

STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2017

prepared for
Governor Bill Walker

under the direction of
Commissioner Marc Luiken
Transportation and Public Facilities

prepared by
The Department of Transportation and Public Facilities
Alaska Highway Safety Office
3132 Channel Drive, P.O. Box 112500
Juneau, Alaska 99811-2500



State of Alaska Highway Safety Annual Report

Federal Fiscal Year 2017

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December 31, 2017

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Acronym Guide

ACS	Alaska Court System
AHSA	Alaska Highway Safety Office
AIPC	Alaska Injury Prevention Center
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APSIN	Alaska Public Safety Information Network
ARIDE	Advanced Roadside Impaired Driving Enforcement
ASTEP	Alaska Strategic Enforcement Partnership
ATR	Alaska Trauma Registry
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Centers for Disease Control
CDR	Crash Data Repository
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DDACTS	Driven Approaches to Crime and Traffic Safety
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
EIMOR	Electronic Minor Offense Repository
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HAS	Highway Analysis System
HDDS	Alaska Hospital Discharge System
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IDTF	Impaired Driving Task Force
LEL	Law Enforcement Liaison
MOU	Memorandum of Understanding
MADD	Mothers Against Drunk Driving
MAJIC	Multi-Agency Justice Integration Consortium
MAP-21	Moving Ahead for Progress in the 21st Century

NEMSIS	National Emergency Medical Service Information System
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey
SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TDMS	Traffic Data Management System
TRCC	Traffic Records Coordinating Committee
TRIPRS	Traffic Records Improvement Program Reporting System
TSRP	Traffic Safety Resource Prosecutor
UMOT	Uniform Minor Offense Table
UOCT	Uniform Offense Citation Table
VMT	Vehicle Miles Traveled

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2017 serves as the State's assessment of the 2017 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP that identifies current highway safety problems, defines performance targets and measures, and describes safety programs and projects that will be implemented to address highway safety concerns and achieve safety performance targets. The AR reviews the yearly progress on implementing Alaska's HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill Moving Ahead for Progress in the 21st Century (MAP 21) and the more recently passed Fixing America's Surface Transportation (FAST) Act.

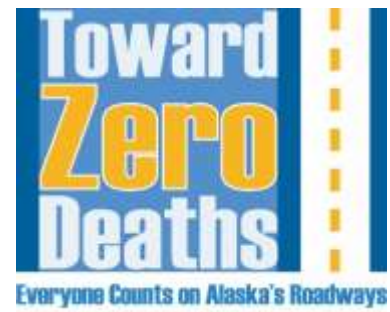
The AHSO administers Federal funds distributed to state, local, and nonprofit organizations who agree to work toward the shared goal of reducing death and major injuries due to motor vehicle related crashes through implementation of programs and projects that address driver behavior and improvements in the traffic records systems.

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Most notable in 2017 was the observed seat belt usage rate surpassed 90 percent for the first time in Alaska's history. Another highlight was the decrease in motorcycle fatalities by 45 percent in 2016 (6) over 2015 (11). The AHSO thanks our local, state, and Federal partners for their commitment to our mission and is grateful for their support.

Unfortunately, fatalities increased in 2016 over 2015 in nearly all the core performance measures. Although fatalities increased, one-year does not translate into a trend and over time, many areas have seen significant declines over the years. Regardless, any life lost due to a motor vehicle crash is tragic. The AHSO and our safety partners continue to work toward our shared goal of Towards Zero Deaths – Everyone Counts on Alaska's Roadways through joint implementation of the HSP and our Strategic Highway Safety Plan (SHSP). The AHSO will continue to provide funding and support for the national mobilizations and effective highway safety programs aimed at reducing the unnecessary fatalities and injuries on Alaska's roadways.

Our Mission

The Alaska Highway Safety Office is committed to enhancing the health and well-being of the state's citizens and visitors through a comprehensive statewide behavioral safety program to prevent crashes and save lives. Any loss of life or injury sustained in a traffic crash is unacceptable and likely preventable. The AHSO embraces, and actively promotes, the state's Toward Zero Deaths campaign in collaboration with its partners.



1.0 Safety in Alaska

1.1 Measureable Progress

Federal regulations require the State to prepare the AR containing adequate project and system specific information to demonstrate measureable progress using performance-based measures. The AHSO is the primary agency responsible for implementing NHTSA-funded highway safety projects in Alaska. The AHSO is also responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for NHTSA. The Department of Transportation and Public Facilities' (DOT&PF) Transportation Data Services Office maintains the Spatially Integrated Roadway Information System (SIRIS), a suite of three systems that includes the Crash Data System (fatality and injury data), Roadway Data System, and the Traffic Monitoring Systems.

The performance goals and measures reported in the AR are from the FFY 2017 Alaska Highway Safety Plan (HSP). Fatality data are complete through 2016, and the serious injury data (referred to as major injury in Alaska) are complete through 2014. Previous years' data have been revised where necessary. If available, 2016 and 2017 data are noted, although some that have been included in figures and tables may be preliminary.

Traffic fatalities in Alaska increased from 65 in 2015 to 84 in 2016. The AHSO is committed to implementing and revising safety projects as needed to maintain a long-term downward trend in the number of fatalities and major injuries.

Table 1.1 compares the fatality rates between Alaska and the United States (U.S.) from 2006 through 2016 and Table 1.2 compares fatalities in 2016 and fatality rates in 2015 among NHTSA Region 10 states.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2006	1.42	1.49
2007	1.36	1.59
2008	1.26	1.27
2009	1.13	1.30
2010	1.11	1.17
2011	1.10	1.57
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.51
2015	1.13	1.29
2016	N/A	1.60

Source: NHTSA STSI/FARS and AHSO. Accessed November 16, 2017.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2015 Fatalities	2015 Fatality Rate (Per 100 MVMT)	2016 Fatalities
Alaska	65	1.29	84
Idaho	216	1.30	253
Oregon	446	1.24	495
Montana	224	1.81	190
Washington	551	0.92	537

Source: NHTSA STSI/FARS. Accessed November 16, 2017. Fatality rates for 2016 are not available as of date of access.

1.2 Key Accomplishments






In FFY 2017,

- Alaska achieved an observed seat belt usage rate of 90.1 percent.
- Motorcycle fatalities dropped 45 percent from 2015 to 2016.
- The Anchorage Police Department’s DUI unit began operations.
- Alaska increased their DRE’s to 40.

Table 1.3 provides the results of Alaska’s progress in meeting the state’s core performance measures identified in the FFY 2017 HSP.

Table 1.3 FFY 2017 Highway Safety Performance Report

Performance Measure Type	PM ID	Performance Measure	2016 Target	2016 Actual	2016 Met Target	Percent Difference	2017 Target
Core Outcome Measures	C-1	Fatalities	55	84		53%	55
	C-1a	Fatalities (three-year average)	N/A	74	N/A	N/A	N/A
	C-2	Serious Injuries	369	N/A	N/A	N/A	353
	C-3	Fatalities per 100 MVMT	1.15	1.60		N/A	1.15
	C-3a	Fatalities per 100 MVMT – Urban	N/A	1.03	N/A	N/A	N/A
	C-3b	Fatalities per 100 MVMT – Rural	N/A	2.41	N/A	N/A	N/A
	C-4	Unrestrained passenger vehicle occupant fatalities	15	37		147%	16
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	16	30		88%	16
	C-6	Speeding-related fatalities	21	36		71%	20
C-7	Motorcycle fatalities	8	6		-25%	8	

Performance Measure Type	PM ID	Performance Measure	2016 Target	2016 Actual	2016 Met Target	Percent Difference	2017 Target
Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	2	2		0%	2.8
	C-9	Young drivers (20 or under) involved in fatal crashes	7	16		129%	8
	C-10	Pedestrian fatalities	7	12		71%	8
	C-11	Bicyclist fatalities	0	1		100%	0
Core Behavior Measure	B-1	Observed seat belt use	90.00%	89.00%		-1.1%	91.00%
Activity Measures (during grant-funded activities)	A-1	Seat belt citations	N/A	1,232	N/A	N/A	N/A
	A-2	Impaired driving arrests		156			
	A-3	Speeding citations		966			

Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed November 16, 2017.

1.3 Priorities

The AHSO identified seven priorities in the FFY 2017 HSP. These priorities are consistent with the three strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers), Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles), and Roadways. Each emphasis area action plan identifies enforcement, education, engineering, and data strategies that are being implemented and tracked. The seven AHSO priorities included:

- Impaired Driving** – In 2016, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above increased to 30 which is the highest number of alcohol-impaired fatalities in the last ten years. However, with the addition of the Anchorage Police Department's (APD) Impaired Driving Team we expect this number will start falling. In addition, Alaska increased the number of DRE's in the state to 40 and all of APD's Impaired Driving Team are now DRE's.
- Occupant Protection** – Unrestrained passenger vehicle fatalities increased substantially in 2016 to 37 from 15 in 2015. Over the past ten years, the unrestrained fatalities have seen similar spikes and declines. Encouraging signs that may lead to the reduction in unrestrained fatalities include the observed seat belt usage rate reaching a record of 90.1 percent in 2017 coupled with a 27.5 percent increase in grant-funded seat belt citations (from 966 in 2016 to 1,232 in 2017).
- Speeding** – After a substantial reduction in speeding related fatalities in 2014, Alaska saw its speeding related fatalities climb over the last few years to 36 in 2016. Historically, speeding-related fatalities have accounted for the largest percentage of all fatalities, however, in recent years they have fallen to around the same number of impaired driving and unrestrained fatalities. Furthermore, the number of speeding citations issued during grant-funded enforcement increased 29 percent to 966 in 2017 from 747 in 2016. Table 1.4 show the fluctuations in speeding related fatalities and major injuries between 2007 and 2016.

Table 1.4 Fatalities and Major Injuries Involving Speeding

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Speeding Fatalities	34	27	29	26	25	14	22	16	22	36
Speeding Major Injuries	85	98	82	112	64	91	107	76	N/A	N/A
Speeding Fatalities as a Percent of All Fatalities	41%	44%	45%	46%	35%	24%	43%	22%	34%	43%
Speeding Major Injuries as a Percent of All Major Injuries	20%	25%	18%	23%	16%	25%	31%	24%	N/A	N/A

Source: NHTSA STSI/FARS and Alaska DOT&PF. Accessed November 16, 2017. Serious Injury data represents the most current data via the DOT&PF.

- Motorcycle Safety** – In recent years, the number of motorcycle fatalities have trended downward. In 2016, motorcycle fatalities dropped from eleven in 2015 to six in 2016. Of the six fatalities in 2016, two were unhelmeted.
- Pedestrian and Bicycle Safety** – Pedestrian and bicyclist fatalities in 2016 were similar to 2015. Pedestrian fatalities stayed steady at 12 fatalities for the second year in a row. Bicyclist fatalities rose from zero in 2015 to one in 2016. Although the percentage of all fatalities involving pedestrians and bicyclists accounted for 15 percent of all fatalities in 2016, this is a decrease from 18 percent of all fatalities seen in 2015.
- Novice Drivers** – Nationally novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen driver does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 states, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. Novice drivers under 20 years old involved in fatal crashes reached 16 in 2016 in Alaska, a considerable increase from 6 in 2015.
- Traffic Records** – Traffic Records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2016, Alaska developed a new Traffic Records Strategic Plan in 2017 to continue improvements of the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track traffic safety countermeasures. Improvements in traffic records in FFY 2017 included the reduction in the average number of days between crash event data and DOT database entry which decreased by an average of 112 days or ten percent, compared to the same time period prior the year.

1.4 Lessons Learned

AHSO recognizes emerging trends will influence traffic safety in the State. As an example, the economy turned around which resulted in higher vehicle miles traveled (VMT) rates - more miles traveled increases exposure to crashes and an increased fatality rate that Alaska, and much of the rest of the country, have experienced. The AHSO is focused on the continued need to strengthen relationships with local police departments and establishment of a law enforcement liaison program to enhance the involvement of law enforcement across the State to address traffic safety issues.

To address the legalization of recreational marijuana that went into effect in early 2015, the AHSO strengthened training programs offered to Drug Recognition Experts (DRE) and expanded training to more officers. The Impaired Driving Task Force, as well as the Traffic Records Coordinating Committee, worked closely together in FFY 2017 to stay ahead of the potential increase in drug impaired driving and involved additional partners in the coalitions who c provide additional insight into addressing all forms of impaired driving. Additionally, with the startup of the Anchorage Police Department's DUI unit we are confident moving forward that this will reduce DUI related crashes in the metropolitan area.

