

**State of Alabama**  
**Fiscal Year 2012**  
**Annual Report**



**Robert Bentley, Governor**

**Alabama Department of Economic and Community Affairs**  
**Law Enforcement and Traffic Safety Division**  
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## TABLE OF CONTENTS

Overall Program Goal / Accomplishments.....	4
Police Traffic Services Programs.....	5
Community Traffic Safety Programs.....	5
Center for Advanced Public Safety (CAPS) .....	6
Observational Survey of Occupant Protection and Child Restraint Use.....	9
Child Passenger Safety (CPS) Program.....	10
Occupant Protection and Child Restraint Use Special Enforcement Program.....	13
Impaired Driving Special Enforcement Program.....	14
Impaired Driving Paid Media Campaign.....	16
Impaired Driving Paid Media Evaluation.....	18
Impaired Driving High Visibility Enforcement.....	21
High Fatality Alcohol STEP Enforcement Program Grant.....	21
Occupant Protection Paid Media Campaign.....	21
Occupant Protection Paid Media Evaluation.....	23
Occupant Protection High Visibility Enforcement.....	25
Traffic Safety Resource Prosecutor Program.....	25
Driver's License Suspension Appeals Program.....	27
Alabama Yellow Dot Program.....	29
Alabama Driver Attitude Report 2012.....	30
Traffic Safety Information Systems.....	32
Electronic Patient Care Reporting (e-PCR) Assistance Program .....	37
Alabama Traffic Records Coordinating Committee (TRCC).....	37
Legislative Summary.....	38
Statewide Statistics.....	39

Alabama FY12 Traffic Safety Performance Measures.....40  
Alabama Traffic Safety Activity Measures.....43  
Overall Program Goal .....45

## Overall Program Goal/ Accomplishments

The Alabama Highway Safety Plan (HSP) is produced each year to provide the specification for the allocation of funds within the purview of the Federal Section 402 Program, which is administered by the National Highway Traffic Safety Administration (NHTSA). This plan reflects the efforts that have been made to assure that these funds are allocated optimally in order to bring about the maximum reduction of crash-caused fatalities and severe injuries on Alabama roadways. By federal law, these highway safety funds must be used to support State and community programs to reduce deaths and injuries on the highways. 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.

The Governor of Alabama administers this program through 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).

Alabama's overall vision in developing the Highway Safety Plan 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." This included the ideals of saving lives, reduction in suffering, focus on speed and alcohol related hotspots, teamwork and diversity. The mission to be accomplished by implementing this plan is to "reduce fatalities by focusing on the problem locations identified for speed and alcohol related hotspots." 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.*"

The fatal mileage rate went from 2.0 in 2006 to 1.81 in 2007 which is a drop of 9.5%. This well exceeds the reduction expected for one year and will help in reaching the goal set. For the second year (CY 2008) the state had a goal of an additional 8% reduction. The fatal mileage rate decreased from 1.81 in 2007 to 1.63 in 2008, a 9.4% reduction. In CY 2009 the goal set called for an additional 5% reduction. The reduction from 1.63 to 1.51 (*adjusted rate for the FY2012 HSP*) was a drop of approximately 7.4%, which is above the goal set for a single year. The rate once again dropped in 2010 from 1.51 to 1.34. Therefore Alabama met the overall program goal that was set. This was a rewarding accomplishment; however traffic safety professionals and all concerned will continue to work to reduce this rate even further each year.

## **Police Traffic Services Programs**

**Total FY 2012 Expended Funds - \$1,523,216.54 - 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 2011, 894 people were killed on the highways, up from the 2010 total of 862 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 267 in 2009 to 264 in 2010. Number of Speeding-Related Fatalities decreased from 327 in 2009 to 316 in 2010. In 2011, the Number of Serious Injuries in Traffic Crashes was down to 9,904 compared to 10,522 in 2010.

## **Community Traffic Safety Programs**

**Total FY 2012 Expended Funds - \$1,844,005.14 - 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 subgranted to these regions for disbursement through subgrants to municipal, county and state law enforcement agencies.

The nine CTSP regions participated in two statewide enforcement campaigns in 2012. 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 subgrant 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 2012 Expended Funds - \$545,584.34 - Funding Source - State Traffic  
Safety Trust Fund**

The University of Alabama Center for Advanced Public Safety (CAPS) and ADECA 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. The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as ADECA works to base subgrant funding awards on crash data.

The development and deployment of the eCite project is a key area 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. In FY 2012, 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 continuing to spread eCite to law enforcement agencies throughout the state. 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. 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 165 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, Department of Transportation, Department of Public Safety, state troopers, county and municipal agencies, Federal Motor Carrier Safety Administration (FMCSA), Television reporters, NHTSA 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 two 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.

### Highway Safety Plan

The Fiscal Year (FY) 2013 Highway Safety Plan was developed by CAPS personnel, ADECA staff and through the use of the CARE program. This report was submitted to NHTSA and approved. Regional data was also made available to each of the CTSP offices via electronic format.

### Electronic Citation Distribution and Expansion and Technical Support

The distribution and expansion of eCite, our electronic citation software, is a big part of this project. At the direction of the AOHS, CAPS completed many eCite deployments to local agencies this year. Training sessions were held on most Thursdays. Software CDs are mailed out to agencies upon request. About 26 training sessions were conducted during FY12. Some of these were "Train the Trainer" sessions so these officers can go back and train others at their agency. Manuals are printed and distributed for each officer at each training session. Darrell Arnold is the eCite trainer. Mr. Arnold traveled to several of the Trooper Post meetings to talk about new changes and developments CAPS is working on and to get feedback from the troopers on software usage. Mr. Arnold would also conduct a brief demonstration of Alabama Dashboards for Visualization, Analysis and Coordinated Enforcement (ADVANCE) at these trooper meetings and also at all eCite training sessions so officers become aware of ADVANCE and its capabilities. In addition to training, Mr. Arnold has completed a tremendous amount of software testing of eCite, eCrash, the new eForms and other CAPS software products. Mr. Arnold 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 them with questions in a very timely manner. These calls cover a wide range of topics and questions. They 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). Rhonda Stricklin is the Point of Contact for these requests and coordinates between CAPS personnel and the vendors and keeps 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. CAPS updated the web service so that 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 have started requesting this vendor integration service as well.

As a service to Law enforcement, CAPS offers eCite equipment packages for sale at cost. This involves putting all equipment items out for bid every 6 months, sending out quotes and then invoices, ordering equipment and then shipping it out to the agency when it is received by CAPS. Rhonda Stricklin manages this process and directs Connie Harris on the various tasks involved to help maintain this deployment. This year 43 equipment orders for various law enforcement agencies were filled. The total amount of all 43 orders was \$71,950. CAPS also sent out 72 quotes for equipment that are in various stages of the ordering process.

### 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 an agency known as Abt Schulman, Ronca and Bucuvalas, Inc. (Abt SRBI). AbtSRBI 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 AbtSRBI 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 AbtSRBI and provided to ADECA.

CAPS assisted with another survey this year. The other survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS once again contracted with AbtSRBI to conduct 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 ADECA.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meeting 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.

### CTSP Web Portal

A model CTSP web site needs to be developed and pilot tested by one of our CTSP Coordinators. While this web site will be immediately put into service for a pilot Region, it will be designed as a model to work for all the CTSPs. This will allow them 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.

This project was started late in the fiscal year but great progress has been made. CAPS provided a demonstration to Eddie Russell to get feedback. Mr. Russell showed a favorable response to the program. CAPS provided a demonstration to AOHS staff members in November. We think the site should be ready for release early next year.

### **Observational Survey of Occupant Protection and Child Restraint Use Total FY 2012 Expended Funds - \$148,266.90 - Funding Source - Section 405**

The Injury Prevention Branch of the Bureau of Health Promotion and Chronic Disease, within the Alabama Department of Public Health, conducts an annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. Year 2012 marked the twenty-third time that the required National Highway Traffic Safety Administration (NHTSA) guidelines were followed for the surveillance procedure.

