for educational classes to report their activities, and a way for technicians, instructors and organizations to add their events to the CPS calendar. The website features an update service as well, so every time the website changes a subscriber's email will be notified.

As a third goal, each CTSP regional office will explore the possibilities of establishing additional permanent child passenger safety fitting stations in each of the regions.

With the classes taught during this FY 2014, awareness has been raised in these areas and three additional fitting stations were added. The three-day certification classes taught this year had 88 students attend; most of these students passed the course and can assist the existing permanent fitting stations and add more child passenger safety experts to Alabama. A report for the year shows 2,537 car seats were checked during the year with all 19 fitting stations reporting. Additionally, 462 people received community education through CPS outreach trainings.

There currently are 19 fitting stations around the State of Alabama. They are: Children's hospital, and 3 Fire stations in Trussville, South East Medical Center in Dothan, Enterprise Police, Troy Police Department, Ozark Police Department, Crenshaw County Sheriff's Department, Hartford Police Department and Andalusia Police Department, ECM Hospital in Florence and Decatur Morgan Hospital in Decatur, Huntsville Hospital in Huntsville, Montgomery State Farm, and Northport Fire, Tuscaloosa Police Department and Demopolis Police and Saraland Police Department. Alabama is constantly working to create more fitting station sites around the state to meet the need of caregivers. As this fiscal year and the following fiscal years progress more areas of the state will be covered with technicians and fitting stations.

Drive Sober or Get Pulled Over High Visibility Enforcement

Total FY 2014 Expended Funds - \$151,089.26 - Funding Source – 410

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from August 15 through September 1. The enforcement program consisted of members from 154 law enforcement agencies from the municipal to the state level (Municipal Agencies: 110; County Sheriffs: 28; State Police Districts: 16; Other Agencies: 1). Officers worked 9,531 total hours and conducted a total of 206 checkpoints. The total number of citations issued was 21,173.

Drive Sober or Get Pulled Over Paid Media Campaign

Total FY 2014 Expended Funds - \$399,078,01- Funding Source – 410

Overview

The 2014 Drive Sober or Get Pulled Over Campaign is a partnership among Governor Robert Bentley, the Alabama Department of Economic and Community Affairs, the Alabama Department of Public Safety, the National Highway Traffic Safety Administration, the Regional Community Traffic Safety Programs, and municipal and county law enforcement agencies.

Alabama Department of Commerce (ADC) implemented the Labor Day 2014 “Drive Sober or Get Pulled Over” State Media Plans and submitted to AOHS at ADECA/LETS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoints, saturation patrols, undercover officers and concerned citizens will conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

- Paid media: Wednesday through Friday weekly from April 28 to August 29. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

(1) Development of the “Drive Sober or Get Pulled Over” marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;

(2) Produced two television and radio advertising spots, "Club Girls" and "Arcade" in addition to corresponding billboard and newspaper ads;

(3) Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and newspaper, in addition to free and public service spots. Paid advertising for the campaign was placed with 25 broadcast television stations in five major metro areas, 54 cable stations, multiple radio networks that cover 130 AM and FM radio stations across the state; 95 weekly newspapers and 30 daily papers.

(4) Newspaper ads and eBillboards were distributed across these markets.

Results

Total Television Media buys were 21,144 paid media plus 5,852 bonus spots for a total of 26,996 including both broadcast and cable television. Other media sources that were utilized include radio, newspapers, eBillboards and al.com web ads.

ADC was able to negotiate a favorable “bonus media” to “paid media” ratio with the broadcast television and the cable television.

Creation and production for the 2014 ads was provided by the Media Production Group from Auburn University, producing this year's "Club Girls" and "Arcade" campaign videos. They also produced beta-tapes and digital sound files for distribution at a minimal charge.

E- Billboards

Electronic billboards were leased in major markets where space was available and consisted of both 10' by 21' boards and 14' by 48' digital displays. Two designs for each size billboard were developed to correspond to and reinforce the video commercials.

Space in the rotations of electronic billboards were designed and placed in these markets: 21 digital locations covered Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika, Enterprise and Mobile markets.

AL.com (internet)

The statewide campaign demographically targeted to males aged 18-34. This demographic was developed for AL.com where, during an average month, 20% of their unique visitors are in the targeted range.

The campaign ran April 28 through August 29, and included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads.

Impaired Driving Paid Media Evaluation

The 2014 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center on September 2, 2014. The data retrieval phase of the research was completed on September 17, 2014. A total of 500 qualified Alabama driver residents were randomly sampled using a combination of landlines (64% of the total sample) and wireless (cell phones) (36% of the total sample) telephone exchanges. This landline/wireless telephone ratio mirrors the actual type of household telephone service that Research Strategies, Inc. projects for Alabama.

Each of the five hundred (N = 500) research participants captured in the 2014 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the six (6) specified Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Drunk at least a single beer, glass of wine or other alcoholic beverage in the past year

The six (N = 6) specified Alabama counties sampled by the 2014 ADECA Alabama Alcohol Target Group Research were:

- Lee (N = 38)
- Jefferson (N = 165)
- Madison (N = 86)
- Mobile (N = 104)
- Montgomery (N = 57)
- Tuscaloosa (N = 50)

Each of the six (6) Alabama counties' sub-samples were proportionately weighted by the population. The sub-samples were randomly pulled from the top residential ZIP Codes in each county, also weighted within each county by population. This Stratified Sample Matrix offers the 2014 ADECA Alabama Alcohol Target Group Research with a demographic/geographic sound sample. Offering a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Gender: 47% of the respondents were male and 53% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 19-35 made up 23.8% of respondents; 36-45 made up 21%; 46-55 made up 18.2%, 56-65 made up 18.4%, 66 and older made up 18.6%.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 60.4%. Blacks or African American made up 35.4% of the survey while Hispanics/Latino made up 2.2%. Asians were 0.8% and "Other" made up 1.2% of the survey.

Respondent Education: Drivers were asked for their highest educational achievement. Some college education was chosen by 45.6%; high school graduate was chosen by 27%; and less than high school education was chosen by 26.8%. College graduate or higher was only chosen by 0.6%. These education level demographics are much different than last year so that should be kept in mind for comparison sake.

Major Findings among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (84%) said they drove almost every day while 13% drive a few days a week and 2% drive a few days a month or less. 1% replied that they drive a motor vehicle a few days a year.

Type of Motor Vehicle Driven: The majority of respondents (58%) drove cars. The next highest categories were SUVs at 21% followed by pickup trucks at 13% and vans or minivans at 8%.

Frequency of Seat Belt Use: Most drivers (92%) wear their seat belts all of the time and 6% wear their seat belts most of the time. Additionally, 1% wear their seat belts some of the time while 1% of the respondents answered that they never wear their seat belt.

Alcohol Use: The majority of drivers (57.4%) answered that they had at least one drink in the past thirty days.

Average Number of Days of Alcohol Use: Drivers were asked how many days out of the past 30 days did they drink any alcoholic beverages, which include, beer, wine, wine coolers, mixed drinks or liquor. Of those driver who did have a drink the average was 7.2 days of alcohol use.