2.0 Performance Data – Alaska 2011 to 2017

2.1 Crash Statistics Summary

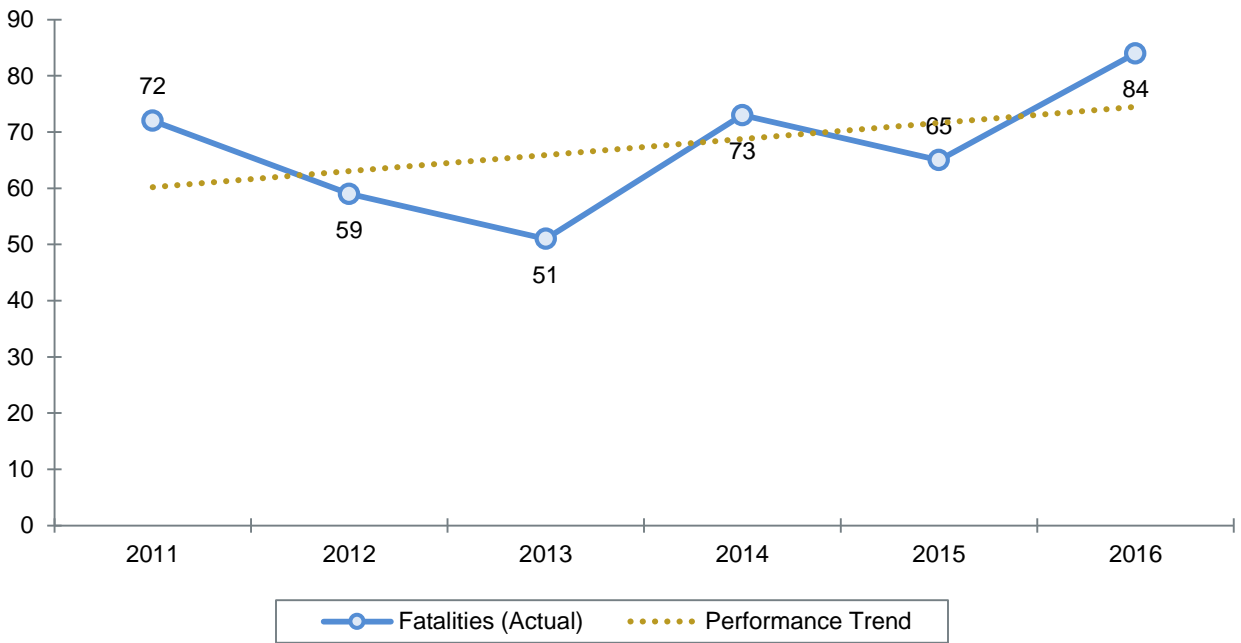
In Alaska, fatalities resulting from motor vehicle crashes increased from 65 in 2015 to 84 in 2016. Details on Alaska's highway safety trends between 2011 and 2017 are provided in Table 2.1. Figures 2.1 through 2.15 illustrate select performance measures shown in Table 2.1. Fatality data are complete through 2016 and major injury data are complete through 2014. Previous years' data have been revised where necessary. Additional notes and citations regarding the figures can be located under the corresponding figure.

Table 2.1 Alaska Traffic Safety Trends 2011 to 2017

Crash Data/ Trends	2011	2012	2013	2014	2015	2016	2017	Percent Change 2015 2016	Average Annual Change
Fatalities (Actual)	72	59	51	73	65	84	N/A	29%	0.91
Fatalities per 100 MVMT	1.6	1.2	1.05	1.51	1.29	1.60	N/A	24%	N/A
Serious Injuries	404	359	347	319	N/A	N/A	N/A	N/A	N/A
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	21	15	16	22	23	30	N/A	30%	1.00
Unrestrained Passenger Vehicle Fatalities	26	19	12	21	15	37	N/A	147%	1.82
Speeding-Related Fatalities	26	14	22	18	22	36	N/A	64%	0.55
Motorcyclist Fatalities	10	9	9	8	11	6	N/A	-45%	-0.27
Unhelmeted Motorcyclist Fatalities	1	5	2	3	4	2	N/A	-50%	0.00
Young Driver (20 or under) Involved in Fatal Crash	10	7	8	11	6	16	N/A	167%	-0.09
Pedestrian Fatalities	9	8	6	14	12	12	N/A	0%	0.27
Bicyclist Fatalities	2	1	1	3	0	1	N/A	100%	0.00
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	89%	88%	86%	88%	89%	89%	N/A	-1%	0.01
Seatbelt Citations Issued During Grant-Funded Events	1,526	547	508	612	725	966	1,232	33%	87.82
DUI Arrests Made During Grant-Funded Events	1,330	783	250	80	192	202	156	5%	18.36
Speeding Citations Issued During Grant-Funded Events	2,067	1,089	712	438	457	747	966	63%	67.91

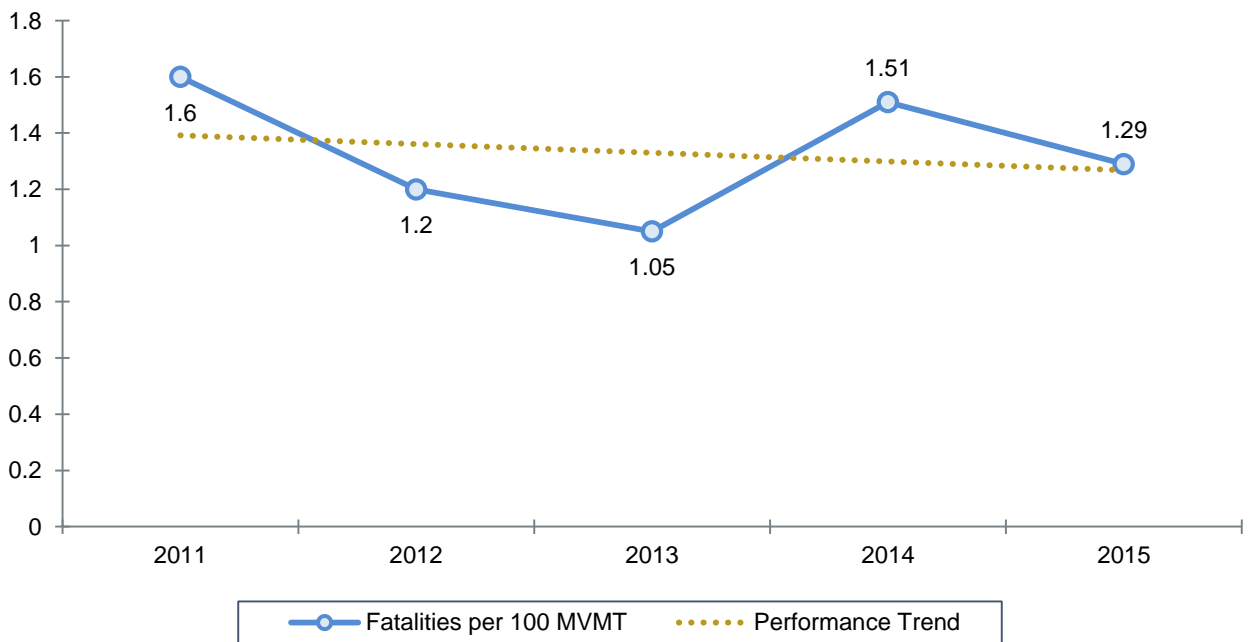
Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed November 16, 2017.

Figure 2.1 Statewide Fatalities



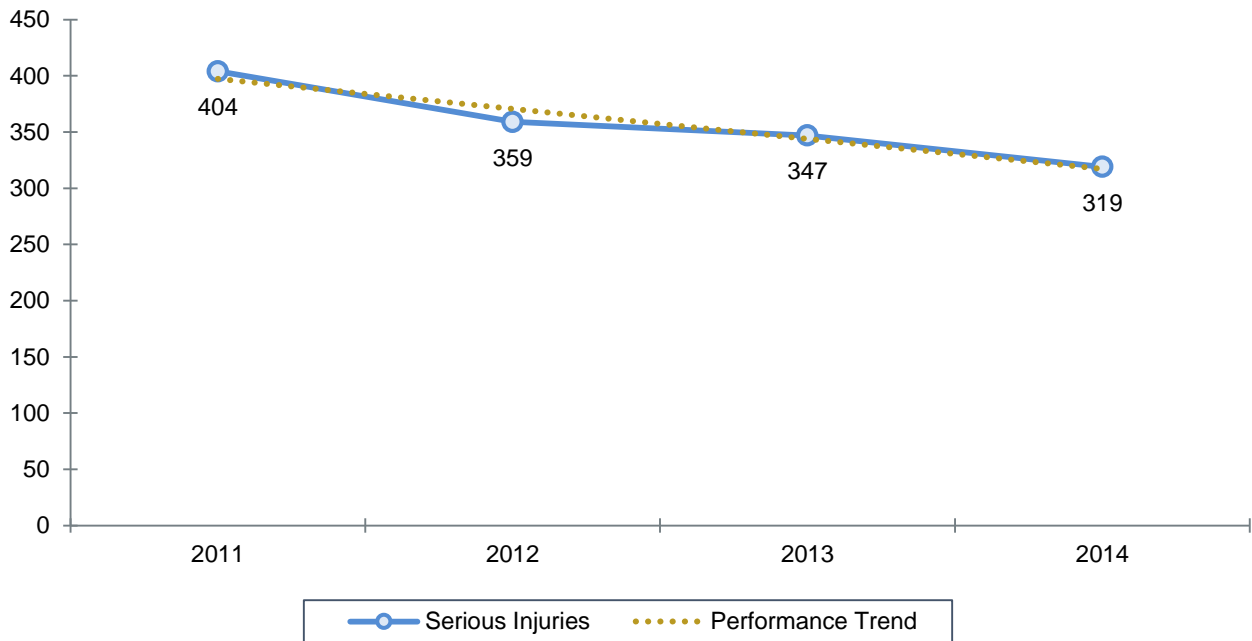
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.2 Statewide Fatality Rate



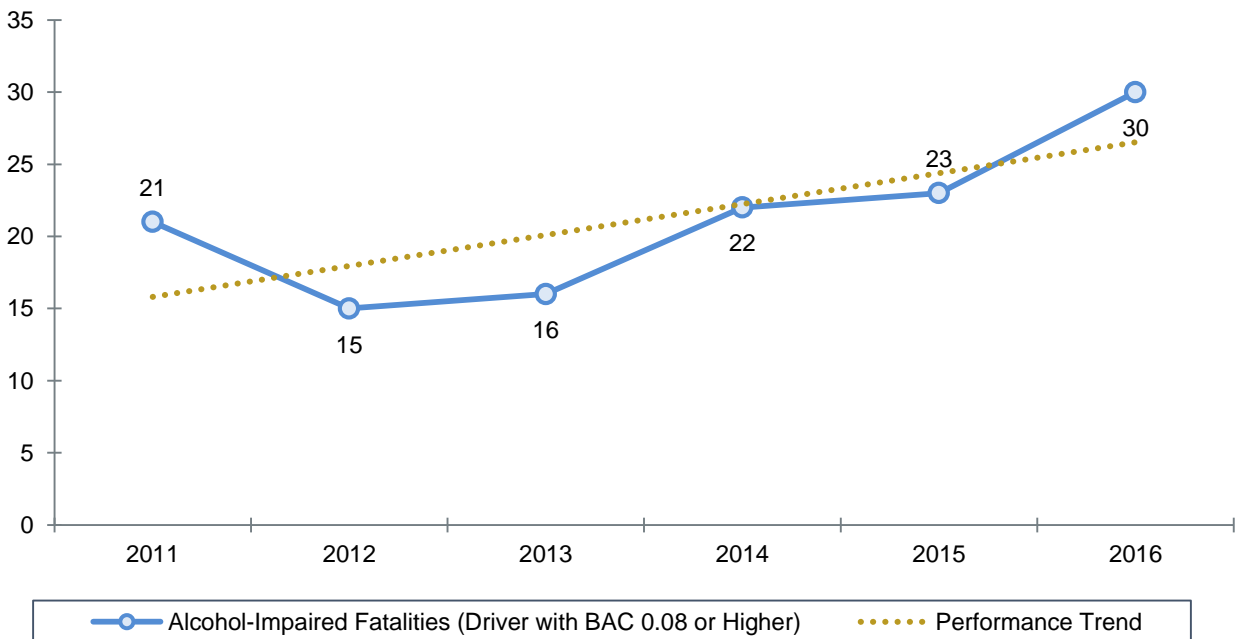
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.3 Statewide Serious Injuries