#### Survey Design

The NHTSA sampling system incorporated a probability based multi-staged stratified sampling approach. This approach provided data for rural and urban highways. This sampling system did not, however, overlook the larger counties, as all four metropolitan areas (Jefferson, Madison, Mobile, and Montgomery) are included in the survey. A total of 15 counties actually composed the entire survey area. In addition to the four metropolitan areas, 11 counties were randomly selected from a pool of the 37 largest counties in Alabama. A majority of Alabama residents are in the sample pool, since 85% of the state's population lies within these 37 counties. The counties are Blount, Colbert, Escambia, Etowah, Houston, Jefferson, Lawrence, Lee, Madison, Marshall, Mobile, Montgomery, Shelby, Tuscaloosa, and Walker.

#### Occupant Restraint Observational Survey

For the seat belt usage survey, 23 sites in each of the 15 counties were randomly selected based on the Average Daily Traffic (ADT) totals supplied by the Alabama Department of Transportation. In the survey, ADT's are broken down into three categories: low (0-4,999), medium (5000-10,499), and high (10,500-75,000). At least one site from each category is surveyed in each county chosen. A total of 345 sites were selected and observed for one hour, using the curbside lane as the reference position. At each site, surveillance was done to determine the number of people in the front outboard seats of the cars and the number of these occupants wearing seat belts. This year, Survey 1 was conducted during a two-week period during April 2012 and Survey 2 took place during a two-week period in July 2012.

### Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. The counties and sites are the same as those in the Click It or Ticket (CIOT) campaign. 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 during August 2012.

### Occupant Restraint Survey Results

The survey team observed a total of 70,288 front seat occupants in 53,538 vehicles throughout the 15 selected counties. It is of note that both Survey 1 and Survey 2 contained almost 10,000 more observations than any in recent years. Survey 2 results show that Alabama is estimated to have a weighted safety belt usage rate of 89.46%. Variance (V) was calculated to be 0.2694Pec and Standard Error (SE) was calculated at 5.19, both well under acceptable levels. Montgomery County had the highest usage rate of 94.309%. Escambia County's restraint rate was 84.337%, the lowest rate of the surveyed counties. There were 35,292 females and 34,996 males observed in Survey 2. Attempts that showed gender but were unable to determine restraint use included an additional 5 attempts, all passengers. The effect of the intervention was calculated to be 1.767%.

### Child Restraint Survey Results

The survey team observed a total of 3,997 children, approximately aged five and under, in any position in the vehicle, of those 3,705 were restrained. Alabama was estimated to have a child restraint usage rate of 93.045%. Madison County had the highest rate of 98.507%. Colbert County had the lowest rate of 88.562%, followed closely by Walker County with 88.957%. Observations of unrestrained children accounted for 6.955% of all observations.

### **Child Passenger Safety (CPS) Program**

#### **Total FY 2012 Expended Funds - \$114,765.42 - Funding Source – Section 405**

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 2012. 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 this year, 15 certification classes were taught and 7 re-certification classes were taught. The re-certification rate for Alabama for this year was 52% and the national average was 54%. Alabama's high re-certification rate can be attributed to the re-certification classes and to an increased awareness of Child Passenger Safety across the state. The increased awareness has resulted in better retention of technicians.

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 2012, 15 ADECA funded three-day classes were held in Birmingham, Alabama at Jeff State Community College (Denise Hornbuckle); Florence, Alabama at Eliza Coffee Memorial Hospital (Eddie Russell); Ft. Rucker, Alabama (Greg Adams); Hartford, Alabama at Hartford Police Department (Greg Adams), Luverne, Alabama at the Luverne Emergency Management Administration office (Greg Adams); Headland, Alabama at the Headland Police Department (Greg Adams); Birmingham, Alabama at the Indian Springs Fire Department (Denise Hornbuckle); Gadsden, Alabama at Gadsden Regional Medical Center (Vern Dolberry); Dothan, Alabama at South Alabama Medical Center (Greg Adams); Huntsville, Alabama at Huntsville Hospital (Vern Dolberry); Eufaula, Alabama at the Eufaula Community Center (Greg Adams); Montgomery, Alabama at the Alabama Technology Center (Carlos Kimbrough); Selma, Alabama at the Alabama State Trooper Academy (Fred Armstead); Geneva, Alabama at the Hartford Community Education Building (Greg Adams) and Tuscaloosa, Alabama at the Tuscaloosa Police Department (Maxie Thomas). Each CTSP office was made aware of all the training opportunities available for the year and that the classes are on a first-come, first-served basis. Not only are the classes advertised through the CTSP offices but each CTSP office is responsible for making sure all participants sign up using the website, [www.cpsalabama.org](http://www.cpsalabama.org). Many classes are being projected for all over the state and many of the smaller communities are now 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 keeping 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](http://www.cpsalabama.org) is constantly updated and all the classes (both certification & re-certification) are shown. Each CTSP coordinator was encouraged to hold both a CPS certification class and a CPS re-certification class in their region.

In FY 2012, seven ADECA sponsored re-certification classes were held. All of the re-certification classes were held to support the fitting stations in the region. Mike James 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 2012, the standardized CPS curriculum was revised and taught over three days instead of the previous four days. From now on 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 is heavily utilized by parents and technicians alike. The website offers a place to go to get accurate up-to-date CPS information for parents and technicians. The Alabama CPS website, [www.cpsalabama.org](http://www.cpsalabama.org) is now being utilized all over the country. Since the website offers a single place for all accurate CPS information, both technicians and parents are able to use it. The website has also generated phone calls from all over the country about the law in Alabama, the proper way to travel with children through Alabama and who they can contact for help in their local community.

During FY 2012, printable items were added to the website. A chart of the minimum and maximum weight ranges for all car seats was updated and this chart aids technicians when working with parents. The website also has valuable information for current CPS technicians so that they may retain their certification. The website has a re-certification page with links to articles, activities and tests to help technicians stay current. The calendar on the website notes Child Passenger Safety related events such as classes. The website also now offers valuable information on changes in the technology of child restraints.

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 large number of classes being taught during FY 2012, more awareness has been raised and 4 additional fitting stations are being added to the NHTSA website. The three-day certification classes taught this year had 71 students attend; most of these students passed the course and can assist the existing permanent fitting stations. Additionally, 39 people got community education through CPS outreach trainings. A report for the year shows 7,148 car seats were checked during the quarter with all fitting stations reporting.

There currently are 16 fitting stations around the State of Alabama. They are: Children's Hospital and three Fire Stations in Trussville (Denise Hornbuckle); South East Medical Center in Dothan, Enterprise Fire, Troy Police Department, Hartford Police Department and Andalusia Police Department (Greg Adams); Eliza Coffee Memorial Hospital and Helen Keller Hospital in Florence (Eddie Russell); Huntsville Hospital in Huntsville (Vern Dolberry); Montgomery State Farm (Carlos Kimbrough); Northport Fire and Demopolis Police Department (Maxie Thomas); Saraland Police Department (Dawn Wilhelm). The sites in Luverne, Ozark and another in Tuscaloosa will be added early in

FY 2013. This will help meet the goal of building this number during FY 2013 and cover more areas of the state.

**Occupant Protection and Child Restraint Use Special Enforcement Program  
Total FY 2012 Expended Funds - \$70,301.79 - Funding Source - Section 406**

The goal of FY 2012 Seat belt Enforcement Program was a minimum reduction of 50 fatal crashes involving unrestrained occupants from 497 to 447, through targeted seat belt enforcement and reducing the number of drivers on Alabama’s roadways not adhering to the mandatory seat belt law.

