

STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2021



prepared for
Governor Michael Dunleavy

under the direction of
Commissioner Ryan Anderson
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 2021

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date

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Table of Contents

Executive Summary	1
Our Mission.....	1
1.0 Safety in Alaska	1
1.1 Measurable Progress	1
1.2 Key Accomplishments.....	2
1.3 Legislation	2
1.4 Priorities.....	2
1.5 Progress in Achieving Performance Targets.....	4
2.0 Performance Data—Alaska 2014 to 2021	9
2.1 Crash Statistics Summary	9
3.0 Program Areas	19
3.1 Evidence-Based Enforcement Program Activities	19
3.2 Compilation of Enforcement Activity Results.....	19
3.3 Impaired Driving.....	20
Problem Statement	20
Performance Target	20
Projects and Funding	20
Performance Results.....	20
Project Descriptions	21
3.4 Occupant Protection.....	23
Problem Statement	23
Performance Targets	23
Projects and Funding	23
Performance Results.....	23
Project Descriptions	23
3.5 Speeding	26
Problem Statement	26
Performance Target	26
Projects and Funding	26
Performance Results.....	26
Project Descriptions	27
3.6 Motorcycle Safety	28
Problem Statement	28
Performance Targets	28

Projects and Funding	28
Performance Results.....	28
Project Descriptions	29
3.7 Pedestrian and Bicycle Safety.....	29
Problem Statement	29
Performance Targets	29
Performance Results.....	29
Project Descriptions	29
3.8 Novice Drivers	30
Problem Statement	30
Performance Targets	30
Projects and Funding	30
Performance Results.....	30
Project Descriptions	30
3.9 Traffic Records.....	31
Problem Statement	31
Performance Targets	31
Projects and Funding	32
Performance Results.....	32
Project Descriptions	32
3.10 Paid Media.....	33
Problem Statement	33
Performance Targets	33
Projects and Funding	34
Performance Results.....	34
Project Descriptions	34
3.11 Planning and Administration.....	37
Problem Statement	37
Goal.....	37
Performance Targets	37
Performance Results.....	37
Projects and Funding	37
Project Descriptions	38
4.0 Attitudinal Phone Survey—2021.....	39
4.1 Survey Findings and Highlights	39
2021 Survey Demographics	41
5.0 Alaska Observation of Seat Belt Use and Distracted Driving Surveys.....	43

5.1 2021 Observational Seat Belt Findings.....43

5.2 Distracted Driving Findings.....44

6.0 Paid Media Report.....45

7.0 Financial Summary53

List of Tables

Table 1.1	Fatality Rate Comparison.....	1
Table 1.2	Fatalities and Fatality Rates among NHTSA Region 10 States	2
Table 1.3	Fatalities and Serious Injuries Involving Speeding	3
Table 1.4	Alaska Performance Measure Tracker.....	5
Table 2.1	Alaska Traffic Safety Trends, 2015 to 2021	9
Table 6.1	FFY 2021 Paid Media	45
Table 7.1	Financial Summary of FFY 2021 Expenditures	53

List of Figures

Figure 2.1	Statewide Fatalities	10
Figure 2.2	Statewide Fatality Rate	10
Figure 2.3	Statewide Serious Injuries	11
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC	11
Figure 2.5	Unrestrained Passenger Vehicle Occupant Fatalities.....	12
Figure 2.6	Speeding-Related Fatalities	12
Figure 2.7	Motorcycle Fatalities	13
Figure 2.8	Unhelmeted Motorcycle Fatalities.....	13
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes.....	14
Figure 2.10	Pedestrian Fatalities.....	14
Figure 2.11	Bicyclist Fatalities.....	15
Figure 2.12	Observed Belt use for Passenger Vehicles.....	15
Figure 2.13	Seatbelt Citations Issued During Grant-Funded Events	16
Figure 2.14	DUI Arrests Made During Grant-Funded Events	16
Figure 2.15	Speeding Citations Issued During Grant-Funded Events	17
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?”	39
Figure 4.2	Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”	40
Figure 4.3	Survey Responses: “How often do you read or send text messages while driving your car?”	40

Acronym Guide

ACS	Alaska Court System
ADH	Anchorage Department of Health
AHSO	Alaska Highway Safety Office
AKPHL	Alaska State Public Health Laboratory
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APD	Anchorage Police Department
APSIN	Alaska Public Safety Information Network
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ASTEP	Alaska Strategic Enforcement Partnership
ATR	Alaska Trauma Registry
ATV	All-Terrain Vehicles
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Center for Disease Control
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IDTF	Impaired Driving Task Force
KPD	Kodiak Police Department
LEL	Law Enforcement Liaison
MAP-21	Moving Ahead for Progress in the 21st Century
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey

PSA	Public Service Announcement
SIRIS	Spatially Integrated Roadway Information System
SHSP	Strategic Highway Safety Plan
SKKP	Safe Kids Kenai Peninsula
STSI	State Traffic Safety Information
SUV	Sport Utility Vehicle
TRCC	Traffic Records Coordinating Committee
TraCS	Traffic and Criminal Software
VMT	Vehicle Miles Traveled

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2021 serves as the State's assessment of the FFY 2021 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 the 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 recent Fixing America's Surface Transportation (FAST) Act.

