Alabama Department of Economic and Community Affairs

Law Enforcement and Traffic Safety Division

Governor's Highway Safety Office

Annual Report FY 2006

December 31, 2006

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Overall Program Goal / Accomplishes

The overall strategic program goals of the Law Enforcement Traffic Safety Division of ADECA is to significantly reduce the number of SHARP (crashes involving speed, alcohol use or the lack of restraint usage) hotspots (approximately 8%) over the next five years. By meeting this reduction in hotspots, the number of crashes as well as the number of fatalities across the state should decline in approximately the same proportion.

This goal was set for the FY 2006 plan and will remain in effect until the FY 2011 plan is developed. The accomplishment can be seen in the fact that this plan was implemented in FY 2006 and will be carried into future years. This change was met with some challenges but, these challenges have been addressed and a corrective action plan is in place for FY 2007. In May 2007, 2006 crash data will provide a better assessment of the effectiveness of this plan.

The number of SHARP hotspots will continue to be monitored and additional efforts should help the number of SHARP hotspots and fatalities to decline over consecutive years. The criteria used to find the number of hotspots has not deviated between years thus lending consistency in the methodology used to acquire the total number of hotspots around the state.

The first data that will truly show the full effect of the plan to focus completely on SHARP crash locations will not come in until the 2007 data arrives. A full explanation of the timing of the plan and the data is given in the Part III of the HSP.

Our general implementation strategy has been to require the Community Traffic Safety Programs/Law Enforcement Liaisons (CTSP/LEL) to focus their plans solely on SHARP 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 and reduce the number of hotspots in the State of Alabama.

Crash Summary:
In Alabama in 2005, 1,134 persons were killed, down 1.7% from the 1,154 fatalities reported in 2004. A total of 31,335 Injury Crashes occurred. This represents a drop of 0.2% from 2004 when there were 31,856. The summary of all crashes for FY 2005 was 143,993. This represents a drop of approximately 0.2%. The total vehicle miles traveled in 2005 were 596.62 (100 million miles traveled), up 0.098% from the 588.62 million miles traveled in 2004.

The reduction in rates and percentages this year is extremely promising, reflecting major efforts in publicizing and enforcing the primary safety belt law, and the many other efforts along the broad range of traffic safety activities. We will not be satisfied, however, with even one death on the roadway, and we will continue to put forth a concerted effort to assure that traffic safety resources are utilized to their maximum capabilities.

By continuing to only fund efforts related to SHARP crashes in FY 2007, it is hoped that the dollars used to fund efforts focusing on these areas will have a greater impact and continue to reduce the number of fatalities and crashes on Alabama highways.

Community Traffic Safety Programs

There are nine Community Traffic Safety Program (CTSP) regions in the State of Alabama. Most of the state's traffic safety enforcement, educational and training programs for local communities are directed through the CTSP projects. In fact, most of the funding received by the State Highway Safety Office is given directly to these regions for disbursement to local, county, and State law enforcement agencies. This affords greater coverage, opportunity, participation, and productivity across the State. In addition to the Regional Highway Safety Offices, various other civic and non-profit organizations benefit from this funding as well.

The nine regional CTSPs participated in two statewide enforcement blitz mobilizations in 2006: the Memorial Day and Labor Day holiday periods. There were no statewide blitz mobilizations for the Thanksgiving or Christmas / New Year's holiday periods. However, several regions did coordinated local enforcement activities during those periods, as well as other blitzes throughout the year.

The regional Highway Safety Coordinators appointed officers within their regions to serve on Law Enforcement Committees. These committees were used for various purposes that include, but were not limited to: the enlistment of other agencies to participate in enforcement blitz periods; gathering and reporting any enforcement data that may be needed by the CTSP; and other duties as needed so as to insure all qualifications for federal funding were met.

Our quarterly meetings with the CTSPs, which began in 2003, have continued throughout this year. The meetings continue to be extremely productive and have proven to be very effective in managing overtime funds for local law enforcement agencies within the various regions.

Observational Survey of Occupant and Child Restraint Use

The Injury Prevention Division of the Bureau of Health Promotion and Chronic Disease, within the Alabama Department of Public Health, conducted the annual survey of vehicle safety belt usage and child restraint usage throughout Alabama. The year of 2006 marks the seventeenth year that the required National Highway Traffic Safety Administration (NHTSA) guidelines were followed for the surveillance procedure.

Survey Design

The NHTSA sampling system incorporates a probability based multi-staged stratified sampling approach. This approach provides data for rural and urban roadways. This sampling system does 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 compose the entire survey area. In addition to the four metropolitan areas, 11 counties were randomly selected from a pool of the 37 largest counties. A majority of Alabama residents are in the sample pool, without surveying every county in the state, 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 safety belt usage survey, 23 sites in each of the 15 counties are randomly selected based on Average Daily Traffic (ADT) totals supplied by the Alabama Department of Transportation. In the surveys, ADTs are broken down into three categories: low (0-4,999), medium (5,000-10,499) 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. The Alabama Observational Survey of Occupant and Child Restraint Use in 2006 used the curbside lane as the reference position. At each site, surveillance was done to determine the number of people in the front outboard seat of the cars and the number of these occupants wearing safety belts. This year, the survey was conducted during a two-week period in June 2006 immediately following Alabama's "Click-It-or-Ticket" campaign.