During the grant period, a total of 1,820 Seat belts/No Child Restraints citations were made as well as many other citations and warnings as detailed below:

	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>TOTAL</b>
<b>CITATIONS</b>			
DUI	2	3	5
Speeding	114	265	379
Reckless Driving	0	6	6
Following to Close	2	5	7
Improper Lane Change	0	4	4
Improper Turn	1	0	1
Failed Yield ROW	2	5	7
Traffic Control Device	11	6	17
Improper Passing	3	3	6
Seat belt/Child Restraint Violation	334	1486	1820
Insurance Violation	73	340	413
Driver License	53	132	185
Other Violations	49	110	159
Non-Traffic Arrests	18	30	48
	<b>662</b>	<b>2395</b>	<b>3057</b>
<b>WARNINGS</b>			
Speeding	<b>79</b>	<b>204</b>	283
Seat belt/Child Restraint Violation	<b>0</b>	<b>7</b>	7
Driver License	<b>14</b>	<b>55</b>	69
Other Violations	<b>58</b>	<b>210</b>	268
	<b>151</b>	<b>476</b>	<b>627</b>

## **Impaired Driving Special Enforcement Program**

**Total FY 2012 Expended Funds - \$71,919.40 - Funding Source – Section 410**

The goal of FY 2012 DUI Enforcement Program was a minimum reduction of 50 fatal crashes with alcohol and/or drug involvement from 862 to 812, through targeted DUI enforcement, reducing the number of drivers on Alabama's roadways who are under the influence of alcohol and most likely to be involved in crashes. Through DUI enforcement, education, and encouraging drivers to willingly obey traffic laws, the goal should be realized.

Objective 1 was to reduce the number of fatal crashes from 2010 statistics (862) by a minimum of 50. There were 7,721 total crashes policed by troopers during the Fourth quarter and 7,756 during FY 2012, with 116 of them being fatal. Total fatalities for the grant period was 380, a decrease of 43 fatalities reduction during the same time frame last year.

Objective 2 was to reduce the number of impaired drivers traveling Alabama's highways by a minimum of 50 impaired drivers (arrested). During this grant period, troopers reported 157 DUI arrests for FY 2012. This was well above the goal number.

Objective 3 was to obtain a minimum of 2,500 motorist contacts by DUI Enforcement Programs, saturation patrols and BAT-mobile details. During the grant period, troopers reported 2,312 motorist contacted.

During the grant period during FY 2012, a total of 157 DUI, 420 Speeding, 401 Seat belts/No Child Restraints citations were issued as well as many others detailed below. There were three-hundred forty one (341) DUI/DL checkpoints conducted during the grant period. The BAT Mobiles were used one hundred and ten (110) times at various locations.

	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>TOTAL</b>
<b>CITATIONS</b>			
DUI	38	119	157
Speeding	75	345	420
Reckless Driving	2	7	9
Following to Close	5	3	8
Improper Lane Change	5	19	24
Improper Turn	2	3	5
Failed Yield ROW	1	3	4
Traffic Control Device	1	13	14
Improper Passing	0	1	1
Seat belt/Child Restraint Violation	118	283	401
Insurance Violation	152	498	650
Driver License	73	199	272
Other Violations	62	206	268
Non-Traffic Arrests	17	63	80
	<u>551</u>	<u>1762</u>	<u>2313</u>
<b>WARNINGS</b>			
Speeding	79	190	269
Seat belt/Child Restraint Violation	0	2	2
Driver License	22	36	58
Other Violations	97	382	479
	<u>198</u>	<u>610</u>	<u>808</u>
<b>OTHER CONTACTS</b>			
Assists	12	27	39
Accidents	18	43	61
I/O Reports (i.e. drugs, etc found during traffic stop)	17	53	70
Truck Inspection	2	12	14
	<u>49</u>	<u>135</u>	<u>184</u>
<b>GRANT QUARTERLY TOTAL:</b>	<u><b>798</b></u>	<u><b>2507</b></u>	<u><b>3305</b></u>

**Impaired Driving Paid Media Campaign**  
**Total FY 2012 Expended Funds - \$484,925.42 - Funding Source – State Traffic Safety Trust Fund**

Overview

The 2012 Impaired/Drunk Driving 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 2012 “Impaired Driving” 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 Impaired/Drunk Driving campaign.

- Paid media: Wednesday through Friday weekly from August 15 to September 3. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following day parts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend day parts, especially sporting events, were appropriate as well if they appealed to the target group.
- Bonus media: July 29 - September 9, 2012
- Enforcement: August 17 - September 3, 2012

This objective was accomplished principally through the following tasks:

(1) Development of the "Impaired/Drunk Driving" 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, "Sobering Statistics" and "Cool versus Uncool" in addition to corresponding billboard and newspaper ads;

(3) Negotiated placements of approved, paid "Impaired/Drunk Driving" 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, 50 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 Media buys were 18,910 paid media plus 5,803 bonus spots for a total of 24,713. This included broadcast and cable television, 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. In addition, several add-ons included a presence on the majority of broadcast television websites, 10-second radio billboard spots with traffic and sports reports, and banner ads on cable television weather channels. Weekly newspapers offered free ads in addition to paid placements.

Creation and production for the 2012 ads was provided by the Media Production Group from Auburn University, producing this year's "Sobering Statistics" and "Cool versus Uncool" campaign videos. They also produced beta-tapes and digital sound files for distribution at a minimal charge. The videos were digitized to the disk and provided separately to the AOHS at ADECA/LETS.

### 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 web ads garnered more than 1.3 million hits.

The campaign ran August 15 through September 3, and included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads.

## **Impaired Driving Paid Media Evaluation**

### Alabama Alcohol Target Groups Surveys

The 2012 Survey of Alcohol Targets of Opportunity was a statewide telephone survey conducted for AOHS. The study design called for a measurement of awareness, behavior, and perceptions concerning public information and enforcement programs of drinking and driving among drivers who had at least one drink in the past year. The public education effort consisted of paid advertising and increased enforcement. The survey was administered to a randomly selected sample of approximately 500 drivers age 16 and older who drive at least a few times a year and must have had at least one drink in the past year. Interviews were conducted from September 7 to September 27, 2012. Abt Schulman, Ronca and Bucuvalas, Inc. (Abt SRBI), 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 Gender:** By observation of the interviewers, 49% of the respondents were male and 51% were females.

**Respondent Age:** Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 16-34 made up 9% of respondents; 35-44 made up 14%; 45-54 made up 24%, 55-64 made up 27%, 65 and older made up 25%.

**Respondent Race and Ethnicity:** Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 69%. Blacks or African American made up 25% of the survey while Hispanics made up 2%. American Indians or Alaska Natives were 1%, Asians were 1% and "Other" made up 1% of the survey. 2% refused to answer.

**Respondent Education:** Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 51%. Some college education was chosen by 23%; high school graduate was chosen by 21%; and less than high school education was chosen by 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 (81%) said they drove almost every day while 15%

drive a few days a week and 3% 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 (55%) drove cars. The next highest categories were SUVs at 19% followed by pickup trucks at 17% and vans or minivans at 7%. Motorcycles came in at 1%.

**Frequency of Seat Belt Use:** Most drivers (93%) wear their seat belts all of the time and 4% wear their seat belts most of the time. Additionally, 2% wear their seat belts some of the time while 1% of the respondents answered rarely or never.

**Alcohol Use:** The majority of drivers (66%) answered that they had at least one drink in the past thirty days while 33% said they had not. 1% either said “not sure” or refused to answer the question.

**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 7.77 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. 15% of respondents drove within two hours of drinking while 83% did not. Of those that did drink, the average number of days in the past 30 days in which they did drink was 3.80 and the average number of drinks was 1.70.

**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, 100% replied “No”.

**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 (71%) answered about the same, 23% of drivers answered more often than usual while 2% answered less than usual. 2% said “Never”.