Driven within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 21% of respondents drove within two hours of drinking while 79% did not. Of those that did drink, the average number of days in the past 30 days in which they did drink and drive was 3.6 and the average number of drinks was 1.85.

Driving When Had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, 13.3% replied “Yes”.

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (68%) answered about the same, 28% of drivers answered more often than usual while 3% answered less than usual.

Overall Likelihood of Being Stopped: Drivers were asked what they believed the likelihood of being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. 18% felt they would not likely be stopped by police after drinking, 27% felt it was somewhat likely, 32% responded it was very likely they would be stopped and 15% were not sure/refused.

Increase Likelihood of Being Stopped: (That is, compared to a month ago, did they think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?) 35.2% of the drivers surveyed thought that the chances of being stopped had increased in the past month, 51.4% felt the likelihood of being stopped was about the same as the last month, 4% felt that it was less likely and 9% not sure/refused.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (77%) had seen or heard messages encouraging people to avoid drinking and driving only 23% said they had not. Of those who had seen a message 59% saw the message on TV, while 16% heard it on the radio. 18% of respondents saw a billboard or sign and 4% read it in the newspaper. The majority of TV and radio messages (59%) were from commercials/advertisements and 27% were public service announcement.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if it was more message than usual to encourage people to avoid drinking and driving. 57% reported that they had seen about the same number of messages while 39% said they had seen more than usual.

Special Efforts by Police to Reduce Drunk Driving: Some drivers (36%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (56%) had seen the special effort by police on TV while 12% saw it on billboards or signs and 12% heard of the efforts on the radio. Some drivers (17%) saw or heard news story about law enforcement efforts. 47% saw or heard a commercial/advertisement and 36% saw or heard a public service announcement.

Overall Seen or Heard about Police Checkpoints: 39% of drivers had seen or heard about police checkpoints while 60% had not.

Visibility of Police Checkpoints: In the last 30 days, 34% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 41% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Unaided Awareness of Slogans: Drivers were asked to recall a name or slogan of a program to prevent drinking and driving. 19% responded with "They'll see you before you see them!", 15% responded "Friends Don't Let Friends Drive Drunk", 12% responded "Don't drink and drive in Alabama's hotspots", 6.2% responded with "You Drink and Drive. You Lose", and 0% with "Drive Sober or Get Pulled Over".

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. 15.2% responded with "They'll see you before you see them!", 15% responded "Don't drink and drive in Alabama's hotspots", 6.4% responded with "Hotspots", and 0.24% with "Drive Sober or Get Pulled Over".

Enforcement of Drinking and Driving Laws: Most drivers (93%) feel it is very important to enforce drinking and driving laws more strictly, whereas 4% felt it was fairly important and less than 1% felt it was not that important.

Traffic Safety Resource Prosecutor Program

Total FY 2014 Expended Funds - \$129,432.45 - Funding Source - 410

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges and other traffic safety professionals by offering competency and expertise in the area of impaired driving.

Responsibilities

- Provide on-call technical assistance and legal research to prosecutors on a myriad of legal issues pertaining to impaired driving prosecution. Issues include: Standardized Field Sobriety Testing (SFST), probable cause, implied consent, breath and blood testing, trial advocacy, evidentiary predicate and the Drug Recognition Expert (DRE) program.
- Assess training needs and develop training opportunities for prosecutors and law enforcement officers to enhance the effectiveness and competence of investigating and prosecuting impaired driving cases.
- Assist and/or lead prosecutions of impaired driving cases upon request.
- Develop and maintain resources related to the investigation and prosecution of impaired driving cases.
- Monitor legislative matters that impact impaired driving laws.
- Communicate with other state agencies involved in impaired driving cases such as the Alabama Department of Public Safety and the Alabama Department of Forensic Sciences to promote uniform enforcement and prosecution of Alabama's impaired driving laws.
- Make presentations to and participate in local, state and national meetings on traffic safety issues.
- Maintain a working relationship with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC) and other TSRPs around the country.
- Maintain a website on which relevant and informative information is contained.
- Serve as the state coordinator for Alabama's Drug Recognition Expert (DRE) program.

2014 Activities

- Conducted training classes for prosecutors, investigators, Judges, defense attorneys, clerks, and law enforcement officers. These classes included DUI boot camps for prosecutors and workshops covering topics such as: DUI: Contact to Courtroom, Safe and Legal Checkpoints ,Ignition Interlocks, , and Introduction to the DRE Program.
- Worked on 5 cases throughout the year.
- Held annual meeting of the Alabama Impaired Driving Prevention Committee.
- Attended Alabama District Attorneys Association Summer Conference
- Attended National TSRP Conference in Denver, CO
- Attended Region 4 LEL Conference in Athens, GA
- Attended National Association of Prosecutor Coordinators in Austin, TX. During this conference the TSRP met with the NHTSA Working Group and was also appointed to the planning committee for the annual national TSRP training.
- 300+ email and phone call requests for technical assistance.
- Maintain a TSRP website that has generated over 205,000 hits since its launch in January 2011.

The TSRP website, www.alabamaDUIprosecution.com had 70,952 hits for FY 2014.

The TSRP continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with an eye to the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

Driver's License Suspension Appeals Program

Total FY 2014 Expended Funds - \$33,894.46 - Funding Source - Section 402

The Driver License Suspension Appeals Program was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was the intention of the administrative license suspensions.

The goal of the Driver License Suspension Appeals (DLSA) Program is to ensure timely driver license suspension thus protecting drivers on the roadways of Alabama. There were three objectives to meet this goal.

Objective 1 was to maintain the average of five months required to handle driver license suspension appeals and decrease by one month. This goal of reducing the time of handling the appeals was not achieved in FY 2014; however the five month average has been maintained. One reason the goal was not achieved was because of the increase in DUI deferral programs being run by Municipalities and District Attorneys, which slows the enforcement efforts on the part of the legal unit. There is also an effect that the enforcement effort is having on CDL holders, as DUI arrest affects their CDL status even if they are arrested in their personal car.

The FY 2014 year began on October 1, 2013 with 1,157 cases pending; an additional 901 cases were filed this grant period. The grant's attorneys were able to clear 1018 cases, because of the limited court schedule for setting cases, giving a total of 1,022 cases pending on September 30, 2014. The legal unit made 1123 court appearances and disposed of 90.65 percent of the cases.

Objective 2 was to reduce the number of pending driver license suspension appeals from 1,157 to 868, a reduction of 25 percent. This goal was not met. This is due to greater enforcement action and many courts running deferral programs allowing persons to get their DUI criminal cases dismissed and the civil cases continued. There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions in the court system.

Objective 3 was to further streamline DLSA procedures by continuing to request the courts schedule cases in groups in order to combine as many possible into one trip. This goal has been achieved.

The DLSA Program has been very successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available. The greatest challenge is developing a plan to reduce the number of cases because of the large increase in the number of court filings, due to greater enforcement and the courts running deferral programs allowing persons to get their DUI criminal cases dismissed causing the withdrawal of the suspension prior to hearings.