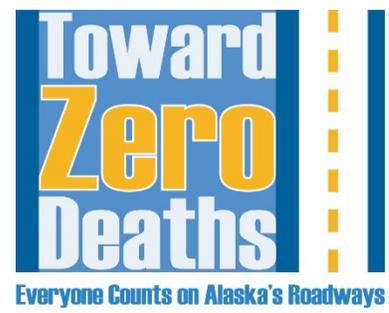
The AHSO administers Federal funds distributed to State, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle-related deaths and serious injuries through implementation of programs and projects that address driver behavior and improvements in the traffic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

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Although grant funded in-person activities remained impacted by continuing concerns over COVID-19, some promising trends are developing. Most notably, Alaska saw fatalities decline 4 percent from 67 in 2019 to 64 in 2020; alcohol impaired driving fatalities declined 33 percent from 21 in 2019 to 14 in 2020; and unrestrained fatalities fell 36 percent from 22 in 2019 to 14 in 2020. The AHSO thanks our local, State, and Federal partners for their commitment to our mission and is grateful for their support.

In 2021, the AHSO and our safety partners continued 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).

Our Mission

The AHSO 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—Everyone Counts on Alaska's Roadways campaign in collaboration with its partners.



1.0 Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the Alaska Highway Safety Annual Report (AR) containing adequate project and system-specific information to demonstrate measurable progress using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing National Highway Traffic Safety Administration (NHTSA)-funded highway safety projects in Alaska. The AHSO also is 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 Alaska's Federal Fiscal Year (FFY) 2021 Highway Safety Plan (HSP). Fatality data are complete through 2020. Previous years' data have been revised, where necessary. If available, 2020 and 2021 data are noted, although some included in figures and tables may be preliminary and are identified as such.

Traffic fatalities in Alaska decreased from 67 percent in 2019 to 64 in 2020. The AHSO is committed to implementing and revising safety projects, as needed, to continue reductions in the number of fatalities and maintain the long-term downward trend in the number of serious injuries.

Table 1.1 compares the fatality rates between Alaska and the United States (U.S.) from 2010 through 2020, and Table 1.2 compares 2019 and 2020 fatalities and fatality rates among the NHTSA Region 10 States. At the time of reporting, 2020 fatality rates were not available for comparison with other States.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2010	1.11	1.17
2011	1.10	1.57
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.17	1.43
2018	1.14	1.46
2019	1.11	1.14
2020	N/A	1.19

Source: NHTSA FARS for 2010-2019 data. AHSO for 2020 data which is preliminary and subject to change.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2019 Fatalities	2019 Fatality Rate (per 100 MVMT)	2020 Fatalities	2020 Fatality Rate (per 100 MVMT)
Alaska	67	1.14	64	1.19
Idaho	224	1.24	N/A	N/A
Oregon	489	1.37	N/A	N/A
Montana	184	1.43	N/A	N/A
Washington	519	0.83	N/A	N/A

Source: NHTSA FARS for 2019 data. AHSO for 2020 data, which is preliminary and subject to change.

1.2 Key Accomplishments

In FFY 2021:

- Observational seat belt rate remained over 90 percent for the fifth straight year, reaching 91.7 percent in 2021.
- Unrestrained fatalities dropped from 22 in 2019 to 14 percent in 2020.
- Impaired driving-related fatalities dropped from 21 percent in 2019 to 14 in 2020.
- Speeding-related fatalities dropped from 29 percent in 2019 to 23 in 2020.
- The percentage of Alaskans who responded in a survey that they always or often read or text message while driving dropped from five percent in 2020 to two percent in 2021.
- Nearly 4 out of 5 Alaskans (77 percent) knew there are safety zones posted on highways in Alaska. Of those who knew of the safety zones, 50 percent said safety has improved in these areas, up from 40 percent in 2019.
- 1,607 grant-funded seat belt citations were issued in FFY 2021; even during limited enforcement during COVID-19, this was the most seat belt citations written during a FFY in Alaska.