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of 15 counties. The counties and sites are the same as those in the Click-It~or-Ticket campaign. At least one site from each ADT category is surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 166 hours of direct observation. All children 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. As a result, the survey results measure a proportional distribution which resembles the statewide population. The survey was conducted during August 2006.

Occupant Restraint Survey Results

The survey team observed a total of 46,218 front seat outboard occupants throughout the 15 selected counties. Alabama was estimated to have a safety belt usage rate of 82.9%. Variance (V) and Standard Error (SE) were calculated and considered acceptable. Mobile County had the highest usage rate of 89.2% seatbelt usage rate. Jefferson County's usage rate was 78.28%, the lowest rate of the surveyed counties. The survey determined that the females' occupant restraint usage rate of 89.9% was greater than males' rate of 78.7%. Also, the Black population has a lower usage rate at 76.6% than the White or Hispanic population.

Child Restraint Survey Results

The survey team observed a total of 2,730 children five and under in all positions in the vehicle. Alabama was estimated to have a child restraint usage rate of 87.9%. Houston County had the highest rate of 96.0%. Escambia County had the lowest rate of 74.4%. Race and gender data were not collected.

Alabama Child Passenger Safety Program

Alabama's CPS program started anew in FY2006. We established a single CPS coordinator, augmented him with four CTSP instructors, and task them to address the regional needs. The plan for 2006 was to reach out to under-served communities and under served technicians. Many communities around the state of Alabama have single or very few technicians to serve their parents and caregivers. Some communities don't have any CPS resources at all. The goal for the CPS program was to get trained CPS professionals in these communities.

Implementation Process:
Our CPS plan incorporated 9 thirty-two hour training opportunities for up to 10 community individuals in each class. These 9 training classes were taught by the state-wide CPS coordinator using a minimum of one of the four assigned CTSP instructors with a goal of making this training accessible to as many dedicated people in the community as possible. Part of the long range plan is to be able to provide a CPS professional within 50 miles of every community in the state.

In order to keep current CPS professionals current with their skills and assist them in maintaining their certification, 18 update/renewal classes were scheduled in FY 2006. These classes highlighted the changes in the CPS field since the technician/instructor originally took the course and made them the local "expert" for their communities.

Additionally, technicians with expired certifications were afforded the opportunity to take these classes. Once they complete the class, perform 5 specific car-seat installations (witnessed and signed off by the class instructor), they were allowed to go on-line to take the written test. Upon successful completion of all the above requirements, they were re-certified.

Statewide WEB Site

The establishment of a statewide website has proven extremely beneficial for the CPS program and in allowing the public in general to easily see who they can contact to get help within their community.

The website has a map of Alabama and the contacts for each county. It identifies individuals within the area who are capable of providing instructions and identifies community car-seat checkup events. When a community had an on-going child safety seat inspection station/clinic, the hours of operation, location and contact information were posted on the website. This website also served as the repository/statewide resource for all CPS information, such as printed materials, media or checkup event resources.

During FY2006, the 9 CTSP regional offices were given reproducible posters materials promoting car-seat safety and booster seat use. Each office was also given information on the best seating position in the car for child passengers. The program encourages parents to keep their children in the back seat of the vehicle until their 13th birthday. This age requirement is to ensure that younger children are properly restrained prior to an air bag deployment. In our program, maturity is an overlooked requirement for children to ensure that the air bag system will protect them and not hurt them. We teach that children need to remain in child restraints (car-seats) until they can sit with their buttocks against the back of the vehicle seat with their knees bent over the front of the vehicle seat and their feet touching the floor of the vehicle.

We feel that the best method to teach parents and caregivers about safely transporting their children is to conduct child safety seat inspections and education clinics in their communities. The ultimate goal of our CPS program is to establish child safety seat inspection/clinic sites within each CTSP region and enable 100% of the state's parents and caregivers to receive this education.

Future Plans

The plan for FY2007 is to build the infrastructure so that the state gains more CPS professionals in more communities. More classes will be conducted for new technicians and more update classes will be taught to keep our current professionals "up to date." As the level of CPS professionals around the state grows, the number of child safety seat inspection/clinic sites will grow.

Alabama Alcohol Target Groups Surveys

OVERVIEW

The 2006 Survey of Alcohol Targets of Opportunity was a statewide telephone survey conducted in Alabama for the Alabama Department of Economic and Community Affairs (ADECA). The study design called for a measurement of awareness, behavior, and perceptions concerning public information and enforcement programs concerning 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 had at least one drink in the past year. Interviews were conducted from September 13 to September 25, 2006. Schulman, Ronca, & Bucuvalas, Inc. (SRBI), a national survey research organization, conducted data collection.

The initial selection procedure asked for the "youngest driver' in the household, who has had a beer, glass of wine or other alcoholic beverage in the past year.

The questionnaire was programmed on a computer-assisted telephone interviewing (CATI) system. Up to five call-backs were made 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.

MAJOR FINDINGS AMONG ALL DRIVERS

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle (Q6). A large proportion (91 %) mentioned that they drive almost every day. However, 8% drive only a few days a week, 1% drive only a few times a month or less.

TYPE of Motor Vehicle Driven: The majority of respondents (60%) drove a car; only 19% drove sport utility vehicles, 13% drove pickup trucks and 6% drove a van or minivan.
Less than I % of the drivers use motorcycles or another type of vehicle (Q7).

Frequency of Seat Belt Use: Most drivers (85%) wear their seat belts all of the time and 8% wear their seat belts most of the time. Additionally, 3% wear their seat belts some of the time, while 4% of the drivers asked mentioned they never wear a seat belt (Q8).