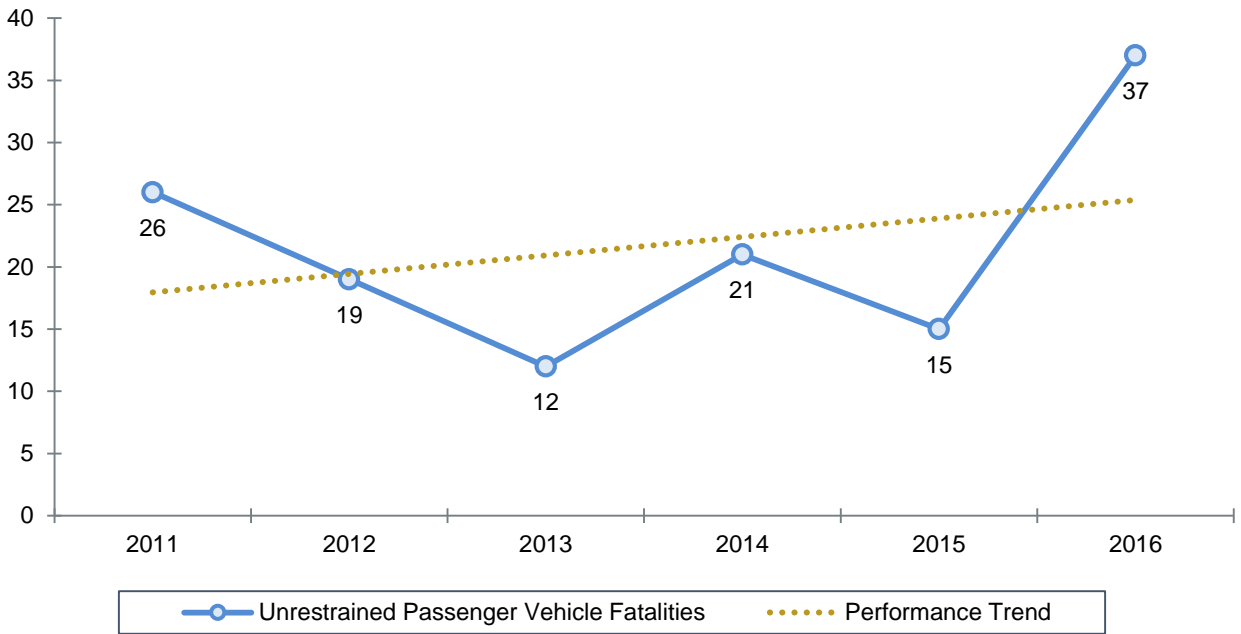
Source: Alaska Highway Safety Office. Accessed November 16, 2017. Serious Injury numbers are not available for 2015 and 2016.

Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC



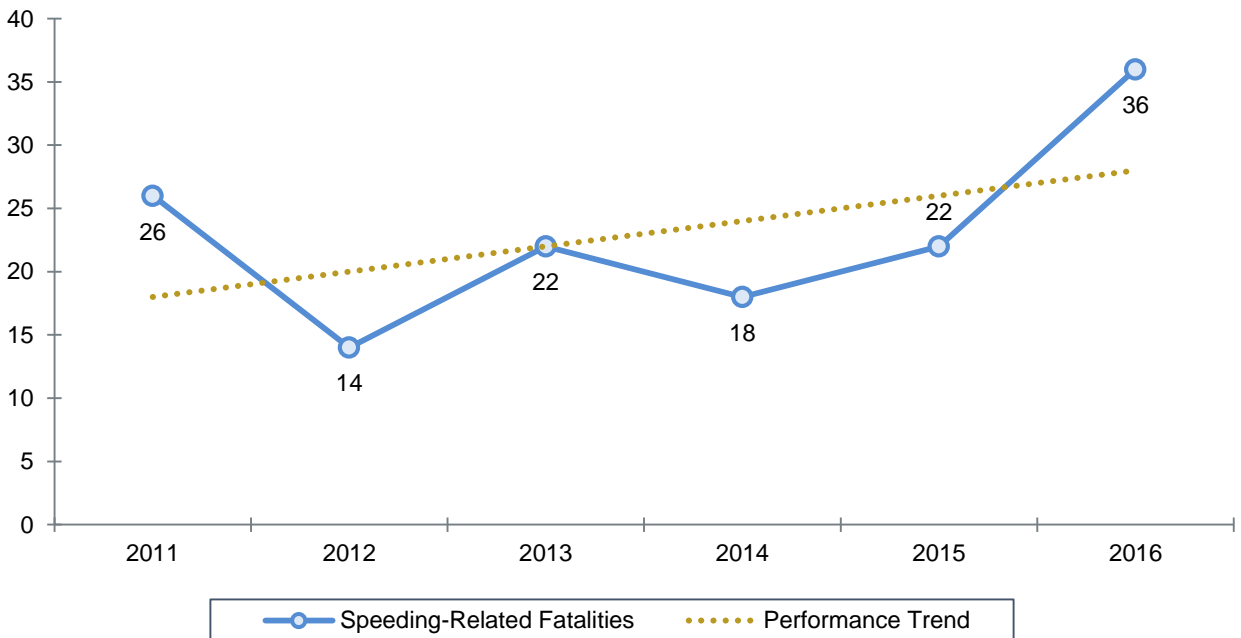
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



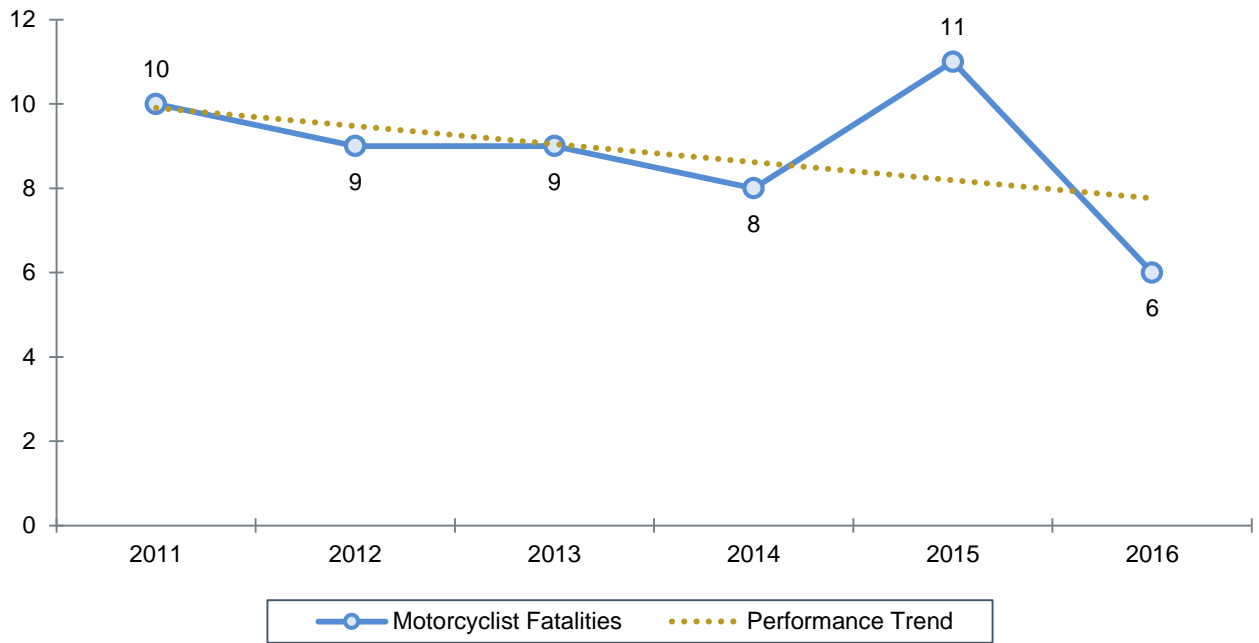
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.6 Speeding-Related Fatalities



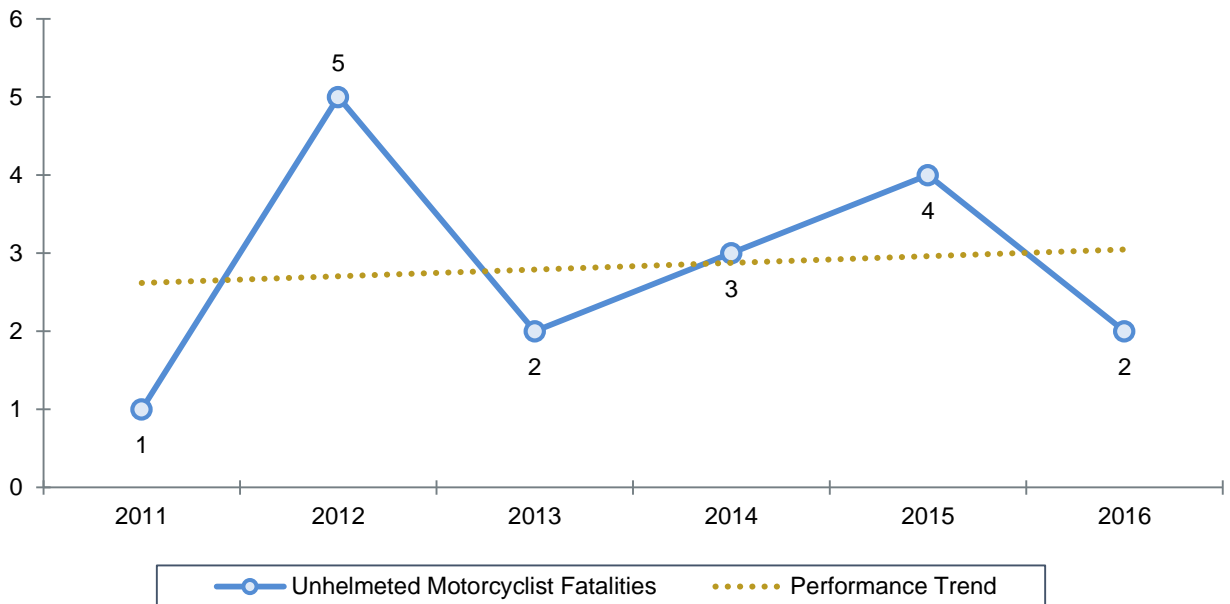
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.7 Motorcycle Fatalities



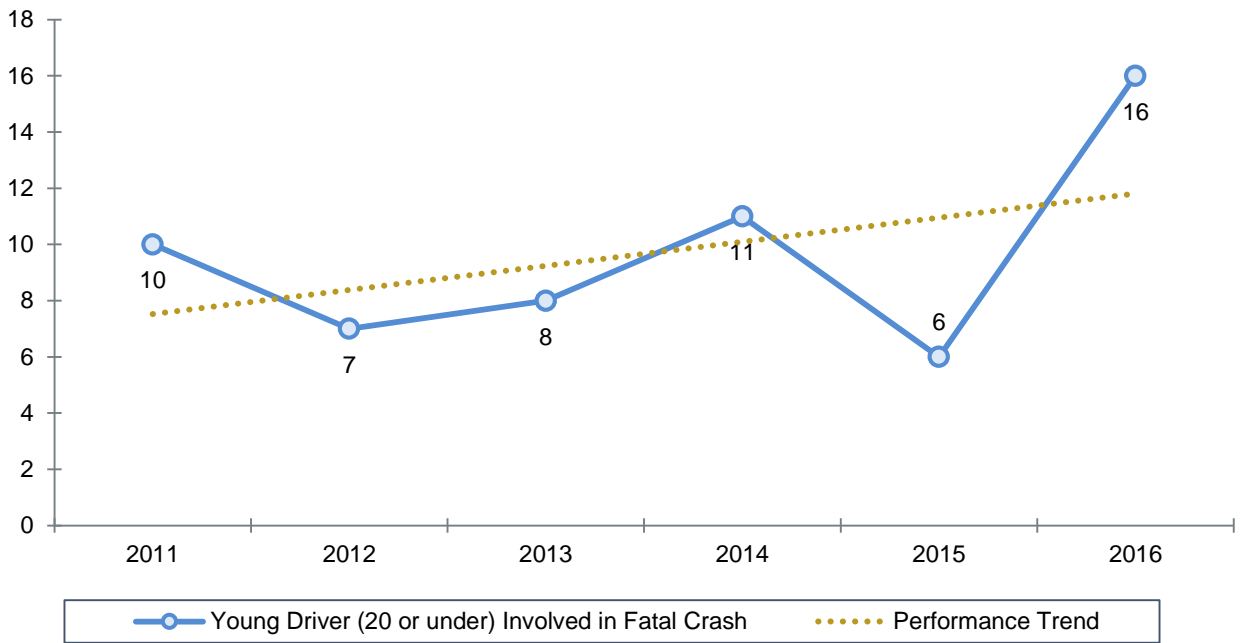
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.8 Unhelmeted Motorcycle Fatalities