**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. 27% felt they would not likely be stopped by police after drinking, 25% felt it was somewhat likely, 29% responded it was very likely they would be stopped and 19% 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?) 27% of the drivers surveyed think that the chances of being stopped have increased in the past month, 51% felt the likelihood of being stopped was about the same as the last month, 7% felt that it was less likely and 15% not sure/refused.

**Seen or Heard Messages Encouraging People to Avoid Drinking and Driving:** The overwhelming majority of drivers (76%) had seen or heard messages encouraging people to avoid drinking and driving only 22% said they had not. Of those who had seen a message 84% saw the message on TV, while 26% heard it on the radio. 21% of respondents saw a billboard or sign and 6% read it in the newspaper. The majority of TV and radio messages (60%) were from commercials/advertisements and 29% 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. 69% reported that they had seen about the same number of messages while 27% said they had seen more than usual.

**Special Efforts by Police to Reduce Drunk Driving:** Some drivers (34%) 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 20% read it in the newspapers, and 14% heard of the efforts on the radio. Many drivers (53%) saw or heard news story about law enforcement efforts. 32% saw or heard a commercial/advertisement and 26% saw or heard a public service announcement.

**Overall Seen or Heard about Police Checkpoints:** 42% of drivers had seen or heard about police checkpoints while 55% had not.

**Visibility of Police Checkpoints:** In the last 30 days, 21% of the drivers said they had personally driven past or through a police checkpoint.

**Name or Slogan to Prevent Drunk Driving:** 31% 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. 40% responded with “MADD/Mothers Against Drunk Driving”, 10% responded “Friends Don’t Let Friends Drive Drunk”, 8% responded with “You Drink and Drive. You Lose”, 6% responded with “Drunk Driving. Over the Limit. Under Arrest.” and 3% with “Drive Sober or Get Pulled Over”.

**Aided Awareness of Slogans:** Drivers were asked if they recall hearing or seeing some slogans. “Friends Don’t let Friends Drive Drunk” was recalled by 65% of respondents, “Drunk Driving. Over the Limit. Under Arrest.” was recalled by 43% of respondents and “Drive Sober or Get Pulled Over” was recalled by 22% of respondents.

**Enforcement of Drinking and Driving Laws:** Most drivers (86%) feel it is very important to enforce drinking and driving laws more strictly, whereas 7% felt it was fairly important, 4% felt that it was somewhat important, and 2% felt it was not that important.

### **Impaired Driving High Visibility Enforcement**

**Total FY 2012 Expended Funds - \$178,039.45 - Funding Source – State Traffic Safety Trust Fund**

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from August 17 through September 3. The enforcement program consisted of members from 230 law enforcement agencies from the municipal to the state level (Municipal Agencies: 170; County Sheriffs: 41; State Police Districts: 16; Other Agencies: 3). The officers worked 25,077 total hours and conducted a total of 442 checkpoints. The total number of citations issued was 28,965.

### **High Fatality Alcohol STEP Enforcement Program Grant**

**Total FY 2012 Expended Funds - \$45,873.63 - Funding Source – Section 410**

The goals of this program were to continue to reduce the number of crashes and the number of injuries and fatalities resulting from crashes, with DUI as a primary causal factor, in the Madison County area. The Huntsville P.D.'s DUI Task Force will continue their efforts by concentrating on particular "Hot Spots" that are found in various areas of Madison County and within the Huntsville city limits.

There were 15 checkpoints held during the first quarter in addition to saturation patrols. There was a total of 714 man hours of overtime exerted, averaging 2.28 contacts per hour. There were 70 DUI arrests, 11 seat belt citations, 127 speeding citations issued along with 5 Felony arrests made at various stops. Also, there were 1,413 other arrests and citations made.

There were 11 checkpoints held during the fourth quarter in addition to saturation patrols. There was a total of 489 man hours of overtime exerted, averaging 2.11 contacts per hour. There were 46 DUI arrests, 13 seat belt citations, along with 76 speeding citations issued during various stops. There were 899 other arrests and citations also made.

### **Occupant Protection Paid Media Campaign**

**Total FY 2012 Expended Funds - \$444,978.77 - Funding Sources – State Traffic Safety Trust Fund**

#### “Click It or Ticket” Media Campaign

May 14 through May 28

“2012 Click It or Ticket” (CIOT) Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV and radio spots (May 14-28); and negotiation for earned (free) media (May 7-June 14, 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 9,777 paid media and 3,970 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.

Two thirty-second video/audio commercials were produced by Auburn Media for television and radio and were used for the 2012 Campaign.

2012 Click It or Ticket Media:

Cut #1: Use Your Melon: "Use Your Melon, buckle your seat belt."

Cut #2: Sgt. Steven Jarrett: "He Walked Away, 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 (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Ads ran 834,419 times per day during the campaign, providing 12,516,285 exposures. Bell Media ran five e-billboards at 1,350 ads per day per billboard for a total of 101,250 exposures and 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	675,000	
Delivered Paid Ads	676,223	873
Added Value Impressions	366,000	100
Text Links	656,688	6

**ALABAMA PRESS ASSOCIATION**

Newspapers:

Circulation	3,285,050
Online impressions	186,000

**Occupant Protection Paid Media Evaluation**

**Total FY 2012 Expended Funds - \$71,388.83 - Funding Source - Section 405**

Abt SRBI conducted telephone interviews after the CIOT campaign in 2012. 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 June 5 through June 26, 2012.

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 92% of the respondents interviewed. 98% 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, 89% 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 2012

### Media Exposure:

- Messages Encouraging Seat Belt Use
  - Heard any in past 30 days: 75%
  - More messages heard/seen in past 30 days: 26%
  - Messages cause more frequent seat belt use: 27%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
  - Click It or Ticket: 88%
  - Buckle Up Alabama: 64%
  - Buckle Up America; 36%
  - Buckle Up in Your Truck: 16%
  - Over the limit. Under arrest.: 42%
  - You Drink, You Drive, You Lose.: 66%
  - Friends Don't Let Friends Drive Drunk: 75%
- Pickup Truck Drivers Less Likely to Wear Set Belt in Truck than Other Car: 3%
- Seen/Heard Special Enforcement Efforts for Children: 39%
- Seen/Heard Messaged Encouraging Child Car Seats/Seat Belts: 45%

### Awareness of Law

- Awareness of state seat belt law: 98%
- Awareness that seat belt law is primary: 74%

### Beliefs About Enforcement

- Being Ticketed for seat belt offense likely: 74%
- Disagree police won't bother to write tickets: 60%
- Agree police are writing more tickets for seat belts now: 48%

### Attitudes Toward Seat Belt Use

- Disagree they are as likely to harm: 64%
- Agree want my seat belt on in an accident: 95%
- Disagree wearing a seat belt makes me worry: 87%
- Seat belt laws should be primary: 79%
- Agree enforcement of seat belt laws is important: 89%
- Stricter enforcement of adult seat belt laws is important: 81%

### Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 85%
- Drove without seat belt in past month: 6%
- Seat belt use increased in past 30 days: 4%

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 (75%) had seen or heard messages encouraging seat belt use. Of those who had seen a message, 81% saw the message on TV, while 22% heard it on the radio. 34% of respondents saw a billboard or sign and 5% read it in the newspaper. The majority of TV and radio messages (79%) were from commercials/advertisements and 21% were public service announcement.

The question was asked about the number of TV and radio messages they had seen or heard in the past 30 days. Drivers who saw or heard messages were asked if it was more messages than usual to encourage people to use seat belts. 64% reported that they had seen about the same number of messages while 26% said they had seen more than usual.

This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 92% report that they wear them all of the time, and 98% report that they wear them all of the time or most of the time.

### **Occupant Protection High Visibility Enforcement**

**Total FY 2012 Expended Funds - \$200,352.23 - Funding Source – State Traffic Safety Trust Fund**

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from May 21 through June 3. The enforcement program consisted of members from 256 law enforcement agencies from the municipal to the state level (Municipal Agencies: 192; County Sheriffs: 42; State Police Districts: 16; Other Agencies: 6). The officers worked 11,318 total hours and conducted 336 checkpoints. The total number of citations issued was 25,701.