Alcohol Use within the Past 30 Days: Nearly three quarters of drivers (71 %) mentioned they have had at least one alcoholic drink including liquor, beer, wine, or wine coolers in the past 30 days (Q9a), while 27% said they have not.

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 includes liquor, beer, wine, or wine coolers (Q9b). Of those who answered, 8.5 days was the average number of days that they had an alcoholic drink.

Drove 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 (QIQa). Nearly 8 out of 10 of the drivers (79%) asked, had not driven within two hours of drinking any alcoholic beverages. Twenty-one percent said that they have driven within two hours of drinking. The drivers reported that they drove within two hours after drinking any alcoholic beverages on an average of 4.3 days in the past month (QI Ob). These drivers also reported they had consumed an average of 1.9 alcoholic beverages before driving (QI 1).

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, only 9% felt that they had driven when they had too much to drink whereas 91% felt they did not (QI2a). Half of these drivers (50%) said that the number of days they drove after drinking was the same as usual, 17% of respondents felt it was higher than usual. (Q13).

Visibility of Police on Roads: Drivers were asked if they had seen police more often than usual, less often, or about the same on roads normally driven in the past 30 days (Q14). Over a third (35%) believed they had seen the police more often than usual and 3% felt they saw the police less often than usual. However, 59% felt they saw police about as often as usual.

Overall Likelihood of Being Stopped: The majority of drivers thought it was likely that the police would stop them if they were driving when the amount of alcohol in their body was more than the law allows. The results of those asked were generally even with 26% of the drivers felt it was very likely, 28% noted it was somewhat likely, 32% of the drivers felt it was not likely, and finally, 14% did not know either way.

Increased Likelihood of Being Stopped: More than one-third of drivers (35%) said a driver who had been drinking was more likely to be stopped by the police now, than 30 days ago (QI 6). Half (50%) of those asked said there was no change compared to last month in the likelihood of being stopped by the police after drinking, 6% thought it was less likely, and 8% did not know.

Seen or Heard Messages Encouraging People Not to Drink and Drive: Approximately 81 % of drivers said that they had seen or heard messages discouraging driving after drinking, while 18% said they had not (QI 7a). The majority (90%) of these drivers saw the messages on TV, 25% heard messages on the radio, 16% saw the messages on billboards/signs, and 8% saw the messages in the newspaper. Only 7% saw or heard messages in other places such as personal observations or they are a police officer or a judge (QI7b). The majority (61%) of the respondents who saw or heard the TV or radio message said the message came from a commercial, a quarter (25%) said that the messages came from a public service announcement, 14% said the message came from a news story or news program, and 2% said the message came from somewhere else. Additionally, 6% did not know where they heard the message on TV or the radio (QI7c).

Number of TV/Radio Messages Seen or Heard in Past 30 Days: Drivers who said that they saw or heard messages on TV or the radio were asked if the number of messages seen or heard in the past 30 days encouraging people to avoid driving after drinking was more than usual, fewer than usual, or about the same as usual (QI7d). Over a third (40%) felt they saw or heard more TV or radio messages discouraging drunk driving than usual. Only 3% noted a decrease or fewer ads than usual, however 54% felt the messages were about the same as usual.

Special Efforts by Police to Reduce Drunk Driving: Nearly half (47%) of drivers said they had seen or heard of a special effort by the police to reduce driving under the influence or driving drunk in their communities. A little over half (51%) said they did not see or heard any special effort by the police (QI 8a). The majority of these drivers (65%) saw a special effort on TV, 13% heard about the effort on the radio, 6% heard about it from a friend or relative, 18% saw the information in the newspaper, and 9% saw or heard about the effort from a personal observation. Only 7% stated they did not know or the message came from something else (which includes those who are a police officers or judges) (QI 8b). Over a third who saw or heard the message on TV or radio (35%) said the special effort was a commercial, 23% said that the message came from a public service announcement, 47% said the message came from a news story or news program, and 1% said the message came from somewhere else (QI 8c).

Overall Seen or Heard about Police Checkpoints: More than half of drivers (53%) said they had seen or heard about police setting up checkpoints or other enforcement efforts to catch drivers who were driving while under the influence of alcohol or driving drunk (QI 9a). Forty-six percent did not see or hear about the checkpoints.

Visibility of Police Checkpoints: One in five drivers (20%) said they personally drove past, or drove through, a police checkpoint or other enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk in the past 30 days (QI9b).

Name or Slogan to Prevent Drunk Driving: One-third of drivers (33%) said they knew the name or slogan of an enforcement program(s) that prevents driving under the influence or drunk driving in Alabama (Q2Oa).

Unaided Awareness of National / State Slogans: Drivers were asked to recall the Name of the slogan of any enforcement program(s) that prevent driving under the influence or driving drunk (Q2Ob). "MADD" (Mothers Against Drunk Driving) received the most unaided recall with 51 %, followed by "DARE (Drug Abuse Resistance Education)"
 (10%), "Friends Don't Let Friends Drive Drunk" (6%), "You Drink and Drive. You Lose." (5%), "Don't Drink and Drive" at 6%, and "SADD (Students Against Drunk Driving)" (4%). The following slogans, "Buzzed Driving is Drunk Driving," "Drunk Driving, Do the Crime. Do the time". "Over the Limit, Under Arrest." and "Operation Zero Tolerance," were all recalled at 1%. In addition, 14% recalled other slogans not already mentioned, and 9% did not recall any slogan.