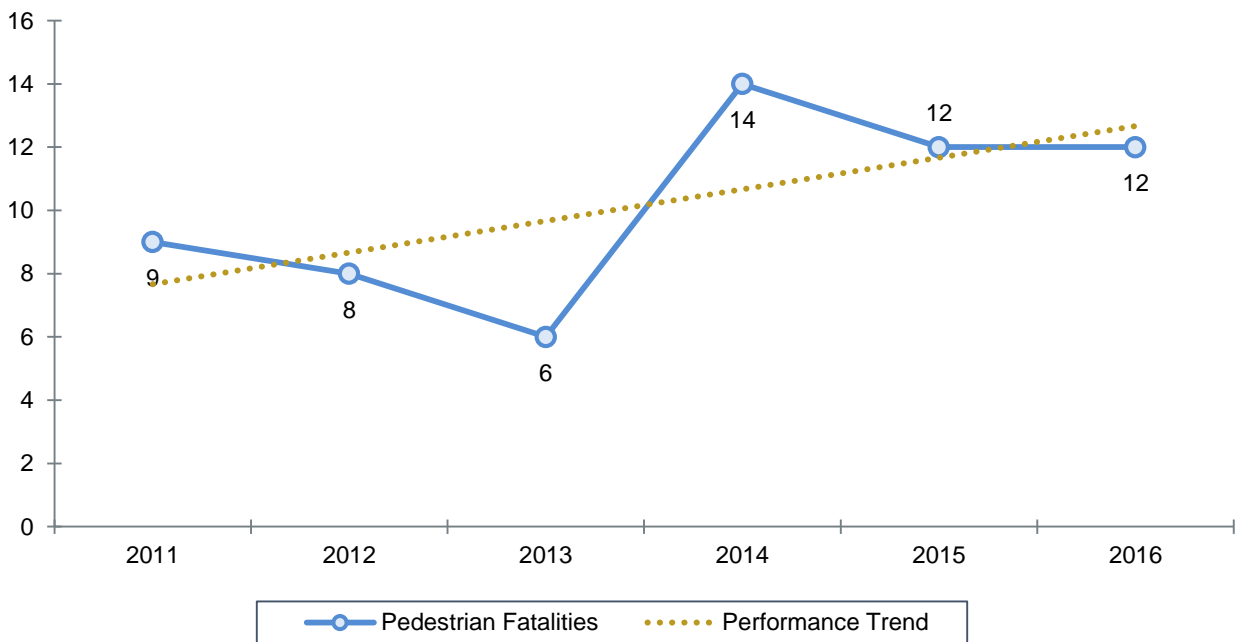
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



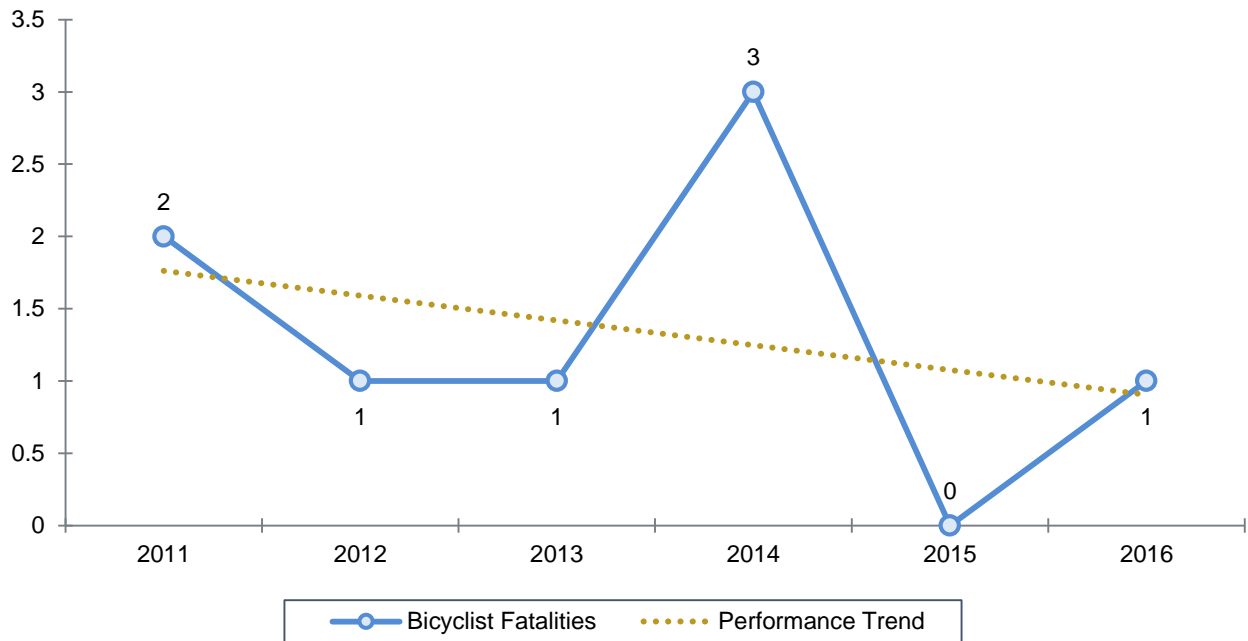
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.10 Pedestrian Fatalities



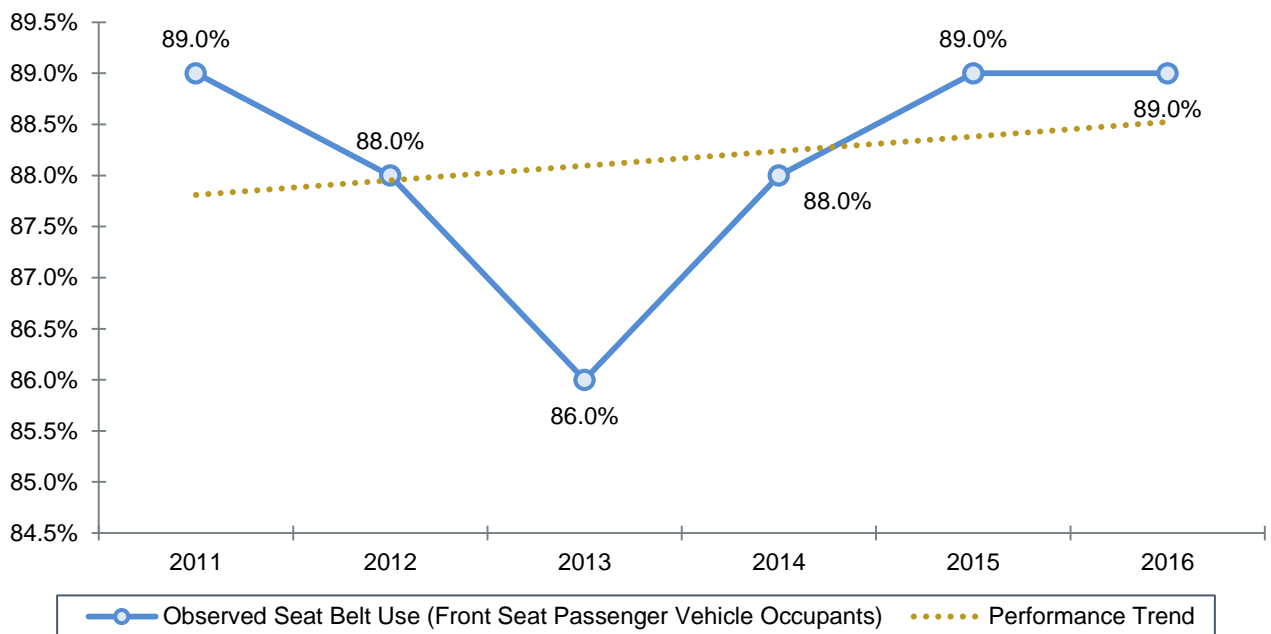
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.11 Bicyclist Fatalities



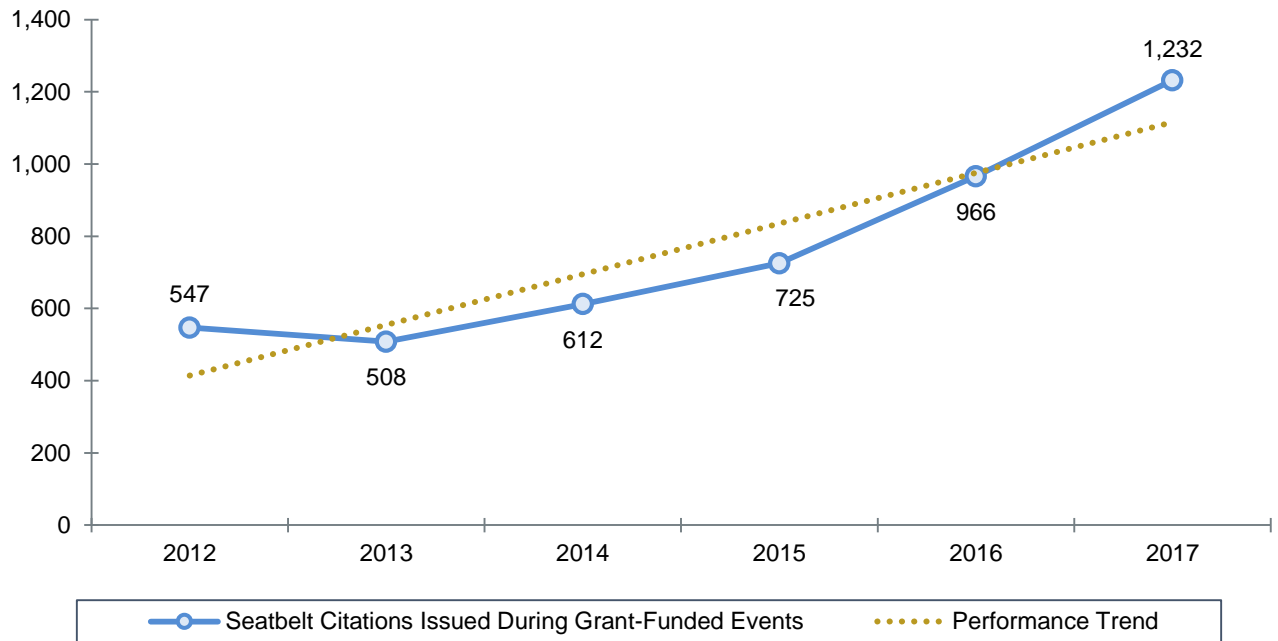
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.12 Observed Belt use for Passenger Vehicles



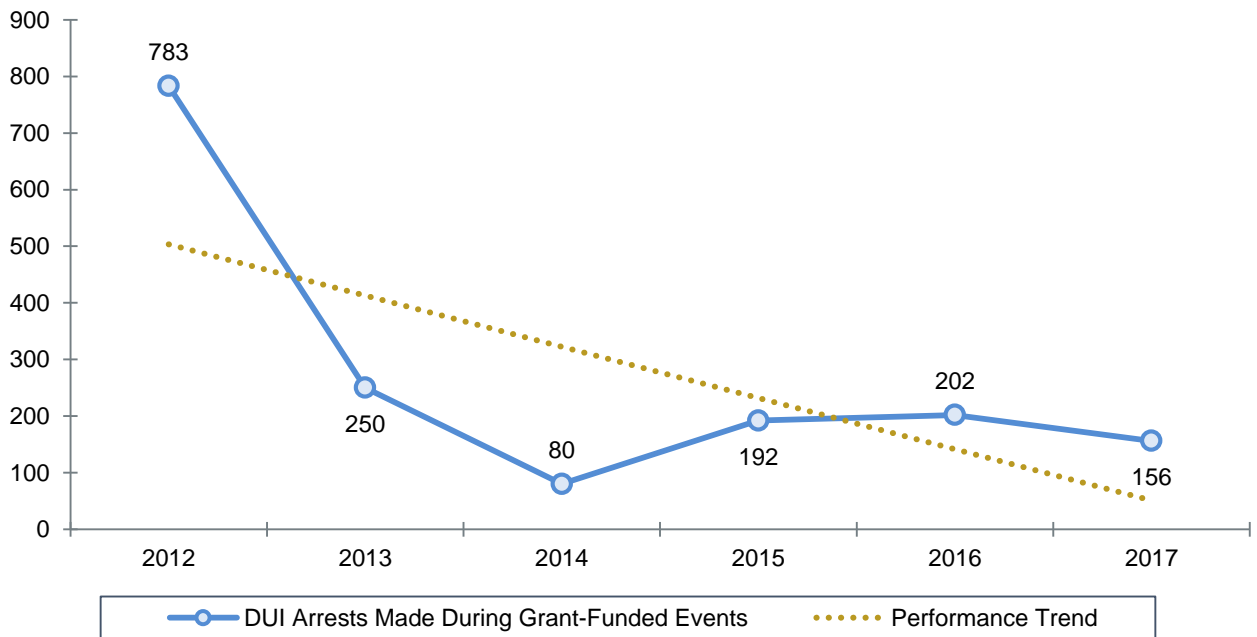
Source: NHTSA STSI/FARS. Accessed November 16, 2017.