### **Traffic Safety Resource Prosecutor Program**

**Total FY 2012 Expended Funds - \$137,195.24 - Funding Source - State Traffic Safety Trust Fund**

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.

### 2012 Activities

- Four (4) Jury Trials
- Two (2) Bench Trials
- Five (5) Guilty Pleas
- 20 Trainings:
  - 30+ Prosecutors
  - 360+ Law Enforcement Officers
  - 120+ Municipal Judges and Prosecutors
  - 60+ District and Circuit Court Judges
- Attended DRE Conference in Seattle and TSRP Conference in Denver.
- Successfully introduced HGN testimony and evidence in jurisdictions where it has traditionally not been allowed.
- 300+ email and phone call requests for technical assistance.
- Maintain a TSRP website that has generated over 105,000 hits since its launch in January 2011.

### Contacts

Have handled cases for or with these DAs: Ben Reeves (3<sup>rd</sup>), Tommy Smith (6<sup>th</sup>), Mike O'Dell (9<sup>th</sup>), Chris Connolly (11<sup>th</sup>), Bill Adair (14<sup>th</sup>), Ellen Brooks (15<sup>th</sup>), Randall Houston (19<sup>th</sup>), Greg Gambriel/Walt Merrell (22<sup>nd</sup>), Chris McCool (24<sup>th</sup>), Jack Bostick (25<sup>th</sup>), Steve Marshall (27<sup>th</sup>), Steve Giddens (29<sup>th</sup>), Richard Minor (30<sup>th</sup>), Tommy Chapman (35<sup>th</sup>), Robbie Treese (37<sup>th</sup>), Brian Jones (39<sup>th</sup>) and Fred Thompson (40<sup>th</sup>).

Have either conducted a training for these DAs or conducted a training in which the DA or his or her assistant attended (Excluding ADAA Conferences): Spence Walker (1<sup>st</sup>), John Andrews (2<sup>nd</sup>), Ben Reeves (3<sup>rd</sup>), Michael Jackson (4<sup>th</sup>), E. Paul Jones (5<sup>th</sup>), Tommy Smith (6<sup>th</sup>), Joe Hubbard (7<sup>th</sup>), Mike O'Dell (9<sup>th</sup>), Brandon Falls (10<sup>th</sup>), Chris Connolly (11<sup>th</sup>), Bill Adair (11<sup>th</sup>), Ellen Brooks (14<sup>th</sup>), Robbie Owens (18<sup>th</sup>), Randall Houston (19<sup>th</sup>), Doug Valeska (20<sup>th</sup>), Greg Gambriel (22<sup>nd</sup>), Chris McCool (24<sup>th</sup>), Jack Bostick (25<sup>th</sup>), Ken Davis (26<sup>th</sup>), Steve Marshall (27<sup>th</sup>), Steve Giddens (29<sup>th</sup>), Richard Minor (30<sup>th</sup>), Wilson Blaylock (32<sup>nd</sup>), Kirke Adams (33<sup>rd</sup>), Jim Osborn (36<sup>th</sup>), Robbie Treese (37<sup>th</sup>) and Brian Jones (39<sup>th</sup>).

Each of these offices have directly benefited from the TSRP program. The preceding list does not include any phone or email technical assistance that may have been provided to their office.

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 2012 Expended Funds - \$32,482.74 - 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 2012; however the five month average has been maintained. This is being attributed to the increased DUI enforcement efforts on the part of the state troopers and local law enforcement.

The FY 2012 year began on October 1, 2011 with 1,591 cases pending; an additional 1,029 cases were filed this grant period. The grant's attorneys were able to clear 860 cases which are 80.4% of the cases that went to court. Because of the limited court schedule for setting cases, there were a total of 1,760 cases pending on September 30, 2012.

Objective 2 was to reduce the number of pending driver license suspension appeals from 1,591 to 1,193, a reduction of 25%. This goal was not met due to the large increase in the number of cases filed during the grant period. 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. There were over 1,000 new cases filed in this grant period.

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. The Department closes about 75 percent of the cases once they get to trial.

**Etowah County Commission - Alabama Yellow Dot Program**  
**Total FY 2011 Expended Funds - \$97,987.30 - 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 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.

There are currently 47 counties in the State of Alabama that have instituted a Yellow Dot Program and are enrolling people on a regular basis. We now have an enrollment location within 50 miles of over 95% of the state’s population.

The NATSO office was invited to attend a Tenndot Conference in October to assist them in their efforts to establish a Yellow Dot program for the State of Tennessee. Conference attendees exchanged ideas and we explained the Alabama program to them. Of the states that have contacted Alabama asking for information and assistance, South Carolina, Tennessee, Pennsylvania, Mississippi, Wisconsin and Utah have started programs in one or more counties while Illinois has gone statewide with their program. The NATSO office has helped several states in drafting bills for Yellow Dot. Senator Joe Manchin of West Virginia has drafted legislation that is attached to the Transportation Bill calling for a national program.

The Alabama Yellow Dot Program, in general, and the NATSO office, in particular, received the Peter K. O’Rourke Special Achievement Award from The Governors Highway Safety Association at the annual national conference held in Baltimore in September 2012.

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 2012-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 18 and older. Interviews were conducted July 27 through August 12, 2012. Abt Schulman, Ronca and Bucuvalas, Inc. (Abt SRBI), 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 45.4 years. The average age of the male respondents was 44.7 years and the average age of female respondents was 46.1 years.

**Respondent Race and Ethnicity:** Drivers were asked what racial category described them. The majority of drivers considered themselves to be white 73%. Blacks or African American made up 22% of the survey while American Indians were 3%. Latinos made up 2%.

#### Major Findings Among All Drivers

**Frequency of Motor Vehicle Use:** Drivers were asked how often they drive a motor vehicle. The majority of respondents (78%) said they drove almost every day while 12% drive a few days a week and 3% drive a few days a month.

**Type of Motor Vehicle Driven:** The majority of respondents (50%) drove cars. The next highest categories were pickup trucks at 23% followed by SUVs at 16% and vans or minivans at 8%.

## The Recommended Set of Core Survey Questions by GHSA and NHTSA

1. **Safety Belt: Frequency of Shoulder Belt Use:** Of the drivers that have a shoulder belt in their primary vehicle, 88% wear their shoulder belts all of the time and 8% wear their shoulder belts most of the time. 2% wear their shoulder belt some of the time, 2% say they rarely use their shoulder 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, 50% reported “Yes” and 49% 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 safety belt at all while driving or riding over the next six months, 45% said very likely, 31% said somewhat likely, 9% responded somewhat unlikely and 11% 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. 16% most of the time, 13% half of the time, 44% rarely and 26% 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. 8% said most of the time, 14% said half of the time, 36% said rarely and 41% replied never.
6. **Speed Enforcement by Police:** 74% of those surveyed said they had read, seen or heard something about speed enforcement by police in the past 30 days. 24% said they had not.
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. 44% said very likely, 39% said somewhat likely, 10% said somewhat unlikely and 6% 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, 43% responded “Yes” and 57% 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. 23% replied yes and 77% said they had not.

10. Mean Number of Days in Past 60 Days Driven Within Two Hours of Drinking:  
Among those who have driven within 2 hours of drinking in the past 60 days, the mean number of days driven within two hours after drinking any alcoholic beverage was 4.80.
11. 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. 68% said they had and 32% said they had not.
12. Likelihood of Getting Arrested If Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 58% said very likely, 30% said somewhat likely, 7% said somewhat unlikely and 4% responded very unlikely.