This year the DLSA Program prepared and answered complaints filed by people attempting to keep their driver license under Alabama Administrative Suspension Act and attend court to defend the Director's action. Because of the courts financial and personnel problems, it is very difficult to get the cases before the court. They continue to be unable to get the courts in the smaller counties to set these cases on other than nonjury dockets which are held only a few times a year. They are continuing to work with the courts to shorten the pending case time as the Department is very successful in closing the cases once they come to trial.

Alabama Yellow Dot Program - Etowah County Commission
Total FY 2014 Expended Funds - \$44,200.04 - Funding Source - State Traffic Safety Trust Fund

The Older Drivers segment of the population is growing by increasing amounts annually due to the “Baby Boomers” entering the later stage of their lives. Crash injury treatments involving Older Drivers in rural areas as well as cities are hampered by the fact that Emergency Medical Services (EMS) personnel will not start treatments en route to hospitals without information on the injured party’s normal medical condition or information regarding medication that the party may be taking. This delay radically cuts into the “Golden Hour” in which proper treatment can save a person’s life.

Many other segments of the population of Alabama have medical conditions that may give first responders the wrong impression if information concerning their affliction is not readily available. In the event of a crash, passengers may be unable or too distraught to convey information to the medical people on the scene.

The Northeast Alabama Traffic Safety Office (NATSO) in cooperation with the Etowah County Commission has continued implementation of the ADECA/LETS Yellow Dot Program for Senior and At Risk Drivers in the North East Region of Alabama. NATSO continued to take the lead role in the implementation of the Yellow Dot Program throughout the other regions of the State of Alabama and has coordinated the forming and training of coalitions of Law Enforcement, Fire, EMS and Senior Groups. While designed for Alabama seniors, the Yellow Dot Program benefits all drivers of passengers with medical issues.

This year all 67 counties in the State are participating in The Alabama Yellow Dot Program. We now have an enrollment location within 50 miles of 100% of the state’s population.

Grant personnel continued working closely with Tennessee’s TDOT to help get their program under way. Alabama’s Yellow Dot coordinator attended the roll out meeting in Nashville to help explain the program to those who will be tasked to carry it out in Tennessee.

There has been a lot of television coverage and the print media continue to cover the campaign. This grant has achieved or exceeded the goals and objectives outlined in the grant application.

Alabama Driver Attitude Report 2014-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected sample of respondents age 19 and older. Interviews were started in July 2014. AbtSchulman, Ronca and Bucuvalas, Inc. (AbtSRBI), a national survey research organization, conducted the data collection.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) system. This system used up to five call-backs to determine if the randomly generated phone number was a household and up to eight call-backs were made to find a respondent in a household.

General Information

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 60 years old. This was significantly higher compared to 2013 (60 years old vs 48 years old) – this is due to the smaller sample size and the truncated field period this year. The older folks are likely to answer the survey up front while the younger ones take a bit more effort. But this is accounted for in the weighting.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 71%. Blacks or African American made up 22% of the survey. Hispanic or Latinos made up 2%. Other races made up 4%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (75%) said they drove almost every day while 10% drive a few days a week and 3% drive a few days a month.

Type of Motor Vehicle Driven: The majority of respondents (63%) drove cars. The next highest categories were pickup trucks at 18% followed by SUVs at 12%. Vans or minivans came in at only 7%.

The Recommended Set of Core Survey Questions by GHSA and NHTSA and responses:

1. Frequency of Safety Belt Use: When asked how often they wear their seat belt when driving or riding in a vehicle, responses were that 89% wear their seat belts all of the time and 5% wear them most of the time. Less than 1% rarely wear them and 3% say they never use their seat belt.
2. Messages about Seat Belt Law Enforcement: When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 40% reported “Yes” and 58% reported “No”.
3. Likelihood of Being Ticketed for Not Wearing a Seat Belt: When asked what people thought their chances were of getting a ticket if they did not wear their seat belt at all while driving or riding over the next six months, 48% said very likely, 28% said somewhat likely, 13% responded somewhat unlikely and 7% replied very unlikely.
4. Driving Over the Speed Limit of 30 mph: When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 27% most of the time, 25% half of the time, 27% rarely and 21% never.
5. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received. 12% said most of the time, 10% said half of the time, 43% said rarely and 34% replied never.
6. Messages about Speed Enforcement: When asked how often they have read, seen or heard anything about speed enforcement by police in the last 30 days, 33% reported most of the time, 21% half of the time, 18% rarely and 27% never.
7. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 49% said very likely, 42% said somewhat likely, 5% said somewhat unlikely and 3% said very unlikely.
8. At Least One Alcoholic Beverage In the Past Year: When asked in the past year, have they had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers, 44% responded “Yes” and 56% responded “No”.
9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had a little. 29% replied yes and 71% said they had not.

10. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 69% said they had and 29% said they had not.

11. Likelihood of Getting Arrested If You Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 57% said very likely, 36% said somewhat likely, 4% said somewhat unlikely and 2% responded very unlikely.

The above responses are reviewed annually and if there are any significant changes, corrective action is discussed and implemented as needed.

**Impaired Driving Hot Spot High Visibility Enforcement and Media Campaign
Total FY 2014 Expended Funds- \$1,874,534.49 – Funding Source-405d**

There were nine local Alcohol High Visibility Enforcement projects during FY 2014 as well as one statewide Alcohol High Visibility Enforcement project. Each of these projects focused on alcohol related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the nine CTSP/LEL regions and the statewide project was conducted in conjunction with the Alabama Department of Public Safety. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The Law Enforcement activity was sustained for seven (7) months. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk.

Along with the sustained HVE efforts, this program also allowed each regional CTSP to purchase hand held alcohol sensors. These intoximeters were distributed amongst participating law enforcement agencies working within an eligible radius of established alcohol Hotspots.

**Traffic Safety Information Systems
(EMS Run Data Entry Software, MapClick and Paperless Office)
Total FY 2014 Expended Funds - \$416,102.39 - Funding Source - Section 405c**

CAPS and the AOHS in ADECA/LETS continue to take advantage of a long-standing relationship that has been mutually beneficial for many years for one another and for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY14.

The following areas describe the items for the FY2014 traffic records upgrades in Alabama:

1. Location completeness and accuracy;
2. EMS data consistency and completeness;
3. DPS manual forms;
4. Complete eCrash rollout;
5. Continuing eCrash upgrade;
6. CARE enhancements;
7. Full implementation of the Automated Discovery for Visual Analysis, Networking and Control Environment (ADVANCE) capabilities to the SAFETY Portal;
8. Improved portal and information delivery systems.

Progress in these areas during FY2014 are described as follows:

1. Location Completeness and Accuracy

The primary effort within this category involves the further development and deployment of Upgrade to Address Location Deficiencies (MapClick)

The primary effort within this category involves the further development and deployment of MapClick, which is a system that enables officers to click the location of the crash on a map and it is then automatically put all of the required information into the crash report (road codes, road name, link codes, node codes, milepost). The program is too large to be sent out as an automatic update. CAPS continued to add and enhance MapClick with data updates during the fourth quarter. Over 500 DVDs have been created for distributing MapClick, and CAPS is working with ACJIC to distribute the discs throughout the state. Once MapClick is installed on most of the machines in the state, it is expected that DPS will mandate the use of MapClick on every crash report, and CAPS will work with DPS in all aspects of that effort.