Figure 2.13 Seatbelt Citations Issued During Grant Funded Events



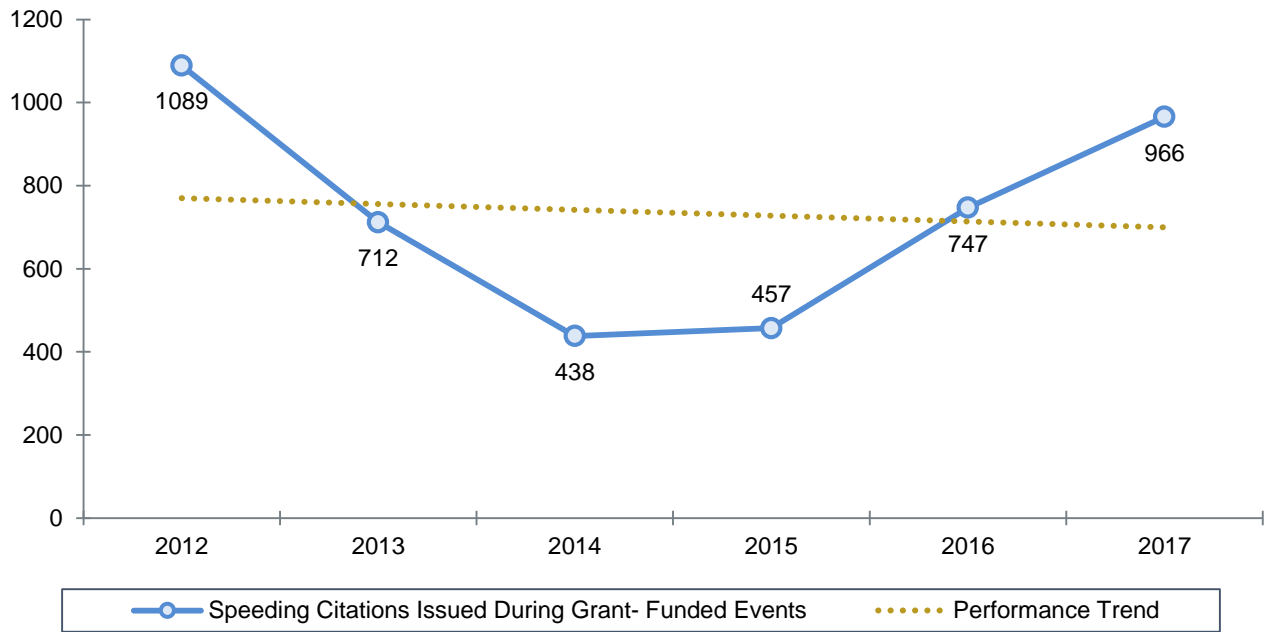
Source: Alaska Highway Safety Office. Accessed November 16, 2017.

Figure 2.14 DUI Arrests Made During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed November 16, 2017.

Figure 2.15 Speeding Citations Issued During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed November 16, 2017.

3.0 Program Areas

3.1 Evidence Based Enforcement Program Activities

In FFY 2017, the AHSO continued to support and implement evidence based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the program areas below. This past year saw more law enforcement agency participation than in the previous year. The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components; data-driven problem identification, implementation of evidence based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY 2017 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, evidence-based strategies they would deploy, and how they would track their progress. All prospective grantees applications were vetted and scored on their evidence based approach. Awarded grantees in FFY 2017 were also required to submit a year-end report of the activities, goals, and objectives they set for the year.

Lastly, to ensure these law enforcement projects remained nimble with the ability to adjust to any situation, various tracking mechanisms were utilized to enable program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, emails, and press events. Monthly progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times worked and the number of tickets issued. This monthly monitoring allowed for subtle or major adjustments within each grantee, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Alaska.

3.2 Compilation of Enforcement Activity Results

In FFY 2017, 11 law enforcement agencies participated in the national Click It or Ticket campaign and in the Driver Sober or Get Pulled Over campaign, an increase in participation by one law enforcement agency over the previous year. All of the NHTSA funded law enforcement activities resulted in:

- 1,232 Seat Belt Citations
- 156 Impaired Driving Arrests
- 966 Speeding Citations

In addition, the number of Alaska DRE Officers Increased to 41 from 36 in 2017.

The program goals, activities, performance measures, and projects identified for the seven program areas addressed in the FFY 2017 HSP are described in this section.

3.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the Alaska Highway Safety Office as it is a preventable crime. Legalization of marijuana in the state has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in traffic fatalities since 1977, but alcohol and drug use continues to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol was a factor in 36 percent of traffic fatalities in 2016.

Performance Target

1. Reduce alcohol impaired driving fatalities 11 percent from 18 (2010-2014 average) to 16 by 2017.

Projects and Funding

The 2017 HSP included impaired driving projects to address the above performance targets and counter impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

During FFY 2017, 11 agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times resulting in 156 impaired driving arrests. With the legalization of marijuana, the AHSO has and will continue to redouble our efforts to maintain and increase the current number of 41 DREs in the State.

The FFY 2017 telephone survey indicated that well over half, 63 percent, of Alaskan drivers think they are certainly or very likely to be arrested for driving after drinking (Figure 4.2). This is an increase from 53 percent noted by respondents in the 2016 survey and has increased each year since 2014.

Project Descriptions

Project Title: High Visibility DUI Enforcement (405d 17 01 00(A))

Project Description: The AHSO utilized 405d funds for police departments to participate in High Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2017. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and 11 local agencies to conduct data-driven enforcement operations in areas of high risk for impaired driving crashes in coordination with the national mobilizations. The results of their work in FFY 2017 were law enforcement agencies worked 4,839 hours of DUI HVE overtime, which resulted in 156 impaired driving arrests, 1,232 occupant protection citations, and 68 warrant arrests were made.

Budgeted: \$600,000

Expended: \$317,739.49

Project Title: Statewide LEL Impaired Driving (402PT 16 06 00(C))

Project Description: This project was planned to fund the position (salary or labor hours and expenses) of up to three regional Law Enforcement Liaisons who will function as an extension of the AHSO. The LELs were to assist with recruiting law enforcement agencies to work impaired driving projects and will help police agencies in analyzing their crash data to identify impaired driving hot spots and corridors, implement high-visibility enforcement strategies, and collect and report citation and HVE data. The LELs also would work with Alaska's Drug Recognition Experts (DRE) to address deployment and training/recertification for law enforcement (ARIDE – Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals). AHSO planned to utilize the services of the Region 10 LEL to coordinate the LELs until a statewide coordinator can be identified.

The project did not happen in FFY 2017 due to changes at the administrative levels of agencies that had previously agreed to provide a LEL. New agreements will have to be signed again with the agencies and the AHSO intends to begin the program in FFY 2018.

Budgeted: \$60,000

Expended: \$0

Project Title: DPS Statewide DRE (405dM5X 17 01 00(A))

Project Description: The recreational use of marijuana has become legal in Alaska heightening the importance of the DRE program. For FFY 2017, of the 13 goals of this project 12 were completed and one was partially completed. At the end of FFY 2017, accounting for attrition, Alaska had 40 active DRE officers, four more than the previous FFY. The Alaska Highway Patrol is poised to train additional DRE officers in FFY 2018 to maintain this number. Additionally, eight ARIDE classes were held that reached 53 members of law enforcement in FFY 2017. Furthermore, a total of 27 people, 24 law enforcement officers and three civilians, attended the National DRE Conference and attended various courses and breakout sessions there to further their education.

Budgeted: \$104,900

Expended: \$33,079.38

Project Title: AK DPS Toxicology Services (402 AL 17 01 00(A))

Project Description: This program paid for evidence from impaired traffic related cases to be sent to the Washington State laboratory for forensic toxicology drug analysis. As needed, expert testimony was also provided. For all of FFY 2017, 635 submissions were received and sent for drug toxicology analysis, of these at least 95 percent of all samples submitted for testing were submitted to the lab in 21 days or less.

Budgeted: \$184,000

Expended: \$177,861.86

Project Title: Anchorage DUI Traffic Enforcement Unit

Project Description: The Anchorage DUI Traffic Enforcement Unit started working in FFY 2017. Seven officers worked full time on the DUI Traffic Enforcement Unit. Five vehicles were purchased and outfitted to aid the officers in the detection and apprehension of suspected impaired drivers. Five of the member of the Unit became DRE officers.

Budgeted: No NHTSA funding

Expended: \$2,133,000.00; No federal funds were used for this project in FFY 2017

Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X 17 01 00(B))

Project Description: This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2017 two officer were assigned to conduct roving patrols that targeted impaired drivers in the Fairbanks area. However, there continues to be a severe officer staffing shortage so the amount of hours for impaired driving roving patrols had to be reduced and then stopped in August. Even with reduced amount of hours all activities/ milestones were met, such as conducting saturation patrols and participation in high visibility enforcement campaigns. During this period 1,144 DUI enforcement hours were worked, resulting in 3,359 contacts, 1,575 traffic stops, 191 citations, 68 misdemeanor DUI arrests, and 7 felony DUI arrests.

Budgeted: \$276,000

Expended: \$91,962.98

Project Title: Scholarship for Travel for Training and Workshops (402 PT 17 06 00(D))

Project Description: The AHSO used 402 grant funds on the Scholarship Travel for Training and Workshops in FFY 2017 for officers from the Juneau, Fairbanks, and Anchorage Police Departments to travel to Lifesavers in 2017 to gain training and insights on the latest impaired driving countermeasures to bring back to Alaska law enforcement to further reduce impaired driving in the state.

Budgeted: \$25,000

Expended: \$10,425.40

Project Title: Scholarship for Travel and Workshops (405d M5TR 17 01 00)

Project Description: This project allowed for the travel to attend training and workshops for impaired driving law enforcement professionals across the state. Attendance for the Annual IACP DRE National Conference for 27 people (24 LEO's and three non-commissioned) 10 members of AST, 15 commissioned members from seven different agencies, one municipal prosecutor and one state prosecutor. This project also funded travel for the State DRE Coordinator to attend IACP Region I State Coordinators Meeting.

Budgeted: \$100,000

Expended: \$67,054.22

3.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 90.1 percent in 2017. According to the 2017 statewide phone survey, respondents indicated they use their seatbelt "always" 89 percent of the time. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "almost certain" or "very likely" 89 percent of the time. In addition, respondents believed they had a 34 percent chance of receiving a seatbelt ticket for not wearing one would occur "always" or "nearly always" of the time, this is an increase from 27 percent in 2015.

Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 11 percent from 18 (2010-2014) to 16 by 2017.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.7 percentage points from 89.3 percent in 2015 to 91 percent in 2017.