**Traffic Safety Information Systems (Paperless Office, Safe Home Alabama, Vehicle Registration)**

**Total FY 2012 Expended Funds - \$395,639.39 - Funding Source - Section 408**

This grant had many projects in the scope of work for FY12. Some of the main projects are the continuation of the development of a paperless operation for law enforcement by developing additional forms in the Mobile Officer Virtual Environment (MOVE) framework with highest priority forms being developed first. Another part of this grant is the completion of the vehicle registration data project. One other project is to continue to maintain the Safe Home Alabama (SHA) web site. CAPS and 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.

The following is a summary of progress as of September 30, 2012, according to the goals given in the project proposal:

Updates to eCrash including MapClick and enhancements recommended by the first two years of operation

The development of the MapClick software was a major undertaking and much work has been put into this. It is going to be a tremendous tool for law enforcement officers and is a replacement for the costly Microsoft MapPoint that the troopers and some other officers have been using. An alpha release of the new MapClick software has been deployed to 10 state troopers. MapClick has been integrated into MOVE and will work for any application within the MOVE framework. This includes eCite, eCrash and other applications. We are gathering feedback from the users as they test the software. CAPS is currently working on getting a full DPS state trooper release in early 2013.

## Completion and Deployment of the Road Incident Dispatch (RID) system

Law enforcement offers thousands of eyes and ears in the field that can report roadway problems as they occur. A hard copy form exists for DPS to report these issues to Alabama Department of Transportation (ALDOT). However, this form is rarely used and the telephone is often used for these reports. Since no formal record is created and the exact target for the report is not always clear, problems can linger unreported for weeks or months. The Road Incident Dispatch (RID) project created and deployed an automated form that is an add-on to the current law enforcement MOVE system. It is part of the eForms application and it is operational. ALDOT is receiving the requests via email at this time. Currently the emails go to a generic ALDOT address set up for Tim Barnett by Randy Smith.

## DPH trauma data and ADVANCE enhancements

The goal of this project was to integrate trauma data into the ADVANCE system. The plan was a three-phased approach: (1) the refinement and innovation of the CARE dashboard (ADVANCE) of the current CARE/Emergency Medical System Information System (EMSIS) system, (2) the incorporation of trauma data under CARE, and (3) the integration of these datasets into a third dataset using key variables for case matching. Consideration for the best match methods in Phase 2 was to be an integral part of the first phase.

Much progress was made. Data for the Department of Public Health (DPH) Emergency Medical System (EMS) portal was built on a weekly basis. CAPS continued to support DPH EMS by participating in conference calls related to national EMS data definition standards and reporting requirements. CAPS continued to work with DPH EMS software providers to facilitate an Extensible Markup Language (XML) data exchange. The EMS web portal is functional and being utilized by Dennis Blair and others at Alabama DPH.

## CARE scripts and analyses

This component of the project consists of three new applications (1) CARE scripting, (2) enhanced CARE dashboard capabilities, and (3) special location exception reports. Scripting enables standard reports to be easily designed and then run from CARE. It will essentially “capture” a series of CARE commands and save them into a program. When a user wants to reproduce that functionality, this will be available by means of entering a command and parameters to direct the saved script. The enhanced dashboard capability enables local agencies to see a default presentation where they will be able to modify the dashboard as another interface to their crash records. Special location type exception reports are similar to those currently being used in the Early Warning programs. However, instead of the exception reports being criteria based, they are based on location type specifics (e.g., all workzones, recently completed improvements, wet-weather crash locations, etc.).

The ability to save analyses, filters and reports in CARE 10 has been completed for frequency, impact and crosstab reports. This functionality is now integrated into CARE 10. Predefined reports are currently being defined and implemented in the Transportation Safety Portal. The Transportation Safety Portal has been modified to use the CAPSLock system to manage user roles and access.

### DPS eForms application

There are a number of additional components that can be added to MOVE to enable officers to be more efficient in their investigation and reporting activities. The major issue is that the full utility of the Mobile Officer Virtual Environment (MOVE) cannot be attained until all of the commonly used forms are supported by it. When this occurs there will be a considerable increase in DPS efficiency, which will result in a greater amount of field (as opposed to office) time, and it will also enable officers to be more visible as they are doing their paperwork in the field.

The eForms application software development was another major project that much work has been devoted to over the course of this year. The eForms application is a new reporting application integrated within the MOVE framework that all the officers have and use. The new eForms application is deployed out to 16 troopers. The forms that are included in the rollout are:

- AST60 Form
- DUI Report
- Motorist Assist Form
- Field Interview/Suspicious Activity Report
- ALDOT Engineering Request Form

The plan is to get a couple of municipals up and going and also to release to entire DPS at the same time as MapClick at the first of 2013. We will offer to train the DPS trainers on the eForms application.

## Vehicle registrations

There were two major projects under this heading: vehicle registration cards and integration of the data currently being captured into the Law Enforcement Tactical System (LETS) system. Vehicle registration cards are as important as a license card when it comes to collecting accurate data. Currently the drivers' license card is swiped to provide data for eCite and eCrash. A vehicle registration card would pay its way very quickly in terms of saved officer time and nearly perfect data accuracy, and it would go a long way toward countering vehicle theft. While the resources are not available within this 408 project to actually implement such a system, a study will be performed to evaluate the costs and benefits to be obtained by the state moving to such a card system. Vehicle data LETS integration will involve taking the current improved and timely data that is being obtained from the Motor Vehicle Title, Registration and Insurance Portal (MVTrip) and assure that it is available to all officers in the field on a timely basis via LETS. To the extent required it will also complete the MVTrip portal.

This was a statewide project that has been totally completed; no further work is required on it.

## eCrash rollout

The final roll-out of eCrash assured the full positive effects on timeliness, consistency, completeness, uniformity (including MMUCC compatibility), and efficiency are attained from the state's crash reporting system. It was imperative that the entire state either use eCrash or submit eCrash compatible data electronically so that the full utility of these innovations can be realized.

There are only a few remaining agencies not on board but the last few are the hardest ones to bring on board. Efforts have been made and are continuing to get Birmingham and Mountain Brook aboard. Mountain Brook Police Department is trying to acquire hardware for their cars. Birmingham Police Department has had a significant change in leadership in regards to the Information Technology (IT) staff because of this issue and the new administration is in the process of getting everything ready and in place. Although there are about six agencies still submitting paper, only four are highly significant (Birmingham, Bessemer, Mountain Brook and Fairfield). Southern Software was contacted about Bessemer, and they now understand the process. New World is getting Mountain Brook consistent with eCrash, so only Birmingham is left. Beau Elliott and members of the CAPS staff met with Birmingham PD and they generally want to participate in eCrash reporting. Mr. Elliott is answering any questions they have as they go through the process. New World is in the process of finalizing their software release which will allow the agencies surrounding Birmingham to use the new form. Once all agencies are on board and have all reports electronic, it will be a major accomplishment and simplify many things. Getting rid of the few lagging paper reports will help timeliness and make analysis much easier and efficient. We have done all we know to do to try to expedite this and make it a reality.

### Safe Home Alabama Website

The SafeHomeAlabama.gov web portal includes all state agencies, and all known service groups and educational institutions with formal traffic safety programs. Its goal is to be totally comprehensive in keeping the entire traffic safety community aware of the most recent developments in traffic safety both in Alabama and nationally. The rationale behind this web portal is that it is of no use to gather data unless it can be translated into useful information for countermeasure development. This is the first formal statewide system for distributing traffic safety information. While a prototype of the portal is currently in place and being updated by about 30 Safe Home Alabama (SHA) Associates, the site needed further enhancement and continued effort to see that it is maintained with up-to-date information.

This year content continued to be added to the Safe Home Alabama web site on a daily basis including news reports, any technical reports that we receive and any NHTSA special programs. SHA underwent a DotNetNuke upgrade in September in preparation for a major face lift which is expected before the end of the calendar year.