2. EMS Data Consistency and Completeness

The goal of this effort is to relieve the State of the burden of purchasing the services of an outside contractor to furnish the software for EMS run data entry, which has been found to have many deficiencies, not the least of which is the annual cost. The EMS run data entry software system currently under development is called Recording of Emergency Services Calls and Urgent-Care Environment (RESCUE). CAPS has finished the work to qualify the state to be nationally certified as an NEMESIS 3 state. CAPS is in the process of working with ADPH to get the state-centric validation and business rules in place to ensure ADPH has all the correct data to perform the studies they are required to do.

A database is now in place that can store EMSDataSet and DEMDataSet data, as well as recording metadata of submissions to and from the NEMESIS TAC. This includes two

submission methods: (1) direct submission via web service, and (2) a “helper” site that can accept an XML file.

The system uses both the National XSD and National Schematron rules to validate our records. This validation engine is written in a way that will accept any number of Schematron files (the NEMSIS provided method for providing validation customization) at the State and Local levels. In regards to submitting to the national repository, the codes are in place to extract the national elements, re-validate that record, then send those records to the NEMSIS TAC keeping track of the different steps of that process along the way. This has not been done yet but will be initiated once the accounts necessary to do that have been established.

CAPS is also in the process of finalizing the state rules and turning them into schematron rule sets, which is expected to be completed, barring external delays, by December 31, 2014. Once accounts are obtained from the NEMSIS TAC the services and data can be tested, integration of the state rule sets into the server system should be completed. This will effectively complete the server system.

A considerable amount of code used from the server is being reused in the client. These include the data models, the validation sets, etc. The framework code from the eCrash code base is also being reused. Since there are so many fields to create in the client for input, the plan is to implement an automated UI generation mechanism that will look at the NEMSIS dataset and create all the fields (i.e. if the field is an enumerated field, it will create a drop down box for that field). This will greatly increase the speed of creating the client. The plan is to share the wireframe mockups as soon as this is possible in order to have a more robust set of actual application screen shots that will prototype the client. From there, the data fields will be created and bound to the validation set and data model, thus allowing for the uploading to the server.

3. DPS Manual Forms

CAPS has begun and is in the process of releasing eForms to the entire state. Among other things, this involves working with DPS to allow the electronic transfer of the AST60 to DPS, according to the recent legislative change that allows for this. The goal of this project is to move toward DPS paperless operation in order to reduce the inordinate amount of trooper time from not being in service in the field, and to enable the content of the current manual forms to be contained in an automated storage system where they can provide the types of summaries and query responses that are needed to mine the information out of these data sources. The beta group for the Enforcement and Adjudication Log (LogBook) was expanded to more troopers, and their feedback has been used to upgrade the system before it is rolled out statewide. Plans are to include the LogBook application on the DVDs being distributed this summer along with the other new software and upgrades. CAPS personnel have met with DPS about LogBook, and they are conducting training sessions for the troopers. CAPS also continues to work on releasing the DVDs for all the municipalities

4. Complete eCrash Rollout

CAPS is monitoring the eCrash reports and paper reports and working with agencies that use paper in an effort to convert them to direct eCrash data entry. Reports are received quarterly from DPS about the use of paper forms, and lists of agencies reporting on paper are being made available to ADECA and DPS. CAPS personnel continue to work with the municipalities to transition toward their use of eCrash. CAPS is in the process of working with any agency that needs help and training to rollout eCrash to the entire state. We are at a point now where datasets can be made that only include eCrash. These will be much more useful for performing studies, especially those that require temporal analyses.

5. Continuing eCrash upgrade

A comprehensive study of data deficiencies was previously conducted in order to define the changes in eCrash that need to be made in addition to the required MMUCC changes. Resolution of these deficiencies took three forms: (1) updates to eCrash; (2) modifications of the ETL; and (3) training materials to attempt to get better reporting from the officers in the field. A data quality meeting was held in the third quarter, and it established several required updates to eCrash to improve data quality. CAPS has completed all of the updates that were documented. It was determined that additional runs will be made to compare local agencies once the 2014 close out is obtained.

6. CARE enhancements

CAPS released latest version of CARE10.1 that includes bug fixes and substantial improvements during the fourth quarter. Those improvements include enhanced filter creation capabilities, improved locations reporting, restructured locations data to improve performance, and improved data exporting. Previous quarters efforts implemented, tested and released the “Saved Analysis” functionality for CARE10. IMPACT functionality was enhanced to add capabilities to suppress unneeded values of variables, which lead to a major increase in productivity to users who need to refine their outputs for presentations to get rid of irrelevant details that come out in CARE inputs by default, since they include all possible values for any given attribute. Refined CARE10 filters included improvements to better address Pedestrians, Trains, Distracted Driving, and DUI crashes. Also, CARE10 ETL process was improved to work with variables with large and varying number of values such as “Officer Name.”

7. Full Implementation of ADVANCE Capabilities to the SAFETY Portal

Activity in this area concentrated on improving the mapping capabilities and the reporting capabilities from the mapping interface. Efforts were also made to enhance the ability to retrieve crash records from search and map interfaces.

Some maintenance of the previous developments were also required, which included the following innovations to the SAFETY Portal that were made during the third quarter, including the following:

- Developed and published the new Traffic Safety Portal that includes a public interface to non-locations crash data and role-based access control to locations-based crash data and EMS data.
- Updated the Traffic Safety Portal to use the latest CARE10 datasets and web services.
- Added/Modified crash safety reports to include scheduled reports based on user's role. This includes: (a) Reporting changes on specific timeframes and crash types; and (b) Timely notifications when crashes are uploaded meeting crash type identifiers.

8. Improved Portal and Information Delivery Systems

CAPS completed development of a major analytics component to report accuracy of GPS, Route/Mile Post, County and additional location quality metrics. Also, a data downloads tab in the portal was developed that allows authenticated users with proper credentials to download locations data. Maintenance work also continued on previous development of the SAFETY Portal to integrate the public, EMSIS, & crash data sets, and to enhance mapping to allow different coloring of crashes to improve the mapping of crashes. The advantage of this consolidation into a single portal is obvious, since improvements to one will now apply to all. Previous progress in this area includes the completion of the following:

- Changed the dashboard code to allow for integration of EMSIS, Safety Portal, and the public Portal;
- Modified the SAFETY portal to work with CARE 10;
- Began design and development of an "Analytics" tab to the safety portal with tools to measure the accuracy of GPS data entered in eCrash by officers -- this required adding several variables and external tables to the eCrash ETL process; and
- Published the appropriate changes to these portals.

**Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program
Total FY 2014 Expended Funds - \$59,277.80 - Funding Source - Section 408**

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. FY 2014 program highlights included enhancements to EMSIS Inspector, overseeing third-party compliance testing of AL ePCR data from individual agencies, adding a method to handle bulk payments in AlaCert, and revamping the AlaCert Refunding functionality.

The NEMSIS compliant data system is required by the National Highway Traffic Safety Administration, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

Traffic Records Strategic Planning

One of the most critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, and it is now required by the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation.

TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting in order to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2013-2017), and an application for a grant to NHTSA in July 2014. The Strategic Plan is currently being updated to cover the time period of 2014-2018. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive. While many of the efforts documented by this plan can be addressed by the TRCC-represented agencies, additional resources will be required for the monitoring, data collection, progress reporting, and project management steps that have resulted from recent legislation.

Legislative Summary

The State Safety Coordinating Committee (SSCC) was established several decades ago by an act of the Alabama Legislature with the primary goal of evaluating and promoting the most effective possible traffic safety legislation. AOHS has worked quite closely with the SSCC since its inception.

The SSCC objectives include crash prevention, crash frequency and severity reduction and remedial actions. More formally, the mission of the SSCC is to formulate, coordinate, and apply whatever SSCC resources are available to reduce crash frequency and severity (including remedial first responder services) so that there is a maximum reduction in fatalities, severe injuries, and property damage crashes. The SSCC is the primary liaison between the traffic safety community and the Alabama legislature, and its role in this regard is to assure that all laws passed within Alabama are as effective as possible in accomplishing the SSCC mission. AOHS will work closely with the SSCC to assure that the most effective legislation is passed to reinforce all traffic safety efforts throughout the state.

The AOHS provided information and general assistance to the legislative staffs that supported the bills listed below for the 2014 legislative session. The following passed in the 2014 session:

1. Modification of the open container law;
2. Two-year registration law;
3. Modification of the ignition interlock law for those convicted of DUI.

The following sections present the details of the bills, some of which are summarized above, and a section that describes proposed legislation from the State's Occupant

Protection Strategic Plan. For reference to bills considered in years prior to the 2014 session, consult previous AOHS Annual Reports.

Enacted Bills

The following bills were enacted during the 2014 session of the Alabama State Legislature (click on the title to see the entire bill):

- **SB56 - Alcoholic beverages, wine, licenses may allow recorked or resealed bottle to be removed from premises, bottle not considered open in motor vehicle, Sec. 28-3A-20.1 amended- Senator Sanford:** Under existing law, a licensee of the Alcoholic Beverage Control Board may permit a customer to remove from the premises an unsealed bottle of wine provided the bottle of wine is either recorked or resealed in a bag under certain conditions. The existing law also provides that a bottle of wine recorked or resealed in compliance with the law is not considered open for the purpose of the law prohibiting an open container of alcoholic beverages in a motor vehicle. **Status as of 03/05/2014: Enacted.**
- **SB188 - Motor vehicle registrations, counties authorized to offer two-year registrations, payment of fees and taxes. - Senators Coleman, Brewbaker, Singleton, Dunn, Sanders, Irons, Ward, Reed, Blackwell, Figures and Smith:** Under existing law, motor vehicle registrations are renewed annually. This bill will allow a county official authorized to issue motor vehicle registrations to offer an optional two-year registration for motor vehicles operated on the public highways of this state. **Status as of 04/01/2014: Enacted.**
- **SB319 - Motor vehicles, ignition interlock device, reduction of period of license suspension or revocation authorized, distribution of fees collected from defendants opting for installation of device, Secs. 32-5A-191, 32-5A-191.4, 32-5A-301, 32-5A-304 amended. - Senators Holtzclaw, Waggoner, Dunn and Ward:** Under existing law, certain persons convicted of driving under the influence are required to have an ignition interlock device installed on their motor vehicles as a condition of driving. This bill will authorize the Director of Public Safety to stay the required 90-day suspension of the driver's license upon a first conviction for driving under the influence if the offender has an ignition interlock device installed on his or her motor vehicle. This bill will authorize the director to reduce the suspension period for a subsequent offense if the ignition interlock device is installed. This bill will require certain offenders to have the ignition interlock device installed. This bill will provide further for the distribution of the fee associated with monitoring the interlock device. This bill will provide for installation of the device where the offender is adjudged indigent. **Status as of 04/02/2014: Enacted.**

Special Restraint Proposed Legislation

The following is a summary of legislative items included in the State's Occupant Protection Strategic Plan that are expected to be promoted by the SSCC:

- People sitting in all seat positions wear seat belts.
- Minimum fine of \$25.00.
- Adjust the booster seat requirement for children so as to require each occupant who is eight years of age and under, weighs less than 80 pounds and is less than four feet, nine inches in height to be secured in an age-appropriate child restraint.
- Provide incentives for motor vehicle insurance companies to offer economic incentives for policy holders who agree to use appropriate restraints; with the stipulation that there will be penalties to them if they are in a crash and injured without being restrained.
- Provide extremely stiff penalties as part of the State GDL (perhaps up to the short suspension of license) for any driver who is caught without everyone in the vehicle being restrained. The only exception might be if there were never restraints installed. While the current law addresses the maximum number of occupants and restricted driving schedule, it does not specify that seat belt use for drivers or passengers. For example, the GDL law in Delaware includes a seat belt provision that requires teen drivers and passengers under age 18 to wear a seat belt at all times. If this provision is violated, the teen driver faces suspension of a license or permit for two months.
- Provide some legal basis for making the degree of injury sustained not covered by insurance when there is contributory negligence on the part of passengers who fail to be properly restrained.

STATEWIDE STATISTICS 2007-2013

	2007	2008	2009	2010	2011	2012	2013
Number of Traffic Fatalities (FARS)	1,110	969	848	862	895	865	852
Number of Serious Injuries in Traffic Crashes * (State Crash data File)	22,755	20,293	15,131	10,544	9,904	8,974	8,490
Fatalities/100M VMT (FARS/FHWA)							
• Total _____	1.81	1.63	1.38	1.34	1.38	1.33	NA
• Urban _____	1.20	1.18	1.08	0.97	1.09	0.99	NA
• Rural _____	2.44	2.10	1.69	1.72	1.70	1.68	NA
Number of Unrestrained Occupant Fatalities, All Seat Positions (FARS)	538	452	378	394	382	354	369
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC and above (FARS)	377	314	267	264	261	240	260
Number of Speeding-Related Fatalities (FARS)	497	447	327	316	298	273	253
Number of Motorcyclist Fatalities (FARS)	85	100	76	86	98	97	80
Number of Unhelmeted Motorcyclist Fatalities (FARS)	8	15	7	5	10	10	1
Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	194	163	140	140	136	139	102
Number of Pedestrian Fatalities (FARS)	69	68	64	61	79	77	59
Observed Seat Belt Use, For Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	82.3%	86.1%	90.0%	91.4%	88.0%	89.5%	97.3%
Speed Hotspots*	142	123	93	63	45	47	37
Speed Fatal Crashes*	359	338	221	212	188	177	160
Speed Injury Crashes*	3,392	2,958	2,299	1,883	1,832	1,778	1,494
Alcohol Hotspots*	191	190	194	143	144	179	198
Alcohol/Drugs Fatal Crashes*	257	212	237	210	217	97	184
Alcohol/Drugs Injury Crashes*	2,719	2,450	2,548	2,798	2,647	2,661	2,292

* - State Data NA - Not Available

Alabama FY2014 Traffic Safety Performance Measures

C-1) Number of traffic fatalities (Fatality Analysis Reporting System (FARS))

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
969	848	862	894	875

The goal for calendar year 2014 is to reduce the number of fatalities from its four year baseline of 893 to 875 traffic fatalities. The number of traffic fatalities was 852 in 2013. The goal was achieved.