Projects and Funding

The 2017 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities and achieving the performance targets. Additionally, funds were spent on communication efforts that are described in more detail in Section 3.8 for Paid Media. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska achieved the target of surpassing a 90 percent observed seat belt use rate in 2017. Seatbelt citations issued during grant-funded activity increased also to 1,232 in 2017. Unfortunately the unrestrained fatalities target (16) for 2016 was not met as Alaska saw unrestrained fatalities climb to 37.

The 2017 observational seat belt survey indicated the regional areas of Anchorage, Kenai, and Matanuska Susitna all have an observed seat belt rate at or above 90 percent. The Fairbanks region had an 88 percent observed seat belt rate and the Juneau region was recorded at nearly 87 percent.

Project Descriptions

Project Title: Occupant Protection Use Survey and Site Redesign (OPUS) (405b M2X 17 04 00(B)) (405b M2X 17 04 00(A))

Project Description: In accordance with the NHTSA Uniform Criteria for State Observational Surveys of Seat Belt Use, the Alaska Injury Prevention Center (AIPC) conducted the seat belt observations for 2017. 44,739 vehicles were observed during the study period. The results indicated an observed usage rate of 90.1 percent, an all-time high observed usage rate.

Budgeted: \$40,000 (Survey); \$35,000 (Site Redesign)

Expended: \$39,562.37 (Survey); \$34,935.96 (Site Redesign)

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT 17 06 00(A))

Project Description: The AHSO provided grants to AST, Anchorage, Fairbanks, Homer, Kenai, Wasilla, and Juneau law enforcement agencies to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with local law enforcement agencies, conducted high-visibility (overtime) enforcement during the Click It or Ticket mobilization and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement focused on roadways that produce low seat belt use rates, as determined by crash data and the Alaska's annual Observational Survey of Seatbelt Use Occupant Protection Use Survey. Participating agencies also conducted earned media activities and participated in educational events. The results of their work in FFY 2017 were law enforcement agencies worked 4,839 hours HVE overtime, which resulted in 156 impaired driving arrests, 1,232 occupant protection citations, and 68 warrant arrests were made.

Budgeted: \$250,000

Expended: \$180,830.36

Project Title: Fairbanks Safe Rider Program (405b M2CPS 17 04 00(C))

Project Description: This program provided car seat checkup events, education, and earned media in the Fairbanks area about the importance and proper use of car seats. The Fairbanks Safe Rider Program conducted eight car seat checkup events, four community educational events, 188 parents or guardians of newborns were educated on car seats before discharge, conducted four offsite inspections of local CPS partners, provided education on Alaska State law regarding resale of used child restraints to seven re-sale stores, and advertised car seat clinic events in the region.

Budgeted: \$83,132

Expended: \$82,423.91

Project Title: Mat Su Child Passenger Safety Program (405b M2CPS 17 04 00(A))

Project Description: In FFY 2017, the Mat-Su Services for Children and Adults, Inc. provided training to 172 families and checked 191 car seats, and educated 370 new parents about child passenger safety, including an additional 336 family members who were visiting with parents at the time of the training. Overall, 56 percent of parents who delivered at the Mat-Su Regional Medical Center were trained.

Budgeted: \$33,000

Expended: \$24,408

Project Title: Statewide CPS Coordinator (405b M2CPS 17 04 00(D))

Project Description: A statewide CPS Coordinator position was created in 2014. The Coordinator oversaw the CPS (technician, instructor, and inspection station) database, monitored the recertification rate, scheduled six CPS technician training classes, taught two CPS technician classes, compiled an event calendar, participated in Click It or Ticket events, assisted with the occupant protection portion of the AHSO web site, and provided support to the AHSO with occupant protection communications and other activities as needed.

Budgeted: \$40,000

Expended: \$33,211.65

Project Title: Statewide CPS Co Coordinator (405b M2CPS 17 04 00(E))

Project Description: A statewide CPS Co-Coordinator position was created in FFY 2017, which started in the spring. The Co-Coordinator completed a CPS outreach program to Providence Valdez Medical Center and Bartlett Regional Hospital in Juneau. The Co-Coordinator also scheduled CPST courses, maintained the database of child restraint inspection stations, monitored recertification rates of technicians, and worked to partner with CPS community partners for National CPS week.

Budgeted: \$40,000

Expended: \$17,175.63

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M2CPS 17 04 00(B))

Project Description: Safe Kids (SK) Kenai Peninsula supported the CPS component of the State's Occupant Protection Strategic Plan. SK Kenai achieved measurable progress in all eight of their performance measures in FFY 2017. The SK Kenai Peninsula CPS program held 29 car seat clinics reaching 657 children. The program also checked 355 car seats and provided proper car restraint systems to 185 care givers during the grant cycle.

Budgeted: \$56,500

Expended: \$53,369.40

Project Title: Scholarship Travel for Training and Workshops (405b M2TR 17 04 00(A))

Project Description: The AHSO utilized 405b funding for the Scholarship Travel for Training and Workshops in FFY 2017. Funding was used to send one AIPC and one Central Peninsula Hospital staff member to Lifesavers and one staff member from Mat-Su Services for Children and Adults, Inc. to Kidz in Motion Conference.

Budgeted: \$15,000

Expended: \$5,974.20

Project Title: Mat Su Children and Adults Special Needs Car Seats (2011 K3 17 25 00)

Project Description: The AHSO provided funding to allow for the purchase of two “Wallenberg” special needs car seats. These special needs car seats are specifically designed to allow children in hip or arm casts to remain safely belted in a car while receiving treatment from the hospital where they can be borrowed from during recovery.

Budgeted: \$1,714

Expended: \$1,714.00

3.5 Speeding

Problem Statement

From 2006 to 2015, Alaska made great strides in reducing speeding-related fatalities from 30 in 2006 to 22 in 2015. In 2016, speeding-related fatalities climbed sharply to 36 to remain one of the leading causes of death and major injury in motor vehicle crashes in Alaska.

Performance Target

1. Reduce speeding-related fatalities by 5 percent from 21 (2010-2014 average) to 20 by 2017.

Projects and Funding

The FFY 2017 HSP outlined a number of strategies to address speeding related crashes and achieve the aforementioned performance target. The AHSO awarded a substantial grant to the Alaska State Troopers to conduct data-driven high-visibility enforcement operations throughout Alaska to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Table 7.1 in Section 7.0 contains a list with the project, funds spent on each project, and the funding source(s).

Performance Results

Speeding-related fatalities increased from 18 in 2014 to 36 in 2016, missing the 2016 target of 21. However, the trend in speeding-related fatalities over the last ten years (2007-2016) has been falling. In reviewing the number of speeding citations written during grant funded activity there has been an increase each of the last three years. In 2015, 457 citations were written, followed by 747 in 2016 and 966 speeding citations written during grant funded events in 2017.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 PT 17 06 00(B))

Project Description: The Alaska State Troopers (AST) utilized funding from this program to conduct data-driven high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. A total of 1904 overtime hours were worked by Alaska State Troopers in four of the five detachments in the Palmer/Wasilla, Kodiak, Fairbanks, and Kenai Peninsula areas. In total, Troopers issued a total of 10,469 speeding citations. Due to budget reductions leading to a reduction in the number of Troopers across the state fewer Troopers were able to work this program in FFY 2017.

Budgeted: \$252,000

Expended: \$172,082.57

3.6 Motorcycle Safety

Problem Statement

In 2016, motorcycle fatalities accounted for seven percent of all fatalities in Alaska. The year also marked the fewest number of motorcycle fatalities, six, in the last ten years; two of these fatalities were unhelmeted. Known reported helmet use for all motorcycle operators and passengers involved in crashes in 2016 increased to 67 percent from 60 percent in 2015. In 2016, Alaska recorded 32,097 registered motorcycles, virtually unchanged from 2015.

Performance Targets

1. Reduce motorcyclist fatalities by 11 percent from 9 (2010-2014 average) to 8 by 2017.
2. Reduce unhelmeted motorcyclist fatalities 18 percent from 3.4 (2010-2014 average) to 2.8 by 2017.

Projects and Funding

The FFY 2017 HSP included a media campaign to address and make progress towards the above performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2017 data were not available for the motorcycle performance measures. In 2016 however, motorcyclist fatalities were six, a decrease from 11 the previous year. Of the six motorcyclist fatalities, two were unhelmeted. Although there has been a decrease in motorcycle fatalities in Alaska, the trend line over the last ten years still shows it trending upwards.

Project Descriptions

Project Title: Motorcycle Awareness Media Campaign (2010 K6 17 03 00(A))

Project Description: A motorcycle awareness media campaign for We All Share the Road on the radio was purchased and had 1,099 impressions. A Facebook video advertisement was purchased for Share the Road and had 167,802 impressions.

Budgeted: \$15,000

Expended: \$14,974.00

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2016, pedestrians and bicyclists accounted for 15 percent of all fatalities on Alaska's roadways. From 2006 to 2016, bicyclist fatalities remained flat, however, pedestrian fatalities have been trending upward. At the time of this report no data were available regarding impairment associated with any of the pedestrian and bicyclist fatalities.

Performance Targets

1. Reduce pedestrian fatalities by 11 percent from 9 (2010-2014 average) to 8 by 2017.
2. Reduce bicyclist fatalities 100 percent from 1 (2010-2014 average) to zero by 2017.

Performance Results

At the time of this report, the 2017 data for the bicycle and pedestrian performance targets were not available. In 2016, there were 12 pedestrian fatalities for the second year in a row. On average these fatalities have been trending up since 2006, but did drop from 14 in 2014. In 2015, Alaska reached the target of zero bicyclist fatalities helping the State's march Toward Zero Deaths but there was one fatality in 2016. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus increasing exposure to being involved in traffic crashes.

Project Descriptions

Project Title: Alaska Bicycle and Pedestrian Safety (402 PS 17 05 00(A))

Project Description: The DHSS Division of Public Health/CDPHP Alaska Bicycle and Pedestrian Safety Program reached thousands in FFY 2017 through work performed. A new campaign to combat distracted walking was created involving media placement on People Mover buses and posters that were distributed Statewide. Four bike rodeos were conducted in coordination with law enforcement in Wrangell, Sitka, Ketchikan, and Juneau.

Budgeted: \$120,000

Expended: \$59,509.40

Project Title: Bicycle/ Pedestrian SHSP Projects

Project Description: This was a placeholder for a potential bicycle and pedestrian project. No proposals were submitted to the AHSO so no projects were conducted in FFY 2017.

Budgeted: \$20,000

Expended: \$0

3.8 Novice Drivers

Problem Statement

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the State's graduated driver license program (GDL), teens under 18 years of age may, obtain a learner's or instruction permit at the age of 14 with parental consent. This increases teens' exposure to crashes. Alaska saw a jump in young driver fatalities in 2016 to 16. The good news is that fatal crashes involving young drivers 20 or under has steadily decreased in Alaska over the last ten years.

Performance Targets

1. Reduce drivers age 20 and younger involved in fatal crashes by 11 percent from 9 (2010-2014) to 8 by 2017.

Projects and Funding

The FFY 2017 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2017 novice driver data were not available. Novice driver fatalities increased from six in 2015 to 16 in 2016 which missed the target of seven.

Project Descriptions

Project Title: Project DRIVE (405d M5X 17 01 00(C))

Project Description: Project DRIVE was budgeted for in the FFY 2017 HSP however due to staffing shortage the project was not implemented this year.

Budgeted: \$8,550

Expended: \$0

Project Title: Safe Streets Alaska (402 SA 17 17 00(A))

Project Description: The Alaska Injury Prevention Center (AIPC) coordinated and participated in efforts to promote motor vehicle safety in Alaska. AIPC coordinated the Raise Your Voice and the Buckle Up campaign to promote safe driving for young drivers in Alaska. Ten high schools participated in the Raise Your Voice campaign creating short videos on the dangers of impaired, unbelted, and distracted. New efforts were made in FFY 2017 to focus on connecting with the parents of young drivers and educate them on graduated driver licensing laws and encouraging them to be active positive role models in their teens driving. AIPC also held 11 CPS check events which translated into nearly 400 car seat checks. Furthermore, an additional 300 in house car seat checks were conducted and distributed 235 car seats.

Budgeted: \$350,000

Expended: \$322,333.43

3.9 Traffic Records

Problem Statement

Timely, accurate, complete, uniform, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska's roadway system. An assessment of Alaska's traffic records system was conducted in 2016 and a new five-year traffic records strategic plan was developed by the Alaska Traffic Records Coordinating Committee (ATRCC), of which AHSO is a member, in 2017. The plan calls for ongoing coordination among all stakeholders, including the AHSO, in support of initiatives and projects that improve the quality of the State's traffic records systems.