### Officer Daily Logbook

Currently, the MOVE environment contains a daily activity log for the state troopers but it isn't usable for municipal agencies. This project was started late in the fiscal year to begin to redesign the daily logbook so it works for all officers. It will also be improved so that it will import any daily activity completed within MOVE including eCite, eCrash, the incident/offence report and eForms. It will print the log and transfer the log to the server. This major project will result in dramatic improvements in officer efficiency, and substantially increased time spent in meaningful policing activities.

Great progress has been made. CAPS performed a demonstration to DPS which they liked and provided positive feedback. CAPS is working on modifications based on their feedback. Deployment early next year is the goal but not really realistic as there is still much work to be done before this product is ready for field use.

### Model Minimum Uniform Crash Criteria Guideline (MMUCC) modifications

Model Minimum Uniform Crash Criteria Guideline (MMUCC) updates have been released. A list of the necessary changes has been made that will be incorporated into eCrash. Beau at CAPS has organized changes to be made. Integration into the next version of eCrash will start next fiscal year.

**Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program  
Total FY 2012 Expended Funds - \$50,000.00 - Funding Source - Section 408**

The Alabama Office of EMS and Trauma has 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) National EMS Information System (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. There were new reports developed for use with the AlaCert, EMS Management, and Electronic Patient Care Records systems and a system enhancement to allow EMS provider services to transfer vehicles between agencies instead of going through the delete and add vehicle process.

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)**

The Alabama Traffic Records Coordinating Committee (TRCC) is a properly constituted coordinating committee that provides the opportunity for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records system. The strategic implementation of the various components of the traffic records system will result in economies of scale through joint purchasing power, integration of new systems, and the cooperative development of data elements and data dictionaries.

Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized and renamed as the TRCC. The TRCC is critical for the state to properly develop, maintain, and track the progress of projects identified in the state's Strategic Plan for Traffic Records that was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation. The committee establishes policies, sets strategic goals for project development, approves projects, 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.

## Strategic Planning

The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2010-2014) and an application for a grant to NHTSA in June 2010. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive. There are some concerns noted in this plan that can be easily addressed by the TRCC. However, additional resources will be required for the monitoring, data collection, progress reporting, and project management steps.

## **Legislative Summary**

The Alabama Office of Highway Safety has been active with the State Safety Coordinating Committee (SSCC). This committee was established by an act of the Alabama Legislature. The mission of the SSCC is to increase safety with particular focus on the problems of traffic crashes. This includes crash prevention, crash severity reduction and remedial actions (e.g., emergency medical services). 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, fatal and injury crashes, 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 available expertise, both within Alabama and nationally, is to assure that the laws passed within Alabama are as effective as possible in accomplishing the SSCC mission.

The SSCC supported the bills listed below for the 2012 legislative session.

1. Prohibit Texting While Driving
2. Expand Move Over Law to include Service/Utility vehicles
3. Amend and simplify the DUI law.
4. Prohibit use of cell phones by school bus drivers.
5. Increase penalties for Leaving the Scene of an Accident with Serious Physical Injury or Death.
6. Increase administrative driver license (DL) suspension on first offenders with a BAC of 0.15 or greater.
7. Increase the administrative DL suspension for refusing a breath test.
8. Increase penalties for DUI as well as expanding the “look-back” period for sentence enhancement.

Number 1 passed during the 2012 legislative session.

Due to the administration changes, the SSCC’s role has not been defined. The Alabama Office of Highway Safety will actively participate in the SSCC when Governor Robert Bentley appoints a Chairperson.

**STATEWIDE STATISTICS \***

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Number of Traffic Fatalities	1,148	1,207	1,110	969	848	862	
Number of Serious Injuries in Traffic Crashes	25,562	25,164	22,755	20,293	15,131	10,522	9,904
Fatalities/100M VMT							
• Total_____	1.92	1.99	1.81	1.63	1.38	1.34	
• Urban_____	1.28	1.31	1.20	1.18	1.08	0.97	
• Rural_____	2.59	2.69	2.44	2.10	1.69	1.72	
Number of Unrestrained Occupant Fatalities, All Seat Positions	561	568	538	452	378	394	
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC	373	377	377	314	267	264	
Number of Speeding-Related Fatalities	502	568	497	447	327	316	
Number of Motorcyclist Fatalities	62	105	85	100	76	86	
Number of Unhelmeted Motorcyclist Fatalities	3	10	8	15	7	5	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	219	230	194	163	140	140	
Number of Pedestrian Fatalities	73	78	69	68	64	61	
Observed Seat Belt Use, Front Seat Outboard Occupants	81.9%	82.9%	82.3%	86.1%	90.0%	91.4%	88.0%
Speed Hotspots**	N/A	120	142	123	93	63	45
Speed Fatal Crashes**	331	370	359	338	221	212	188
Speed Injury Crashes**	3,502	3,712	3,392	2,958	2,299	1,883	1,832
Alcohol Hotspots**	N/A	218	191	190	194	245	144
Alcohol/Drugs Fatal Crashes**	212	237	257	212	237	210	217
Alcohol/Drugs Injury Crashes**	2,948	3,042	2,719	2,450	2,548	2,798	2,647

\*\* - State Data

## Alabama FY2012 Traffic Safety Performance Measures

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
1,110	969	848	975

The goal is to reduce total traffic fatalities from a 3-year average of 975 in 2011 to 901 in 2012. The number of traffic fatalities was 892 in 2010. The goal was achieved.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
27,085	24,110	22,802	24,666

The goal is to reduce total serious injuries from a 3-year average of 24,666 in 2011 to 21,500 in 2012. The number of serious injuries in traffic crashes was 10,522 in 2010. The goal was achieved.

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

Rural Fatalities/VMT			<u>3-Year Average</u>
<u>2007</u>	<u>2008</u>	<u>2009</u>	
2.44	2.10	1.74	2.10

Urban Fatalities/VMT			<u>3-Year Average</u>
<u>2007</u>	<u>2008</u>	<u>2009</u>	
1.20	1.18	1.02	1.14

Total Fatalities/VMT			<u>3-Year Average</u>
<u>2007</u>	<u>2008</u>	<u>2009</u>	
1.81	1.63	1.51	1.65

The goal is to reduce total fatalities /VMT from a 3-year average of 1.65 in 2011 to 1.41 in 2012. The fatalities/100M VMT was 1.34 in 2010. The goal was achieved.

The goal is to reduce rural fatalities/VMT from a 3-year average of 2.10 in 2011 to 2.02 in 2012. The rural fatalities/100M VMT was 1.72 in 2010. The goal was achieved.

The goal is to reduce urban fatalities/VMT from a 3-year average of 1.14 in 2011 to 1.05 in 2012. The urban fatalities/100M VMT was 0.97 in 2010. The goal was achieved.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
538	452	378	456

The goal is to reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from a 3-year average of 456 in 2011 to 396 in 2012. The number of unrestrained passenger vehicle occupant fatalities was 394 in 2010. The goal was achieved.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
377	314	280	324

The goal is to reduce fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) from a 3-year average of 324 in 2011 to 311 in 2012. The number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above was 279 in 2010. The goal was achieved.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
497	447	327	424

The goal is to reduce speeding-related fatalities (FARS) from a 3-year average of 424 in 2011 to 409 in 2012. The number of speeding-related fatalities was 316 in 2010. The goal was achieved.

C-7) Number of motorcyclist fatalities (FARS)

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
85	100	76	87

The goal is to reduce motorcyclist fatalities (FARS) from a 3-year average of 87 in 2011 to 85 in 2012. The number of motorcyclist fatalities was 98 in 2011. The goal was not achieved. The reason the goal was not achieved was that there was an increase in Motorcycle registrations. The new registrants were inexperienced riders and may not have received proper training before venturing out onto the road.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
8	15	7	10

The goal is to reduce un-helmeted motorcyclist fatalities (FARS) from a 3-year average of 10 in 2011 to 8 in 2012. The number of un-helmeted motorcyclist fatalities was 5 in 2010. The goal was achieved.