C-2) Number of serious injuries in traffic crashes (State crash data files)

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>Goal</u>
15,131	10,544	9,904	8,974	7,750

The goal for calendar year 2014 is to reduce the number of severe injuries from its four-year (2009-2012) baseline of 11,138 to 7,750. The number of serious injuries in traffic crashes was 8,490 in 2013. The goal was not achieved. . Calendar year 2012 had higher than average multiple injuries for a single crash. There were more recorded crashes for 2012 with 3 or more injuries compared to the 5 year average.

C-3) Fatalities/VMT (FARS/FHWA)

Total Fatalities/100M VMT

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
1.63	1.38	1.34	1.38	1.35

Based on the above analysis of the FARS crash data from 2008 through 2010 , the goal for calendar year 2014 was a reduction from the 1.43 baseline to 1.35 urban fatalities per 100M VMT. The FARS actual Total Fatalities per 100M VMT in 2012 was 1.33. The goal was achieved.

Rural Fatalities/100M VMT

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Goal</u>
2.10	1.69	1.72	1.70

Based on the above analysis of the FARS crash data from 2008 through 2010, the goal for calendar year 2014 was a reduction from the 1.84

baseline to 1.70 rural fatalities per 100M VMT. The FARS actual total Rural Fatalities per 100M VMT in 2012 was 1.68. The goal was achieved.

Urban Fatalities/100M VMT

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>Goal</u>
1.18	1.08	.97	.95

Based on the above analysis of the FARS crash data from 2008 through 2010, the goal for calendar year 2014 was a reduction from the 1.08 baseline to 0.95 urban fatalities per 100M VMT. The FARS actual total Urban Fatalities per 100M VMT in 2012 was 1.01. The goal was not achieved. Run-off-road crashes were the only primary contributing circumstance that had a substantial increase in fatal crashes compared to previous years.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
452	378	394	382	375

The goal for calendar year 2014 is a reduction from the 402 baseline to 375 unrestrained occupant fatalities. The number of unrestrained passenger vehicle occupant fatalities was 369 in 2013. The goal was achieved.

C-5) Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
314	267	264	261	250

The goal for calendar year 2014 is a reduction from the 277 baseline to 250 fatalities involving a driver with a BAC .08 and above. The number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above was 260 in 2013. The goal was not achieved. A contributing factor in not achieving the goal was reductions in law enforcement manpower and budget.

C-6) Number of speeding-related fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
447	327	316	298	280

The goal for calendar year 2014 is a reduction from the 347 baseline to 280 speed-related fatalities. The number of speeding-related fatalities was 253 in 2013. The goal was achieved.

C-7) Number of motorcyclist fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
100	76	86	98	90

The goal for calendar year 2014 is the maintenance of the current 90 motorcycle fatality baseline. The number of motorcyclist fatalities was 80 in 2013. The goal was achieved.

C-8) Number of un-helmeted motorcyclist fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
15	7	5	10	8

The goal for calendar year 2014 is a reduction from the 9 baseline to 8 fatalities un-helmeted motorcyclists. The number of un-helmeted motorcyclist fatalities was 1 in 2013. The goal was achieved.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
163	140	140	136	130

The goal for calendar year 2014 is a reduction from the baseline of 145 to 130 fatalities. The number of drivers age 20 or younger involved in fatal crashes was 102 in 2013. The goal was achieved.

C-10) Number of pedestrian fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>Goal</u>
68	64	61	79	64

The goal for calendar year 2014 is a reduction from the baseline of 68 to 64 pedestrian fatalities. The number of pedestrian fatalities was 59 in 2013. The goal was achieved.

B-1) The observed seat belt use for passenger vehicles, front seat outboard occupants (survey).

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>Goal</u>
90.0%	91.4%	88.0%	89.5%	90.5%

The goal for calendar year 2014 is an increase from the baseline of 89.72 to 90.50% seat belt use. The observed seat belt use for passenger vehicles, front seat outboard occupants was 95.7%* in 2014. The goal was achieved.

*Has not been certified by NHTSA.

Alabama Traffic Safety Activity Measures

Year	2009	2010	2011	2012	2013	2014
Speeding Citations	50,693	49,003	61,054	42,067	57,670	63,890
DUI Arrests	3,374	5,108	4,867	2,021	2,508	3,848
Seat Belt Citations	34,328	36,341	43,384	30,384	25,536	36,120

Alabama Traffic Safety Activity Measures

Number of speeding citations

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>4-Year Average</u>
50,693	49,003	61,054	42,067	50,772

The actual number of speeding citations for 2014 was 63,890.

Number of Impaired Driving arrests

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>4-Year Average</u>
3,374	5,108	4,867	2,041	3,848

The actual number for of DUI arrests in 2014 was 3,543.

Number of seat belt citations

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>4-Year Average</u>
34,328	36,341	43,384	30,425	36,120

The actual number of seat belt citations for 2014 was 20,051.

OVERALL PROGRAM GOAL

The overall highway safety program goals follow:

To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2010 as a base year, through 2035).

Embracing the concept of Toward Zero Deaths (TZD), the Alabama Strategic Highway Safety Plan (SHSP) is in total agreement that the traffic safety community should set a goal for significant reductions in fatalities well above those seen in the past decades. This was expressed in a program called Toward Zero Deaths (TZD), which expressed the concept that we should not be satisfied with just marginal reductions.

The Alabama SHSP effort set a strategic goal of reducing fatalities by 50% over the next 25 years. Based on the 2011 fatality count of 894, this 2% (of the base year) per year reduction would average about 18 fatalities per year. While this might seem a modest number, if maintained as the average over a 25 year period it will save 5,600 lives in Alabama over that time period. This will be a major accomplishment in continuing the downward trend that was established in the 2007-2011 time frame, which reversed the alarming increase in fatalities that preceded 2007. Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25th year it amounts to 4% of the previous year.

The record high for traffic fatalities in Alabama was set in 2006 with a total of 1,209. Between 2007 and 2011, there was a reduction of 1,353 fatalities over the five-year time period, which is an average of 271 fatalities saved per year. It is generally understood that a major part of this rate of 6% per year reduction was due largely to economic factors that will not be sustained indefinitely. However, every effort will be made to sustain the new lower levels and reduce them even further.

It is important to recognize the source of the reductions that occurred in addition to the traffic safety efforts. Discussing these is not to be viewed as minimizing the many traffic safety efforts that have been made on a continually improving basis over the past decade. However, reality dictates that we understand that much of the large reduction was due to a recession in the economy coupled with higher fuel prices. Often neglected is the fact that these economic hardships tend to have a much higher impact on unsafe drivers than on the average driving public, for the following reasons:

- They would impact young drivers, economically disadvantaged with older less crashworthy vehicles, and traffic on county roads much more than professional drivers who typically put most of their mileage on safer roadways (e.g., Interstate highways);
- Economic hardships would have a much higher impact on those with DUI tendencies due to higher costs of alcoholic beverages with less (or perhaps no) discretionary money to purchase it; and
- The economy placed a much higher premium on slower speeds to conserve fuel.