Recall Seeing a Particular Ad: Drivers were asked if they recalled having seen a particular ad on TV recently (Q2Oc). It shows different cars with drivers that are sitting in alcoholic beverages up to their necks as they drive down the road. The first car is full of beer, the second one is full of martinis, the driver is eating olives, and another car is full of red wine. The officer stops each car and asks the driver if they have been drinking. When they roll the window down, the alcoholic liquids start pouring out of the cars. The ad is making the point that it is obvious when you drink and drive and you will be caught. The ad then shows the officer arresting the drunken driver.

Over half of those asked (59%) recalled seeing the ad on TV. However, the majority who saw the ad (86%) did not recognize the name or logo at the end of the ad, 2% recognized "You Drink and Drive You Lose" and 5% recognized "Don't Drink and Drive." Additionally, "Over the Limit, Under Arrest." was recognized by 1%, and 5% recalled other slogans and logos that were mentioned (Q20d).

Aided Awareness of National Slogans:
Drivers were asked if they recalled hearing or seeing certain slogans in the past 30 days (Q21). The slogan "Friends Don't Let Friends Drive Drunk" was recalled by 63%. The two slogans that were recalled 55% were "Drunk Driving. Do the Crime. Do the Time" and "You Drink and Drive. You Lose". "Over the Limit, Under Arrest." was recalled by 41% and "Buzzed Driving is Drunk Driving" was recalled by 30%. The slogans that were least recalled were: "Get the Keys" (22%), "Border to Border" (4%), and "Recovery Month" (4%). However, 8% did not recall any aided slogans.

Enforcement of Drinking and Driving Laws: Most drivers (87%) asked felt it is very important to enforce drinking and driving laws more strictly, whereas 7% felt it was fairly important, 3% felt that it was somewhat important, and only 1% felt it was not that important (022).

GENERAL INFORMATION

Respondent Gender: By observation of the interviewers, 48% of the respondents were male and 52% were female (DI).

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey (D2). Drivers age 16 to 17 made up only 1%. Nearly one quarter (22%) were between the ages 18 to 34. Additionally, 20% of the drivers were between 35 to 44 years old, while 24% were 45 to 54 years old. The largest portions of the respondents (31 %) indicated they were over the age 55.

Respondent Race and Ethnicity: Drivers were asked what racial categories described them (D4). In addition, the drivers were asked if they considered themselves to be Hispanic or Latino/a (D3). The majority (73%) considered themselves white, 22% consider themselves Black or African American, 3% regard themselves as American Indian or Alaska native, only I% consider themselves Asian and another I % regard themselves another race. Furthermore, only 2% consider themselves to be Hispanic or Latino.

Respondent Education: Drivers were asked, what is the highest grade or year of school they have completed (D5)? Around 4% mentioned they have less than a high school education, 20% have a high school or GED education, 30% have some college education and just under half (45%) have a college degree or higher.

Paid Media
"Buckle Up in Your Truck" Media Campaign
April 30 through May 21

Alabama participated in a special Southeast US project with law enforcement agencies as they stepped up efforts to get people to buckle up in their pickup trucks. Alabama Film Office placed paid media for "Buckle Up in Your Truck" for April 30 through May 13 in markets across the state. More than 7,400 paid and 8,240 bonus commercials were aired in television and radio markets.

The Campaign targeted a key at-risk group, 18- to 34-year-olds, particularly males who drive pickup trucks and their passengers, and who
• Typically live and/or work in secondary or tertiary cities and communities;
• Primarily view and listen to comedy, sports and top 40 entertainment programs.

"Click It or Ticket" Media Campaign
May 14 through June 4

The Click It or Ticket Statewide Mobilization played a critical role in the effort to keep people safe on our nation's roads and highways. From May 14 to May 27, 9,500 paid and 11,200 bonus commercials supplemented law enforcement agencies statewide as they conducted Click It or Ticket campaigns with zero-tolerance enforcement of safety belt laws and a special emphasis on young males. These efforts should result in dramatic increases in safety belt use.

In addition to the paid and bonus media, a website was updated at http://adeca.alabama.gov/clickit/ with half of the broadcast stations providing a link from their websites.

For both campaigns, paid media was engaged based on parameters outlined below.

TELEVISION
The buy focused on programming in prime time (M-F, 7PM-11 PM) (Su, 7PM-10 PM), late fringe (M-Su, I0:30PM-1AM) and sports (various). Early fringe (M-F, 4PM-6 PM) and prime access (M-F, 7PM-8PM) were also considered.

CABLE
There are a number of cable networks that can be effective in building frequency against men 18-34. Networks considered were Spike TV, Comedy Central, TNT, TOS, BET, MTV and ESPN. Of these networks Spike TV, ESPN and Comedy Central enjoys the highest composition of men 18-34 who drive a pickup truck.

The buy focused on programming in prime time (M-F, 7PM-1 I PM) & Su, 7PM-10Pm), late fringe (M-Su, 10:30PM-IAM) and sports (various). Early fringe (M-F, 4PM-6 PM) and prime access (M-F, 7PM-8PM) were also considered.

RADIO
The Campaign targeted that same key at-risk group, 18- to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M-F, 7AM-9AM), midday (M-F, 11AMA-I PM), afternoon (M-F, 4PM-7PM), evenings (M-F, 7PM-Midnight). Selected weekend dayparts were considered as well.