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

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
194	163	140	166

The goal is to reduce the number of drivers age 20 or younger involved in fatal crashes (FARS) from a 3-year average of 166 in 2011 to 160 in 2012. The number of drivers age 20 or younger involved in fatal crashes was 140 in 2010. The goal was achieved.

C-10) Number of pedestrian fatalities (FARS)

<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>3-Year Average</u>
69	68	64	67

The goal is to reduce pedestrian fatalities (FARS) from a 3-year average of 67 in 2011 to 65 in 2012. The number of pedestrian fatalities was 61 in 2010. The goal was achieved.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
86.1%	90.0%	91.4%	89.1%

The goal is to increase the observed seat belt use for passenger vehicles, front seat outboard occupants (survey) from a 3-year average of 89.1% in 2011 to 91.5% in 2012. The observed seat belt use for passenger vehicles, front seat outboard occupants was 89.5%\* in 2012. This goal was not achieved. Some counties had a fairly drastic drop in their observed seat belt rate from 2010, the year Alabama hit an all-time high rate of 91%, to 2012. It should be noted that most of the counties with the large drop are rural counties. One of the rural counties does not do any traffic enforcement and the other counties that have enforcement only did a small amount of seat belt enforcement. Statewide, we have seen a significant drop in seat belt enforcement due to manpower and budget reductions.

\*Has not been certified by NHTSA.

### Alabama Traffic Safety Activity Measures

Year	2008	2009	2010	2011	2012
Speeding Citations	40,574	50,693	49,003	61,054	42,067
DUI Arrests	3,265	3,374	5,108	4,867	2,021
Seat Belt Citations	27,405	34,328	36,341	43,384	30,425

## Alabama Traffic Safety Activity Measures

### Number of speeding citations

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
40,574	50,693	49,003	46,757

The goal was to increase the number of speeding citations from a 3-year average of 46,757 in 2010 to 48,500 in 2012. The actual number for 2012 was 42,067. This goal was not achieved. A contributing factor to not achieving the goal was reductions in manpower and budget. For instance some law enforcement agencies are limited on miles traveled due to high fuel costs.

### Number of DUI arrests

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
3,265	3,374	5,108	3,916

The goal was to increase the number of DUI arrests from a 3-year average of 3,916 in 2010 to 4,060 in 2012. The actual number for 2012 was 2,041. This goal was not achieved. In addition to the reasons given above, another factor in missing this goal is that there were no special grants for DUI enforcement as in the past two years.

### Number of seat belt citations

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
27,405	34,328	36,341	32,691

The goal was to increase the seat belt citations from a 3-year average of 32,691 in 2010 to 34,190 in 2012. The actual number for 2012 was 30,425. This goal was not achieved. A contributing factor to not achieving the goal was reductions in manpower and budget.

## OVERALL PROGRAM GOAL

The overall strategic 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 set a strategic goal of reducing fatalities by 50% over the next 25 years. Based on the 2010 fatality count of 862, this 2% (of the base year) per year reduction would average about 17 fatalities per year. While this might seem a modest number, if maintained as the average over a 25 year period it will save 5,603 lives over that time period. This will be a major accomplishment in continuing the downward trend that was established in the 2007-2010 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 25<sup>th</sup> year it amounts to 4% of the previous year.

Calendar year 2006 was the record high in Alabama for traffic fatalities, with a total of 1207. Between 2007 and 2010, there was a reduction of 1048 fatalities over that four-year time period. While no one in the traffic safety community believes that this rate of reduction (8% per year) can be sustained indefinitely, every effort will be made to sustain the new lower levels and reduce them even further. Much of the large reduction was due to a recession in the economy coupled with higher fuel prices. These economic hardships tended 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;
- It 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 an 8% 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.

The number of hotspots will continue to be monitored (as seen below in Table 2). By focusing on two of the biggest killers (speed and alcohol/drug related 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**

<b>Fiscal Year</b>	<b>Calendar Year Dataset Used</b>	<b>Speed Hotspots</b>	<b>Alcohol/Drug Hotspots</b>	<b>Total Number of Hotspots</b>
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

As the State works to reduce the fatality rate by reducing the number of hotspots, 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 2008 and 2009, and the trend has continued through the 2011 three-year period, which was used for FY 2013 HSP planning effort. Overall the reduction in number of qualifying hotspots was 25 per year, or a total reduction of 149 (44%).

**General Strategy:** To require the CTSP Coordinators to focus their plans primarily on the speed and alcohol/drug 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 2001-2011. These statistics should be referenced as overall goals and strategies are discussed and determined.

**Table 3a. Summary of All Crashes – CY 2001-2006 Alabama Data**

<b>Performance Measures</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Fatal Crashes	902	931	899	1033	1013	1074
Percent Fatal Crash	0.67	0.66	0.64	0.71	0.70	0.77
Injury Crashes	29,771	30,922	30,748	31,856	31,335	30,527
Percent Injury Crashes	22.26	22.02	21.8	21.77	21.76	21.84
PDO Crashes	103,066	108,583	109,420	113,469	111,645	108,179
Percent PDO Crashes	77.07	77.32	77.57	77.53	77.54	77.39
Total	133,739	140,436	141,067	146,358	143,993	139,780

**Table 3b. Summary of All Crashes – CY 2007-2011 Alabama Data**

<b>Performance Measures</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Fatal Crashes	1010	886	775	793	814
Percent Fatal Crash	0.75	0.72	0.63	0.61	0.64
Injury Crashes	28,295	25,613	27,675	29,051	27,687
Percent Injury Crashes	20.92	20.66	22.37	22.63	21.69
PDO Crashes	105,951	97,469	95,291	98,545	99,167
Percent PDO Crashes	78.33	78.62	77.01	76.76	77.68
Total	135,256	123,968	123,740	128,384	127,668

Tables 4a and 4b summarize all Speed and Alcohol/Drug related hotspots for calendar years 2006 through 2011. Past years data are included here in order to allow for comparison 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						
	# of Hotspots (2006)	# of Hotspots (2007)	# of Hotspots (2008)	# of Hotspots (2009)	# of Hotspots (2010)	# of Hotspots (2011)	% of Total Hotspots (2011)
Birmingham	25	35	26	21	16	15	33.33%
North East	11	17	17	11	13	8	17.78%
North	10	18	17	16	9	5	11.11%
Mobile	15	15	14	13	9	4	8.89%
East	14	16	17	13	8	3	6.67%
Central	15	12	15	8	7	3	8.89%
South East	11	7	6	5	2	3	6.67%
South West	5	10	4	4	2	1	2.22%
West	14	16	14	8	1	2	4.44%
<b>TOTAL</b>	<b>120</b>	<b>146</b>	<b>130</b>	<b>99</b>	<b>67</b>	<b>45</b>	<b>100.00%</b>

**Table 4b. Alcohol/Drug Hotspot Listing by Region**

Region	Alcohol/Drug Related Hotspots						
	# of Hotspots (2006)	# of Hotspots (2007)	# of Hotspots (2008)	# of Hotspots (2009)	# of Hotspots (2010)	# of Hotspots (2011)	% of Total Hotspots (2011)
Birmingham	37	32	27	34	41	23	15.75%
North East	42	32	27	30	54	36	24.66%
North	22	15	17	24	24	15	10.27%
Mobile	52	48	47	40	49	25	17.12%
East	13	11	14	9	7	3	2.05%
Central	23	26	27	25	34	21	15.75%
South East	5	2	6	15	17	6	4.11%
South West	4	6	5	6	4	2	1.37%
West	20	19	21	18	22	13	8.90%
<b>TOTAL</b>	<b>218</b>	<b>191</b>	<b>191</b>	<b>201</b>	<b>252</b>	<b>144</b>	<b>100.00%</b>