While the goal of sustaining a 6% per year reduction in fatalities is unrealistic, it is not unrealistic to believe that we can sustain the current numbers and rate, and continue to reduce them at the modest rate of 2% per year.

Selective enforcement was the primary countermeasure applied by AOHS in FY2014. These efforts reflected the basic selective enforcement mission as stated in the HSP:

Conduct selective enforcement coupled with PI&E that will reduce fatalities and injuries by focusing on the locations identified for speed and impaired driving hotspots with additional strong consideration on hotspots where deficiencies in occupant protection were found.

Speeding and impaired driving are the biggest causes of traffic crash fatalities and are major problem areas for traffic safety in the State of Alabama. By focusing efforts to reduce the number of speed and impaired driving related crashes, lives have been saved in the past and can be saved in the future. Each of these crashes is caused by the *choice* to speed, and drive impaired. By changing driver and occupant behavior, the number of hotspot locations can be reduced and traffic safety will be improved. Speed and impaired driving will be considered in more detail in the next section.

Restraint deficiencies (RD) are the greatest causes of increased severity giving that a crash has occurred. Individuals who drive impaired and drive above the posted speed limits are most often not using occupant restraints, nor do they insist that their passengers buckle up. However, many others who obey the speed and DUI laws have been found to be involved in RD crashes. It was therefore determined that the problem identification for FY2015 should have a RD component. This is discussed in another separate section after the next one.

Speed and Impaired Driving Hotspots

The number of speed and impaired driving hotspots will continue to be monitored (as seen below in Table 2). By focusing on the locations for two of the major causes of fatality crashes (speed and impaired driving crash hotspots), the goal of reducing the fatality count and rate should be achievable. The criteria used to find the number of hotspots and the calculation of the rate will not change between the years in order to lend consistency in the total number of hotspots found for the State.

Table 2. Number of Hotspots for Three-Year Periods

Fiscal Year	Calendar Year Dataset Used	Speed Hotspots	Impaired Driving Hotspots	Total Number of Hotspots
2008	2004-2006	120	218	338
2009	2005-2007	142	191	333
2010	2006-2008	123	190	313
2011	2007-2009	93	194	287
2012	2008-2010	63	143	206
2013	2009-2011	45	144	189
2014	2010-2012	47	179	226
2015	2011-2013	37	198	235

As the State works to reduce the fatality rate by reducing the number of hotspots meeting the fixed criteria, a statewide effort will continue to focus traffic safety funding on hotspot locations. By doing this, every possible action will be taken to bring these numbers down in the coming years. The change in the number of hotspots found (using identical search criteria) in each year is being monitored. A slight drop in the total number of hotspots was seen between the three-year periods ending 2006 and 2007, and a more significant drop in the total was seen between 2007 and 2008. The largest drop of all was seen between FY 2011 and FY 2012, and the trend continued through the data used for the FY 2013 HSP planning effort. There was an increase in the data used for both the FY 2014 and the FY2015 HSPs.

The general strategy applied included requiring the CTSP Coordinators to focus their plans primarily on the speed and impaired driving hotspot locations identified for their respective regions. By doing this they will be focusing on the most critical problem areas and the biggest killers. Tables 3a and 3b present a summary of all crashes for the Calendar Years 2002-2013. These statistics should be referenced as overall goals and strategies are discussed and determined.

Table 3a. Summary of All Crashes – CY 2002-2007 Alabama Data

Performance Measures	2002	2003	2004	2005	2006	2007
Fatal Crashes	931	899	1033	1013	1074	1010
Percent Fatal Crash	0.66%	0.64%	0.71%	0.70%	0.77%	0.75%
Injury Crashes	30,922	30,748	31,856	31,335	30,527	28,295
Percent Injury Crashes	22.02%	21.80%	21.77%	21.76%	21.84%	20.92%
PDO Crashes	108,583	109,420	113,469	111,645	108,179	105,951
Percent PDO Crashes	77.32%	77.57%	77.53%	77.54%	77.39%	78.33%
Total	140,436	141,067	146,358	143,993	139,780	135,256

Table 3b. Summary of All Crashes – CY 2008-2013 Alabama Data

Performance Measures	2008	2009	2010	2011	2012	2013
Fatal Crashes	886	775	793	814	813	745
Percent Fatal Crash	0.71%	0.63%	0.62%	0.64%	0.63%	0.59%
Injury Crashes	25,613	27,675	29,051	27,687	27,529	26,810
Percent Injury Crashes	20.66%	22.37%	22.63%	21.69%	21.46%	21.15%
PDO Crashes	97,469	95,291	98,545	99,167	99,965	99,185
Percent PDO Crashes	78.62%	77.01%	76.76%	77.68%	77.91%	76.02%
Total	123,968	123,740	128,384	127,668	128,307	126,740

Tables 4a and 4b summarize all Speed and Impaired Driving hotspots for FY 2008 through FY 2015. Past years data are included here in order to enable comparisons within each region. In future years, data will continue to be added to this table to track the progress made in reducing the number of hotspots across the state and within individual regions.

Table 4a. Speed Hotspot Listing by Region

Region	Speed Hotspots for Fiscal Years								% of Total Hotspots (2015)
	2008	2009	2010	2011	2012	2013	2014	2015	
Birmingham	25	35	26	21	16	15	14	11	29.73%
North East	11	17	17	11	13	8	10	7	18.92%
North	10	18	17	16	9	5	4	2	5.41%
Mobile	15	15	14	13	9	4	4	5	13.51%
East	14	16	17	13	8	3	9	6	16.22%
Central	15	12	15	8	7	3	4	3	8.11%
South East	11	7	6	5	2	3	1	2	5.41%
South West	5	10	4	4	2	1	0	0	0.00%
West	14	16	14	8	1	2	1	1	2.70%
TOTAL	120	146	130	99	67	45	47	37	100.00%

Table 4b. Impaired Driving Hotspot Listing by Region

Region	Impaired Driving Hotspots for Fiscal Years								
	2008	2009	2010	2011	2012	2013	2014	2015	% of Total Hotspots (2015)
Birmingham	37	32	27	34	41	23	35	27	13.64%
North East	42	32	27	30	54	36	47	54	27.27%
North	22	15	17	24	24	15	15	18	9.09%
Mobile	52	48	47	40	49	25	35	47	23.74%
East	13	11	14	9	7	3	2	2	1.01%
Central	23	26	27	25	34	21	26	28	14.14%
South East	5	2	6	15	17	6	2	4	2.02%
South West	4	6	5	6	4	2	2	2	1.01%
West	20	19	21	18	22	13	15	16	8.08%
TOTAL	218	191	191	201	252	144	179	198	100.00%

Restraint Deficient Hot Spots

For the FY 2015 analysis, data from three prior years (CY 2011-2013) were used to find what we will call “restraint-deficient hotspots” or RD hotspots. RD includes both adult and child restraint deficiencies. Child Restraint Deficient crashes (i.e., crashes in which one or more children are not restrained independently of whether the adults are restrained) will be indicated by CRD. The CRD hotspots were based on one year of data (CY 2013). The following table gives the numbers of hotspots found according to the various location types and criteria.