Budget targets were provided to the stations. They were asked to get as close to the budget as possible without exceeding the amount allocated and provide detailed proposals that included:
• A schedule of specific media spots with cost per spot and the ratings for the proposed buys;
• Free media/public service announcement schedules;
•Any special website postings or enhancements; and
•Proposals for creating/enhancing the spots to be used.

The thirty-second video/audio commercial produced by the Tombras Group was customized for BUIYT and a second 30-second commercial featuring Governor Bob Riley was produced for use in both BUIYT and Click It. In addition, a 30-second ad featuring Alabama jazz singer Boogie McCain was produced for Click It. Finally, ten and fifteen second scripts were prepared for use in radio traffic and news bonus spots for both campaigns.

Other efforts included extensive research followed by the development of updated website content for both of the campaigns, a new brochure, and press releases.

Results (to date)

Buckle Up In Your Truck

	Station	Net Invoiced	Paid Media	Pre-Empts	Make Good	Bonus
Broadcast Television	25	$133,200.85	719	13	14	420
Cable Television	55	53,922.42	3,416	-	-	7,072
Radio	116	54,676.93	3,369	-	-	800
Total Media Buy		$241,800.20	7,504	13	14	8,292

Total Ads: 15,797

Click It or Ticket

	Station	Net Invoiced	Paid Media	Pre-Empts	Make Good	Bonus
Broadcast Television	25	$198,294.00	995	50	49	454
Cable Television	55	81,024.61	6,336	-	-	8,595
Radio	116	82,224.07	4,148	1	-	179
Total Media Buy		$361,542.68	11,479	51	49	9,228

Total Ads: 20,705

Paid Media Evaluation:

Schulman, Ronca and Bucuvals, Inc. (SRBI) conducted telephone interviews after BUIYT. A total of 500 persons were contacted, using random telephone numbers. The responses to the 41-question interview are discussed in the following paragraphs. These surveys are the same surveys that were conducted for CIOT but questions were added to the surveys that applied directly to the BUIYT campaign and safety belt usage among pickup truck occupants.

As with the motorist questionnaire survey, the most important questions dealt with the respondent's use or non use of safety belts. Also important in the BUIYT campaign is the comparison of the use of safety belts among those in pickup trucks versus all other types of vehicles. Information collected in the phone surveys (after campaign surveys) for those who primarily drive pickup trucks can be compared to data for all drivers.

Results were not bad; the most frequent answer was "All the Time." It was given 86.1% of the time after the campaign. There is more encouraging news here, as 91% of respondents reported that they used their safety belts "all the time" or "most of the time" at the end of the campaign.

Because the sample size of those who identified pickup trucks as the vehicle they drive most often is relatively small, it is important to compare these results to results gathered in other parts of the BUIYT campaign.

One of the questions added to the phone survey in 2006 questioned whether or not the respondents had seen or heard messages within the past 30 days encouraging pickup truck drivers to buckle up.

It is important to note the growth between 2005 and 2006 in awareness of programs aimed at pickup truck drivers seen among those who actually drive pickup trucks. After only the second year of the BUIYT campaign, the awareness grew from 20.7% in 2005, to 32.8% in 2006 in this group. This is good news as these are the drivers who were targeted with the BUIYT publicity efforts. While these numbers may appear to be low, it is important to remember that this was only the second year of the BUIYT program in Alabama.

The answers to the second question are somewhat troubling. When looking at all drivers as well as those who primarily drive pickup trucks, there is still some portion of the drivers who are less likely to buckle up when driving or riding in a pickup truck. Occupants such as these are those that were targeted by the BUIYT campaign. While these numbers are troubling, it is important to note that these results show that the BUIYT campaign had a positive effect by increasing the number of all vehicle and pickup truck respondents who said that they were more likely to wear their safety belts when in a pickup truck. The results seen in the SRBI surveys show that there is in fact a problem with pickup truck occupants not wearing their safety belts as much as they should. The comparison of the 2005 post surveys and the 2006 post surveys also indicates that the BUIYT was acknowledged by the public and had a positive effect on the safety belt usage among drivers. These results help to support plans for continuing programs similar to the BUIYT campaign in future years.

Traffic Safety Resource Prosecution Program

Through this project, the Office of Prosecution Services' goal is to increase 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 purpose of the Traffic Safety Resource Prosecutor is to serve 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.

In comparison to surrounding states, Georgia, Kentucky, Louisiana, Mississippi and South Carolina, Alabama ranks number 2 in total traffic fatalities. A 2003 NHTSA study indicated that alcohol was involved in 40% of fatal crashes and in 7% of all crashes. Alabama prosecutors have experienced an increase of almost 30% in the number of traffic cases from 1990 to 2004. Alcohol related fatality rates have increased 10% in the last year versus the national fatality rates. Impaired driving cases continue to increase in litigious complexity rivaling capital cases. Finally, compounding all of the above-listed issues is a lack of resources in the criminal justice system to address cases arising from impaired driving and other traffic safety cases. Alabama District Attorneys offices are drastically understaffed. In 2004, there were 10% fewer prosecutors than in 2003. Moreover, there were 10% more traffic cases in 2004 than 2003. In the first five years, 50% of prosecutors leave the District Attorneys office for other legal endeavors. Consequently, the most inexperienced prosecutors are handling the most litigiously complex cases -- DUIs.