Performance Targets

Alaska's previous Traffic Records Strategic Plan, identified the following seven goals:

1. Provide ongoing coordination among all stakeholders in support of initiatives and projects which improve the quality of the state's traffic records;
2. Improve the timeliness of traffic records data collection and sharing;
3. Increase the accuracy of traffic records data;
4. Increase the completeness of traffic records data;
5. Promote uniformity of traffic records data;
6. Promote the ability to integrate traffic records data; and
7. Facilitate access to traffic records data.

Specific objectives, strategies, and action steps align with these goals to advance Alaska's traffic records systems over the next five years. The performance targets (referred to as objectives in the strategic plan), which directly relate to activity in the FFY 2017 HSP, include:

- 2.3 – Improve the timeliness of the Citation/Adjudication Data System;
- 3.1 – Improve the accuracy of Crash Records Data System records;
- 3.4 – Improve the accuracy of the Citation/ Adjudication Data System data;
- 4.1 – Improve the completeness of the Crash Records Data System data;
- 4.3 - Improve the completeness of the Citation/Adjudication Data System data;
- 5.2 – Improve the uniformity of the Citation/Adjudication Data System; and
- 6.1 – Develop a Data Integration Master Plan.

Projects and Funding

The 2016 HSP included paid media projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in 2017 served to improve the timeliness, accuracy, completeness, uniformity, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system. Updating the Uniform Minor Offense Table in Court system's database ensures that citations issued within the corrected jurisdictions are accurate, complete and uniform.

Project Descriptions

Project Title: ACS Electronic Citation Data Collection (405c M3DA 17 08 00(B))

Project Description: This project was specifically targeted to capture Commercial Driving/Vehicle citation data. CMV offense data, prior to this project, is not transmitted to the courts electronically due to the calculation of fines due to cumulative penalties related to the offending commercial vehicle/company. Since these citation have to be filed via paper, it significantly increases the amount of time that the citation processes through the courts and the increase of inaccurate and inconsistent data for these offenses.

This project also allows required CDL info to be transmitted to the courts and DMV electronically. Out of state commercial driver license information is not accessible to DMV because the court system does not currently have the ability to receive it. To comply with federal reporting requirements DMV needs two data elements that it does not currently have access to via the electronic web service: (1) whether a commercial vehicle was used in the offense cited; and the driver license class and state of record. The current process is manual check of the CDL Information System to determine if the license is an out of state commercial driver license. Federal regulation requires the record of conviction to be transmitted to the state of record within 10 days of conviction. DMV reported that currently DMV staff has to manually check approximately 5,200 citations a year for out of state CDLs because of this missing data.

In FFY 2017 the integration software was purchased and one of the four planned training courses were completed. However, the vendor was unable to start the programming prior to November of 2017 so not all of the funds were utilized. The training of the new interface was conducted in FFY2017, with the programming to begin early FFY2018.

Budgeted: \$84,000

Expended: \$23,760

Project Title: Juneau Police Department 405c M3DA 17 08 00(C))

Project Description: Juneau Police Department (JPD) fully deployed in late September after some technical setbacks (making MDT operating systems compatible with TraCS and DPS servers and wireless connectivity between patrol vehicles and JPD HQ). The first full month of electronic citation data to courts is November 2017. AHSO will be continuing to monitor progress through calendar year 2018.

Budgeted: \$138,000

Expended: \$102,306.62

Project Title: Crash Data Entry Services (408 K6 17 08 00(A))

Project Description: AHSO continued funding in FFY 2017 for a contractor to reduce the current crash data backlog at DOT. This project is specific strategy/action step in support of Objective 2.1. Due to changes in the Alaska Motor Vehicle Collision Report (12-200), a police completed report, beginning 1/1/2013; problems with the electronic entry of the Alaska Motor Vehicle Crash Form (12-209), a self-reporting form for less serious crashes; a lack of electronic transfer of crash data prior to mid-2015; and the continued lack of electronic crash data transfer from the Anchorage Police Department (the largest collector of crash data in Alaska) have all contributed to a significant, 2 year backlog. Priority data from 2014 was completed and significant progress was made on the 2015 injury data.

Budgeted: \$60,000

Expended: \$41,183.88

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA 17 08 00(A))

Project Description: AHSO continues to pay the license and maintenance fees for TraCS, Easy Street Draw, Incident Tool Locator, and other license and maintenance fees as required by state and local law. Funding these fees ensures agencies currently using the TraCS Suite of programs continue to do so for crash data collection and traffic citation issuance and transmittal to the Alaska Court System. AHSO's continued commitment to pay these license fees assures that smaller agencies using or contemplating the deployment of TraCS that this long-term operating cost will be covered.

Budgeted: \$100,000

Expended: \$91,765.00

Project Title: Scholarship Travel for Training and Workshops (405c M3DA 17 08 00(D))

Project Description: One staff member of DPS attended the TraCs National Model Meeting, one ACS staff attended the Traffic Records Forum and two DPS programmers also attended the TraCs National Model Meeting.

Budgeted: \$30,000

Expended: \$5,949.48

3.10 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in 2017. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and local and national occupant protection campaigns.

Performance Targets

The purpose of our media program is to conduct public outreach and support national mobilizations that support AHSO grant activities and meet performance measures in other HSP program areas. The overarching/umbrella campaign focus was Toward Zero Deaths, Everyone Counts on Alaska's Roadways in alignment with the SHSP. The goals of the paid media program were to:

1. Educate roadway users about their roles and responsibilities for safely sharing the road.
2. Change the behavior of all roadway users resulting in a decrease in the incidence of crashes resulting in property damage, injury and or death.
3. Increase public awareness of the enforcement of traffic safety laws in an effort to achieve a zero deaths goal.

Projects and Funding

The 2017 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on each project, and the funding source(s).

Performance Results

The Paid Media project activities support the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY 2017 HSP.

Project Descriptions

Project Title: AHSO Communications Contract (402 PM 17 25 00(A)); (402PM 17 25 00(B)); (402PM 17 25 00(B)); (2010 K6 17 03 00(A)); (405b M2CPS 17 04 00(A)); (405d M5PEM 17 01 00(A)); (405e FESPE 2017 17 00 00(A))

Project Description: The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supports the strategies outlined in the 2017 HSP and Alaska's Strategic Highway Safety Plan. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving (which includes speeding); pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national Click It or Ticket and Drive/Ride Sober or Get Pulled Over high-visibility enforcement mobilizations. The creative and media buys were targeted to reach key demographic groups (e.g., the parents of teen drivers, males between 18 and 35 years of age, alcohol-impaired motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with Alaska's Zero Fatalities logo.

Budgeted: See Table 7.1 in the Financial Summary

Expended: See Table 7.1 in the Financial Summary

3.11 Planning and Administration

Problem Statement

The Alaska Highway Safety Office serves as the primary agency responsible for ensuring the State's behavioral and traffic records highway safety concerns are identified and addressed through the development and implementation of data-driven and evidence-based countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

Performance Targets

1. Conduct a Stakeholders' meeting to receive input for development of the FFY 2018 Highway Safety Performance Plan.
2. Deliver the FFY 2017 Annual Report by December 31, 2017.
3. Deliver the Federal Fiscal Year 2018 Highway Safety Plan by July 1, 2017.

Projects and Funding

The 2017 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0 and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Project Descriptions

Project Title: AHSO Operations (402 PA 17 00 00)

Project Description: Funded personnel costs, operating costs, travel expenses, conferences and training, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services will provide the statewide program direction, financial, clerical support, property management, and audit for the 402 statewide programs. Helps the AHSO in managing projects to Target Zero Fatalities. The Alaska Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

The staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State's specific safety characteristics.

Budgeted: \$591,988.00 Section 402; \$1,746,085.00, Section 154; \$386,069.00, Section 164

Expended: \$140,100.00 (402); \$0 (154 and 164)

Project Title: Alaska Highway Safety Summit

Project Description: Due to logistical and personnel changes the AHSO did not host a Highway Safety Summit in FFY 2017.

Budgeted: \$150,000

Expended: \$0

Project Title: Attitudinal Telephone Survey

Project Description: The AHSO annual phone survey was led by the AIPC in coordination with Walsh Sheppard to determine which messages were included in recent campaigns and how best to capture recall and perceptions of Alaskan drivers. AIPC designed the survey tool and worked with Hays Research to conduct the survey. Additional results of the survey are detailed in Section 4.

Budgeted: \$30,000

Expended: \$29,991.51

4.0 Alaska Highway Safety Phone Survey – 2017

The Alaska Injury Prevention Center (AIPC) in conjunction with Hays Research Group Inc. designed and implemented the 2017 phone survey in compliance with the recommended NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions. The questions addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt use, booster seats, drinking and driving, cell phone usage, and ad recall.

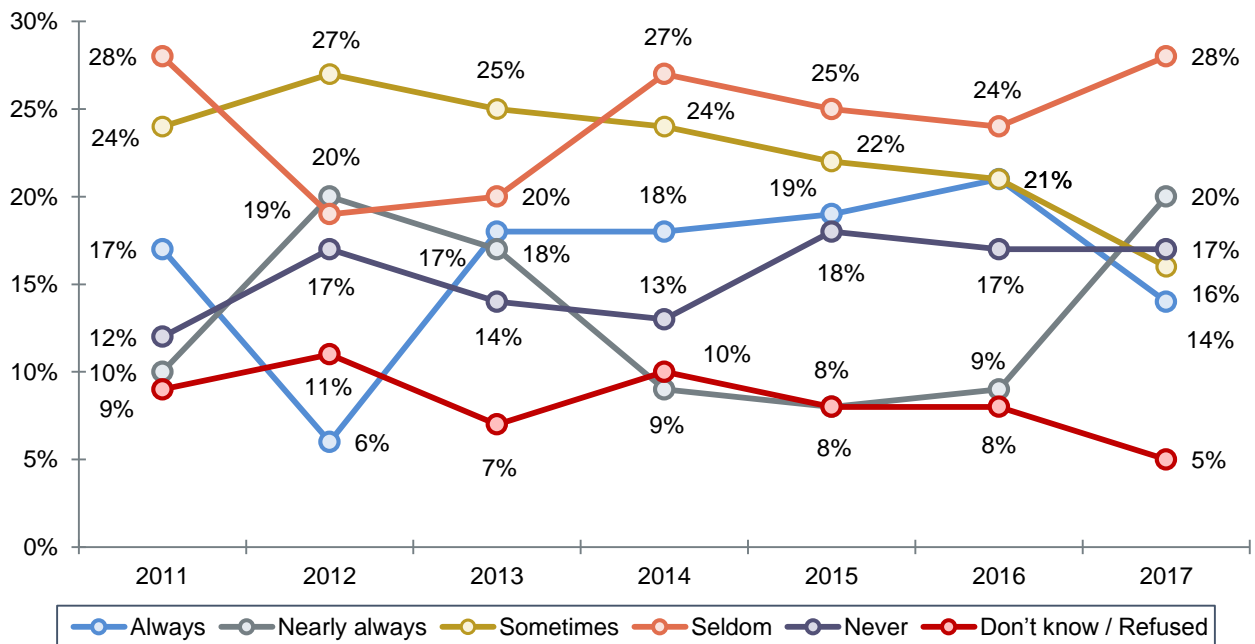
The interviews were conducted September 15, 2017 to September 21, 2017 and averaged eight minutes in length. The random sample of 383 (n = 383) was drawn from drivers in the Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau areas. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to state population figures. The 2017 survey methodology had a quota of at least 50 percent of completed interviews with respondents on cell phones.

4.1 Survey Findings and Highlights

The following findings from the 2017 traffic safety telephone survey are from the executive summary of the report.