Hotspot Target	Location Type	Number of Hotspots	Criteria
General	Mileposted	87	>=20 RD Crashes in 10 Miles
General	Intersection	73	>=4 RD Crashes at Intersection
General	Segment	67	>=4 RD Crashes on Segment
Child Restraint	Mileposted	71	>=4 CRD Crashes in 10 Miles
Child Restraint	Intersection	80	>=2 CRD Crashes at Intersection
Child Restraint	Segment	24	>=2 CRD Crashes on Segment
TOTAL		402	

These restraint-deficient hotspots were defined, listed and mapped for ease of identification by the CTSP/LEL Coordinators and their respective local police agencies. The plans for each of the regional coordinators for the coming year will focus on these hotspot areas, as this part of their funding will be restricted to working restraint-deficient hotspot locations defined for each region.

The general strategy is to require the CTSP/LEL Coordinators to focus their plans primarily on restraint-deficient hotspot locations identified for their respective regions.

By doing this they will be focusing on the most critical problem areas and the biggest killers. Display 1 below shows a map of the most critical restraint-deficient segments on the mileposted roadways of the state. There were 87 segments found of 10 miles in length that had 20 or more restraint-deficient crashes.

Table 5 presents a summary of these locations for each of the regions, with an indication of the number of crashes by severity for each region. It is important to recognize that the hotspot analyses are intended to target those locations that have the highest potential for restraint-deficient crash improvement.

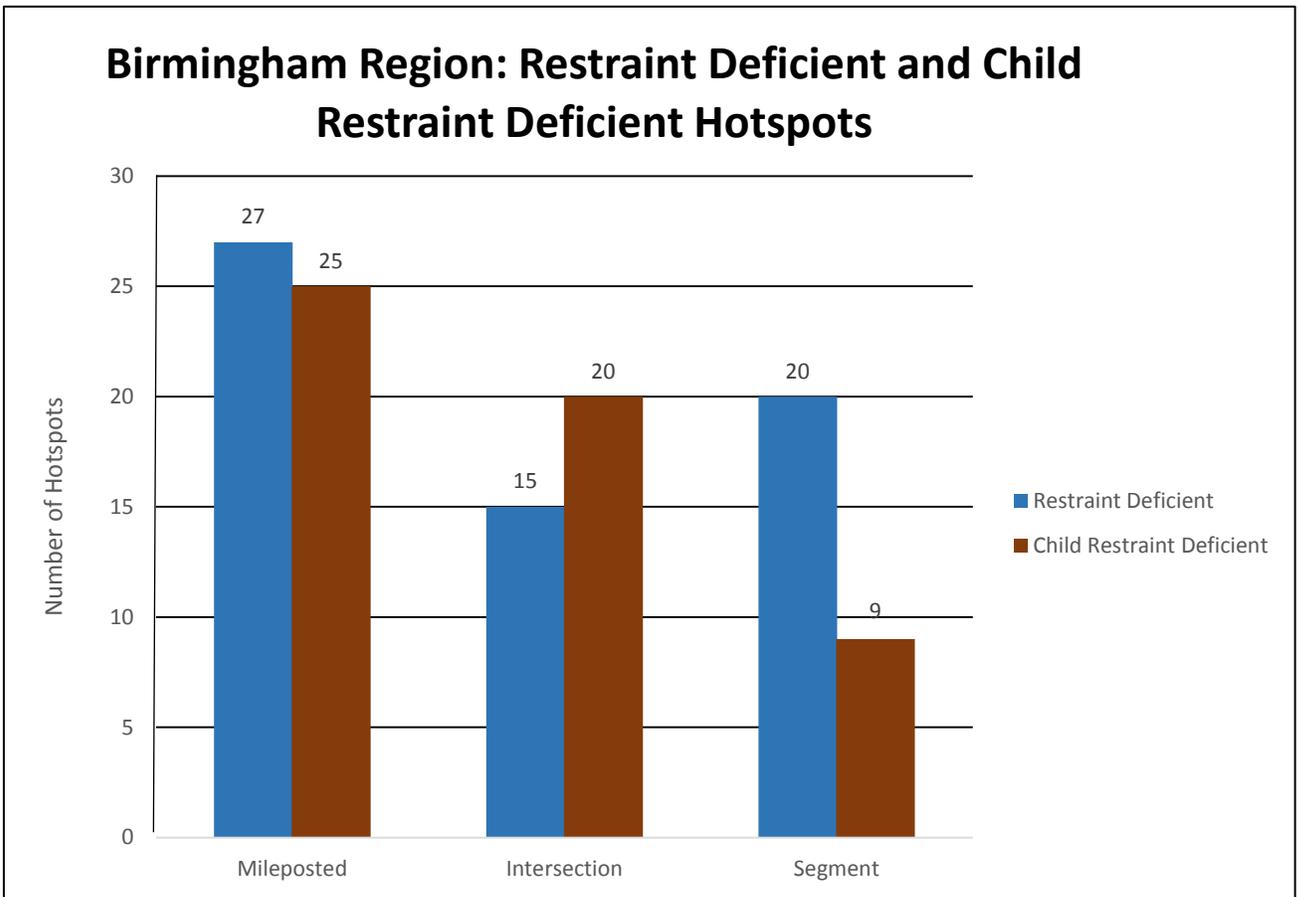


Display 1. Mileposted Unrestrained Hotspot Map

Table 5. Summary of Hotspots by Crash and Region

Region	Hotspots	Fatal		Injury		Total		
		Regional	Crashes	Regional	Crashes	Regional	Crashes	
Birmingham	27	31.0%	209	18.4%	1904	18.4%	3834	19.1%
North East	17	19.5%	146	12.9%	1564	15.1%	2939	14.7%
North	10	11.5%	139	12.2%	1302	12.6%	2590	12.9%
Mobile	13	14.9%	143	12.6%	1299	12.5%	2605	13.0%
East	6	6.9%	105	9.3%	951	9.2%	1818	9.1%
Central	6	6.9%	124	10.9%	1064	10.3%	2043	10.2%
South East	2	2.3%	89	7.8%	954	9.2%	1760	8.8%
South West	1	1.1%	95	8.4%	569	5.5%	1046	5.2%
West	5	5.7%	85	7.5%	745	7.2%	1397	7.0%
TOTAL	87		1135		10352		20032	

Analyses similar to those above were performed for non-mileposted roadways to obtain the non-mileposted intersections and segments that had the largest number of restraint deficient crashes in the state.



Display 2. Number of Hotspots Found in the Birmingham Region by Type

Display 2 is a graphic representation of the various hotspot types compared by the roadway type and also by the restraint deficiency type for the Birmingham Region (an example of one of nine regions). The entire set of hotspot analyses were repeated for Child Restraint Deficient crashes. Officers used these hotspot specifications as a guide in targeting the general locations for restraint deficiencies. All of these analyses were subdivided by region so that the local CTSP/LEL Coordinators could effectively administer their respective programs.