The plan was implemented in April 2006 by hiring a seasoned prosecutor with experience in impaired driving cases in April 2006. The TSRP was given an office at OPS to facilitate involvement with the prosecutors and law enforcement agencies throughout the state.

A traffic safety forum has been organized for all DUI and traffic prosecutors to communicate throughout the state. Through this, prosecutors have received assistance regarding legal updates, trial strategies and tactics, arguing motions as well as general case management. This position regularly fields requests for assistance while working to keep prosecutors updated and armed with the tools to be more effective in prosecuting impaired driving cases. A prosecutor's DUI handbook is being developed to increase their ability to handle impaired driving cases. The TSRP has also functioned as a prosecutor in DUI cases throughout the state.

Additionally, the TSRP has met with MADD, GHSO Highway Safety Coordinators as well as representatives of the Alabama State Troopers to determine how this position can be involved with and benefit their organization on a statewide level. The TSRP has also joined two committees working on the Governor's Strategic Highway Safety Plan. Cooperative work is also being done with other TSRP's regionally and nationally to be proactive in dealing with these issues as well as getting a broader view of how other states are dealing with impaired driving.

As a result of this grant and the hiring of the TSRP, the prosecutors of this state are becoming better prepared and are better able to take on these complex cases. They are also staying more informed and up to date on the legal changes which they previously were unable to do as a result of their caseload. This position has become a liaison between all agencies responsible for the prosecution of impaired driving related offenses. Still in its first year, this position has developed into a valuable resource in an area that previously received little attention.

Drivers Licenses Suspension Appeals Progam

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

The ultimate goal of this program was to decrease the backlog of cases and to maintain the number of driver license suspension appeal cases at fewer than 1,500 and the time for handling such cases at under 5 months. The department has been successful with the funds provided under this grant in keeping the number of pending appeals under that number during the grant period. At the beginning of the grant period there were 1,196 driver license suspension appeals pending and at the end of the grant period there were 1,262 driver license suspension appeals pending with an average of 1,229 driver license suspension appeals pending during the year.

The Legal Unit was not as successful in its record goal of dispensing of new appeals within 5 months. The average was closer to 7 months.

The program was implemented through the Legal Unit of the department. Attorneys and administrative support staff within the Legal Unit traveled to circuit court in all 67 counties in the state to see that the administrative suspension action in DUI cases were upheld and to get the cases disposed of expeditiously.

Travel sheets for all travel associated with the program were submitted on a monthly basis for review. Quarterly reviews were done to determine the number of cases disposed of in each quarter and the total number of cases outstanding.

The benefits for the program are that the suspension of the driver license of impaired drivers who appeal an administrative suspension of their license to circuit court is more quickly imposed. This supports the state's plan to remove impaired drivers from the state highways.

Traffic Record Assessment Program

Definition:
The Traffic Records Assessment Program is a technical assistance tool that the National Highway Traffic Safety Administration (NHTSA), the Federal Motor Carrier Safety Administration (FMCSA) and the Federal Highway Administration (FHWA) offer to state offices of highway safety to allow management to review the state's traffic records program. NHTSA, FMCSA and FHWA have co-published a Highway Safety Program Advisory for Traffic Records which establishes criteria to guide state development and use of its highway safety information resources. The Traffic Records Assessment is a process for giving the state a snapshot of its status relative to that advisory.

The assessment report documents the state's traffic records activities as compared to the provisions in the Advisory, notes the state's traffic records strengths and accomplishments, and offers suggestions where improvements can be made.

Upon request by the Law Enforcement and Traffic Safety Division ("Governor's Highway Safety Office") of the Alabama Department of Economic and Community Affairs (ADECA), the National Highway Traffic Safety Administration (NHTSA) assembled a team to facilitate a traffic records assessment. Concurrently the highway safety office asked the Administrative Office of Courts to carry out the necessary logistical and administrative steps in preparation for the onsite assessment. A team of professionals with backgrounds and expertise in the several component areas of traffic records data systems (crash, driver/vehicle, traffic engineering, enforcement and adjudication, and healthcare data systems) conducted the assessment August 21 to 25, 2006.

The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether Alabama's traffic records system is capable of supporting management's needs to identify the state's safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness. The following discusses some of the key findings regarding the ability of the present traffic records system to support management of the state's highway safety programs.

Crash Records System

Crash reports, about 140,000 annually, are submitted by all law enforcement agencies to the Department of Public Safety (DPS) for entry into the statewide crash file. The crash file is presently totally paper-based. The DPS performs a typical data entry process. Upon receipt the reports are subjected to human review to determine completeness and those not deemed sufficient for entry are returned. Despite some procedural decisions that delay year-end closeout of the file, the file is relatively timely and is generally available for analysis by May of each year. The file is provided to the University of Alabama which provides analytic support to the highway safety office and conducts other highway safety related research and studies. The Critical Analysis Reporting Environment (CARE) software, provided by the University, is the primary analytical tool used throughout the state. The Alabama Department of Transportation (ALDOT) also receives a copy of the file monthly to add location and other roadway specific data.

The DPS staff does not presently have adequate resources to apply the necessary quality control processes to insure quality data. There is a lack of follow up on cases returned to law enforcement agencies for correction; there are no metrics produced to determine types of errors; and no routine feedback is provided to agencies about recurring errors. Some time ago the DPS recognized the need to migrate to an electronic crash data collection and reporting environment and attempted to procure contractor assistance. This was put on hold pending development of the Strategic Plan described below.