Seatbelt Usage and Ads

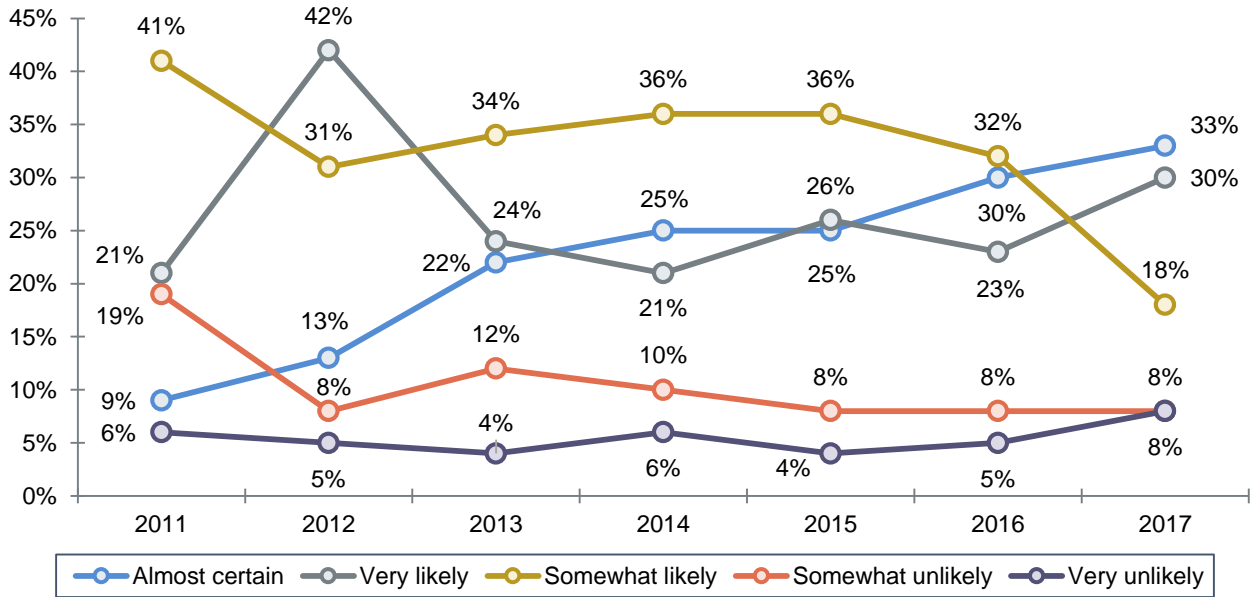
Figure 4.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed November 16, 2017.

Drinking and Driving

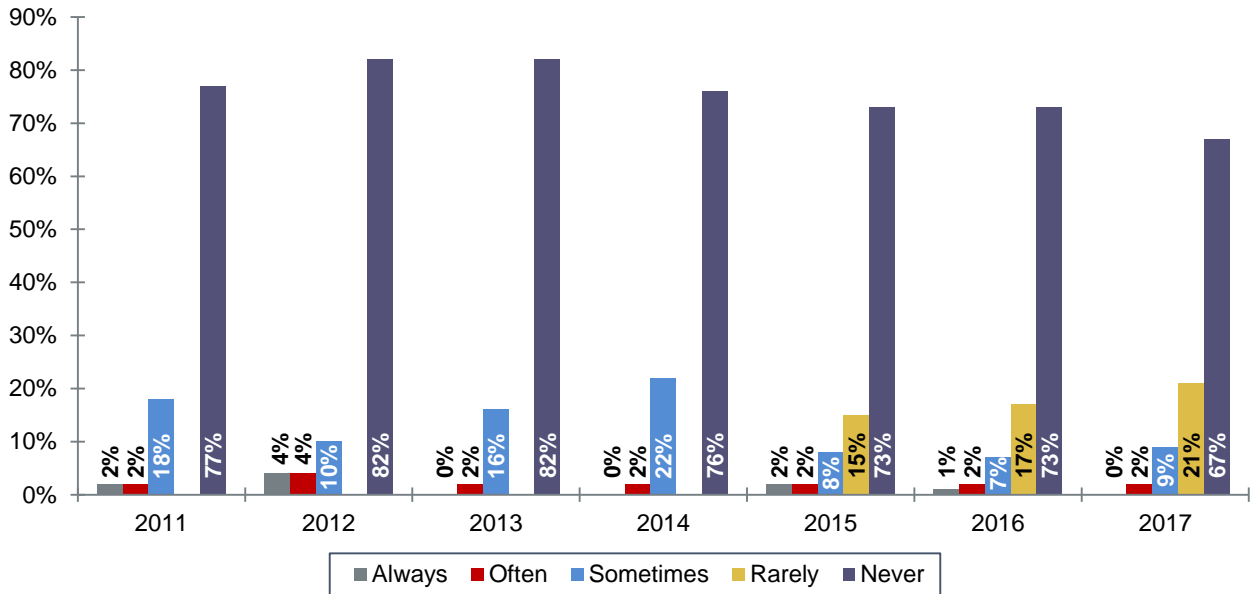
Figure 4.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed November 16, 2017.

Cell Phone

Figure 4.3 Survey Responses: “How often do you read or send text messages while driving your car?”



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed November 16, 2017.

Demographics

- The survey respondents consisted of an even split (50 percent) between male and female.
- 45 percent of the sample were college graduates.
- 83 percent were Caucasian and the other 17 percent were non-Caucasian.

5.0 Alaska Observational Surveys of Seat Belt Use - 2017

The AHSO, as required by NHTSA, conducted an observational study in 2017 of driver and front row outboard passenger seat belt use in Alaska. The AHSO provided funding for the Alaska Injury Prevention Center (AIPC) to conduct the 2017 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011.

The 2017 observations took place from August 7 to September 11. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, SUVs, and vans. A total of 56,015 vehicle occupant drivers and outboard passengers were observed. Thirty-two percent of the observed vehicles were cars, 30 percent sport utility vehicles (SUV), and 30 percent trucks. Over half (54.1 percent) of all vehicles observed were located in the Municipality of Anchorage.

5.1 Findings

- Seat belt use rate in 2017 varied by vehicle type:
 - Car – 91.6 percent;
 - SUV – 92.4 percent;
 - Truck – 86.6 percent; and
 - Van – 90.2 percent.
- Seat belt use varied by region observed:
 - Anchorage – 90.1 percent;
 - Fairbanks – 88.5 percent;
 - Juneau – 86.6 percent;
 - Kenai – 90.7 percent; and
 - Matanuska-Susitna – 93.4 percent.
- Handheld cell phone use also was observed at 5.1 percent.

6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract to a media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 6.1 details the FFY 2017 paid media buys coordinated by Walsh Sheppard and includes media type, audience size, evaluation results, and total paid by media source.

Table 6.1 FFY 2017 Paid Media

Campaign Name	Media	# of Impressions	Bonus Spots	Budget
Distracted Driving				
April 10-30, 2017				
1) NHTSA: End of Conversation 2) W S: Your Phone Can Wait	Radio	3,180 spots	1,581	\$32,052
NHTSA: Wreck It All	Facebook video	97,719 views	N/A	\$1,500
September 4-17, 2017				
NHTSA: End of Conversation	Radio	717 spots	308	\$8,000
NHTSA: Wreck It All	TV	56.3 GRPs	N/A	\$4,746.50
AST: Throw Phone	TV			
Motorcycle Safety				
May 1-30, 2017				
W S: We All Share the Road	Radio	1,099 spots	448	\$13,062
AST: Share the Road	Facebook video	167,802 views	N/A	\$1,938
Occupant Protection				
May 15 - June 3, 2017				
1) NHTSA: Not Invisible 2) NHTSA: Car Talk	Radio	1,907 spots	561	\$20,842
AST: Grateful Kaylee	Facebook video	44,454 views	N/A	\$574
1) NHTSA: Second Chance 2) NHTSA: Fake a Roonie	Digital display	715,070 impressions	N/A	\$4,426
1) NHTSA: Second Chance 2) AST: Grateful Kaylee	TV	638 GRPs	N/A	\$40,664
September 11-24, 2017				
NHTSA/Ad Council: Let Me Ask You	Radio	731 spots	284	\$10,000
Ad Council: Give Them a Future	TV	150.1 GRPs	N/A	\$11,747
NHTSA/Ad Council: Know It All	TV			\$11,747

Campaign Name	Media	# of Impressions	Bonus Spots	Budget
Impaired Driving				
June 26 - July 8, 2017				
W S: Viral	Radio	1,962 spots	504	\$25,106
W S: Viral	Digital display/ Facebook video	94,871 views	N/A	\$2,500
NHTSA: Don't Lose Your Independence	Digital display/ Facebook static	556,040 impressions	N/A	\$2,500
August 7 - September 30, 2017				
W S: Drive High, Get a DUI	Radio	1,246 spots	418	\$17,840
W S: Drive High, Get a DUI	TV	4,809 GRPs	2,408	\$137,000
W S: Drive High, Get a DUI	Digital	585,883 impressions	N/A	\$15,000
Pedestrian Safety				
August 21 - September 30, 2017				
W S: Stay Safe While You Share the Road	Radio	926 spots	246	\$18,460.50
AST: School Traffic Safety	TV	115.3 GRPs	N/A	\$18,460.50
Speeding				
September 18-30, 2017				
NHTSA: Near Miss	Radio	520 spots	70	\$9,230.25
NHTSA: Life Too Short	Radio			\$9,230.35
AST: Speed Equation	TV	103.7 GRPs	N/A	\$9,230.25
AST: Speed Rivalry	TV			\$9,230.35
ATV Safety				
August 21 - September 30, 2017				
W S: No Brainer	TV	5,022 spots	2,511	\$24,614

7.0 Financial Summary

Table 7.1 Financial Summary of FFY 2017 Expenditures

Fund Source	Name of Project	HSP Amount	FFY 2017 Expenditure
402	2017 Toxicology Services	\$184,000.00	\$177,861.86
402	AHSO's 2017 Annual Telephone Survey	\$30,000.00	\$29,991.51
402	H&SS Alaska Bicycle and Pedestrian Safety	\$120,00.00	\$59,509.40
402	CIOT HVE	\$250,000.00	\$180,830.36
402	AST Speed Fatality Reduction	\$252,000.00	\$172,082.57
402	Travel for Training and Workshops	\$25,000.00	\$10,425.40
402	AIPC Safe Streets	\$350,000.00	\$323,650.12
402	Educational/Safety Media Contractor	\$60,000.00	\$41,745.89
402	Educational/Safety Media Buys	\$150,000.00	\$93,245.00
402	Planning and Administration	\$591,988.00	\$144,276.95
402	ICAP		\$21,769.97
408	Priority Data – Crash Data Entry Services	\$60,000.00	\$41,183.88
408	ICAP		\$1,705.19
2010	Educational/Safety Media Buys	\$15,000.00	\$14,974.00
2010	ICAP		\$212.63
2011	Mat-Su for Children & Adults Special Needs Car Seats	\$1,714.00	\$1714.00
2011	ICAP		\$24.34
405b	Travel for Training and Workshops	\$15,000.00	\$5,974.20
405b	Mat-Su Services Child Passenger Safety Program	\$33,000.00	\$24,408.00
405b	Central Peninsula Hospital-Safe Kids Kenai	\$56,500.00	\$53,369.40
405b	Fairbanks Safe Rider	\$83,132.00	\$82,423.91
405b	State CPS Coordinator - Amanda Seethaler	\$40,000.00	\$33,211.65
405b	State CPS Co-Coordinator – Angela Davis	\$40,000.00	\$17,185.63
405b	AIPC – Observational Survey Site Redesign	\$35,000.00	\$34,935.96
405b	AIPC Occupant Protection Use Survey	\$40,000.00	\$39,562.37
405b	ICAP		\$9,437.66
405c	AHSO Traffic Maintenance License Fees	\$100,000.00	\$91,765.00
405c	Alaska Court System-Commercial Vehicle Citation Integration	\$84,000.00	\$23,760.00
405c	JPD TraCs equipment update	\$138,000.00	\$102,306.62
405c	Travel for Training and Workshops	\$30,000.00	\$5,949.48
405c	ICAP		\$10,816.84
405d	DUI High Visibility Enforcements	\$600,000.00	\$317,739.49
405d	Educational/Safety Media buys	\$200,000.00	\$199,611.00

Fund Source	Name of Project	HSP Amount	FFY 2017 Expenditure
405d	Travel for Training and Workshops	\$100,000.00	\$67,054.22
405d	DPS Statewide DRE Program	\$104,900.00	\$33,079.38
405d	City of Fairbanks DUI Traffic Enforcement	\$276,000.00	\$91,962.98
405d	Homer PD Project Drive	\$8,550.00	\$0.00
405d	ICAP		\$14,265.01
405e	Educational/Safety Media Buys	\$51,045.00	\$51,042.00
405e	ICAP		\$724.80