The state recently completed a Traffic Safety Information System (TSIS) Strategic Plan 2006-2010. Included in that Plan is the "development of an electronic (e-crash) reporting system." The Plan identifies the following goals:

• "Assure through e-crash that all reports are 100 percent complete, 100 percent internally consistent, and that they are received within 48 hours."
• "Generate considerable enforcement capability by reducing the time to complete the crash report form by 50 percent."

E-crash implementation will increase the existing level of quality in compliance with the criteria in SAFETEA-LU, especially the completeness, accuracy, and timeliness of the data, thus enhancing user confidence in the reliability of the data for data-driven decision making.

Driver & Vehicle Records System

Vehicle registration is a county function in Alabama and the data quality varies by county. The Motor Vehicle Division registration file is a repository for the collective county files. Titling is a state function. Current plans anticipate establishment of a Statewide Data Network for vehicle registrations which would reduce the time to 72 hours. Using a consistent process for the Statewide Data Network would provide an opportunity to integrate the registration and title records at the state level in addition to improving the timeliness of establishing the state repository of registration and title records.

Driver records are maintained by the Alabama Department of Public Safety (DPS). Driver histories from previous states are included in the driver file for commercial vehicle operators but not for noncommercial drivers moving from other states. Therefore, the file does not contain sufficiently complete driving histories for identifying and controlling all problem drivers.

DPS does receive most of the court conviction records (about 75 percent) electronically for immediate and direct posting to the driver records without clerical intervention. The expansion of electronic citations will enhance the timeliness and quality of the driver file.

Injury Surveillance System
Alabama does not have a functional comprehensive statewide Injury Surveillance System. There are key components with varying degrees of maturity and functionality within the state. The key components are: the EMS electronic Patient Care (ePCR) data; the trauma registry; the head and spinal cord injury registry that are maintained in the Alabama Department of Public Health (ADPH) Office of Emergency Medical Services and Trauma (OEMST) which provides regulatory oversight for the EMS System; and the mortality data that is maintained in the ADPH Center of Health Statistics. Currently, statewide trauma data, Emergency Department data, and Hospital Discharge data are three key components that are non-existent.

The majority of the over 900 EMS providers are volunteers that respond to the 400,000 plus annual transports throughout the urban, rural, and frontier areas of the State. Data are submitted to the State electronically. There is a trauma registry; however hospitals may submit data and the process is purely voluntary.

Citation Records System

The Administrative Office of the Courts (AOC) has been aggressively pursuing the development of systems that account for and track citations and contain the information necessary to evaluate the level of enforcement activity in the state and to monitor the Judiciary's processing of traffic cases. The present capabilities in place, such as the AlaCourt case management system and the E-Citation application, allow the state to track the life cycle of a traffic citation from the distribution of the forms (or electronic batches of numbers) to an officer, to their issuance to offenders, to their disposition by a court, and their electronic transfer (where appropriate, e.g., convictions) to the driver licensing agency for placement on the driver history file.

AOC has also coordinated the development of an E-Citation application with the law enforcement agencies. The application has several features that provide for the efficient capture of citation information by officers and for uploading wirelessly to a database at AOC and subsequent uploading to the AlaCourt system which eliminates the need for hand entry by the court. The E-Citation application is currently in use by the commercial vehicle enforcement unit of DPS, a few other DPS troopers, and the Tuscaloosa Police Department. The DPS plans to roll out the application to all other troopers by the end of the year.

The functionality of the various AOC system components approximate what is commonly referred to as a Citation Tracking System and meets the criteria as called for in the Advisory.

The road inventory and information systems in the ALDOT include: roadway geometrics, traffic volumes, bridge, pavement, pavement friction, and a Geographic Information System (GIS). Most road data exist on a legacy mainframe and are not easily accessed and manipulated for ad hoc queries.

The ALDOT is planning a series of projects to upgrade the road information system and develop a business enterprise architecture using a GIS platform. These initiatives were included in a recent strategic plan for traffic records improvements that were submitted as part of an application for grant funds.

A major deficiency in public road information files across the state is a uniform location reference system that accurately identifies crash and road attributes among the state system road files and between state and local road files. An example at the state system level is the location reference method used in the bridge management system. The bridge management system uses latitude/longitude coordinates, while the other major road files use link/node and milepost as the location reference system. At the local level county and city engineers find problems in using the state provided link/node data because of delays in updating streets and roads built for new developments and the multiple street names for links on the county road and city street networks.

Traffic Records Coordinating Committee (TRCC)

Alabama has a properly constituted TRCC which provides the opportunity for its members to coordinate all traffic records projects and become informed about the component parts of and data sets within a traffic records system. The strategic implementation of the various components of the traffic records system will result in economies of scale through joint purchase power, eventual integration of new systems, and the cooperative development of data elements and data dictionaries.

Originally known as the Alabama Traffic Information Systems Council (ATISC), Alabama's TRCC has been in existence since July 1994. The ATISC was recently reorganized and renamed as the Alabama Traffic Records Coordinating Committee (ATRCC). The committee includes an executive level and a technical level. This two tiered level 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 SAFETEA-LU legislation. The executive level establishes policies, sets strategic goals for project development, approves projects, and authorizes funding.

Technical level membership of the committee includes representation from all stakeholder agencies, and is charged with providing technical support, project implementation, and collaboration. The technical level has a chair with the responsibility for directing the implementation of the Traffic Records Strategic Plan.

Strategic Planning
The TRCC submitted a Traffic Safety Information System Strategic Plan (June 2006-2010) and an application for a grant to the NHTSA on June 13, 2006. Overall the strategic planning effort of the TRCC as reflected in the Traffic Safety Information System Strategic Plan is most commendable. There are some concerns noted in this assessment that we believe can be easily addressed by the TRCC. However, a crucial phase in the strategic planning process is the monitoring, progress reporting, and project management steps. There are several excellent software tools available for this phase that would allow the TRCC and in particular the Traffic Records Coordinator to pull together the necessary information for oversight by the TRCC and its executive committee.

Following are the major recommendations for improvements to the state's traffic records system. The references indicate the sections of the report from which the recommendations are drawn.

MAJOR RECOMMENDATIONS

Crash Data
1.   Use the newly reorganized ATRCC to marshal the required funding, resources, and collaboration to implement e-crash in a timely manner. (Section 1-A)
2.   Improve the current crash locating system to include coordinate-based systems. (Section 1-A)
3.   Establish a formalized quality control (QC) program for crash data. (Section 2-A)

Driver & Vehicle Data
1.   Record the driver histories from previous states of record on non-commercial drivers (as required for commercial driver records). (Section 1-D)

Medical/Injury Data
1.   Obtain legislative support to establish a state Trauma System. (Section 1-F) Implement a statewide Hospital Discharge and Emergency Department data collection and analysis systems. (Section 1-F)
2.   Consider introducing the new NEMSIS data set incrementally and in phases. This may provide the EMS providers the opportunity to gain confidence in the system thereby not overwhelming them with the large data set. (Section 1-F)
3.   Ensure that appropriate technical staff is involved in ATRCC activities such as EMS data manager, EMS IT manager, Trauma/Head and Spinal Cord Registry IT staff. (Section 2- F)

Roadway Data
1.   Develop a uniform location reference system that is applicable to all public roads. (Section 1-B)
2.   Establish the GIS platform as the enterprise system for all road data. (Section 1-B)
3.   Train local safety officials in the use of CARE to query and download crash data. (Section 1-B)

TRCC
1. Establish an accountability process for project managers to use for monitoring, tracking, and reporting progress on their assigned traffic records projects, including timetables and deliverables. (Section 4-A)
2. Designate a traffic records coordinator who has the necessary skills to provide administrative and coordination support to the TRCC. (Section 4-A)

Strategic Planning

Task the TRCC with the responsibility to follow up on the NHTSA final review and consider the suggested concerns cited above. (Section 4-B)
Use this Assessment as a guide to identify deficiencies and begin the process for the second year update and next years 408 grant submission. (Section 4-B)
Acquire a project management software tool to track each project action plan. (Section 4-B) Coordinate the efforts of the TSCC with the ATRCC to achieve maximum support and resources for the projects included in the Traffic Safety Information System Strategic Plan. (Section 3-C)

IMPLEMENTATION

This assessment is based on the National Highway Traffic Safety Administration's Advisory and will serve as the standard in traffic safety for the next five years. The Traffic Records Coordinating Committee has taken the recommendations of the Traffic Records Assessment Team to prioritize the projects within the Traffic Safety Information System.

Looking to the Future

The role of the Governor's Highway Safety Office, Law Enforcement and Traffic Safety Division of ADECA will continue to provide the leadership, coordination, and direction to the State's Highway Safety Program.

	402	405	410	157 Incentive	157 Innovative	2003b	163	Total FEDERAL	Total STATE	Grand Total	% of Total
P&A	$ 124,649.78				$ 5,837.18		$ 69,931.98	$ 200,418.94	$ 171,981.51	$ 372,400.45	4.2%
Traffic Records	$ 176,070.54							$ 176,070.54		$ 176,070.54	2.0%
Impaired Driving (Alcohol)							$ 629,310.25	$ 629,310.25	$ 49,057.17	$ 678,367.42	7.6%
Impaired Driving (Paid Media)							$ 404,432.07	$ 404,432.07		$ 404,432.07	4.5%
Occupant Protection (Seatbelts)		$ 100,183.51			$ 171,210.60			$ 271,394.11	$ 336,308.90	$ 607,703.01	6.8%
Occupant Protection (Paid Media)		$ 722,177.88						$ 722,177.88	$ 2,218,691.10	$ 2,940,868.98	33.0%
Occupant Protection (Child)						$ 2,526.27		$ 2,526.27	$ 632.00	$ 3,158.27	0.0%
CTSP / Safe Communities	$ 1,043,612.22							$ 1,043,612.22	$ 1,337,717.30	$ 2,381,329.52	26.7%
Trust Fund Local-Equipment								$ -	$ 17,533.28	$ 17,533.28	0.2%
Police Traffic Services	$ 1,092,860.76							$ 1,092,860.76	$ 204,294.30	$ 1,297,155.06	14.6%
EMS								$ -		$ -	0.0%
Trust Fund State								$ -	$ 34,339.94	$ 34,339.94	0.4%
TOTAL	$ 2,437,193.30	$ 822,361.39	$ -	$ -	$ 177,047.78	$ 2,526.27	$ 1,103,674.30	$ 4,542,803.04	$ 4,370,555.50	$ 8,913,358.54	100.0%

NHTSA:

$ 3,439,128.74	$ 1,103,674.30	DOT
$ 4,542,803.04		

$ 1,104,823.58	Trust Fund
124,405.30	General Fund
3,141,326.62	In-Kind / Match
$ 4,370,555.50	