1.3 Legislation

In October of 2021, the Lieutenant Governor signed order AS 44.62.180, adopting changes to regulations of the Department of Public Safety, which will allow all-terrain vehicles (ATV) to drive on State roads with speed limits of 45 miles per hour or less starting January 1, 2022. The regulation does allow local governments to opt out or restrict the use of ATVs in their boundaries. However, at the time of reporting, it is unclear if smaller second-class boroughs or unincorporated parts of the State have the authority to regulate what happens on their roads.

1.4 Priorities

The seven priorities identified in Alaska’s FFY 2021 HSP are consistent with the 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 include:

1. **Impaired Driving**—In 2020, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above decreased to 14 from 21 in 2019, a 33-percent reduction. In 2021, the Anchorage Police Department’s (APD) Impaired Driving Team continued to be fully operational and contributed to 664 Driving Under the Influence (DUI) arrests written on grant-funded time.
2. **Occupant Protection**—Unrestrained passenger vehicle fatalities decreased in 2020 to 14 percent from 22 in 2019, a reduction of 36 percent. Alaska is anticipating a reduction in unrestrained fatalities due, in part, to the observed seat belt usage rate staying above 90 percent over the last several years, reaching a record high of 94.1 percent in 2019 and an observed rate of 91.7 percent in 2021. Grant-funded seat belt citations increased to the highest number issued ever, 1,607 in FFY 2021, after dropping dramatically in FFY 2020 (301) due to COVID-19 limiting enforcement activity.
3. **Speeding**—In 2019, the speeding-related fatalities dropped 31 percent to 29 over 2018 (42). A downward trend continued in 2020 with speeding-related fatalities dropping to 23. In FFY 2021, 4,404 speeding citations were issued during grant-funded activity across the State. Much of these grant-funded enforcement citations can be attributed to APD and Alaska State Troopers’ (AST) speed-focused enforcement efforts. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement could result in a continued reduction in speeding fatalities. Table 1.3 shows the fluctuations in speeding-related fatalities and serious injuries between 2011 and 2020.

Table 1.3 Fatalities and Serious Injuries Involving Speeding

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Speeding Fatalities	26	14	22	18	22	36	26	42	29	23
Speeding Serious Injuries ¹	64	91	107	76	89	108	75	87	74	72
Speeding Fatalities as a Percent of All Fatalities	35%	24%	43%	25%	34%	43%	33%	53%	43%	36%
Speeding Serious Injuries as a Percent of All Serious Injuries	16%	25%	31%	24%	27%	27%	21%	26%	24%	31%

Source: NHTSA/State Traffic Safety Information (STSI) for fatality data and Alaska DOT&PF for serious injury data.

¹ Serious Injury data represents the most current data and is subject to change.

4. **Motorcycle Safety**—In 2018, Alaska recorded 12 motorcycle fatalities, which fell to six in 2019 and fell again to four in 2020. Of the four fatalities in 2020, two were unhelmeted. The AHSO continues to work with their communications contractor and sports marketing contractor to identify additional educational outreach strategies to address motorcycle fatalities in the State.
5. **Pedestrian and Bicycle Safety**—Pedestrian and bicyclist fatalities in 2020 showed mixed trends compared to the previous year. Pedestrian fatalities significantly increased from six in 2019 to 13 in 2020. In 2020, Alaska’s bicyclist fatalities (2), remained at the same level seen in 2019. The percentage of all fatalities involving pedestrians and bicyclists accounted for 23 percent of all motor vehicle-related fatalities in 2020, this is an increase from 12 percent of all fatalities in 2019.

6. **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. Alaskan novice drivers under 20 years old involved in fatal crashes remained at 10 in 2019 and 2020.

7. **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 in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track the progress of traffic safety countermeasure implementation. In 2019, 17 law enforcement agencies utilized Traffic and Criminal Software (TraCS) for the electronic submission of crash reports and citations. This increased to 19 law enforcement agencies utilizing TraCS in 2020, which represents an increase of 11.8 percent. Because of the increase in law enforcement agencies utilizing the TraCS program for completing and submitting citations the percentage of citations entered into the database with common uniform statewide violation codes was achieved as it increased, thus, improving the uniformity of the citations available for analysis.

1.5 Progress in Achieving Performance Targets

The results of Alaska's progress in meeting the state's targets for the core performance measures identified in the FFY 2020 and 2021 HSPs based on available data at the time of reporting is provided in Table 1.4. No preliminary fatality data (FARS AFR or Alaska CARE System) were available to determine if performance targets identified in the FFY 2021 HSP will be met.

Table 1.4 Alaska Performance Measure Tracker

Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source ^{1/} FY 21 Progress Results	On Track to Meet FY21 Target Y/N ² (in Progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017 – 2021	75	2016 – 2020 FARS 75	Y	80	2016 – 2020	2016 – 2020 FARS 75	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2017 – 2021	330	2016 – 2020 State 325	Y	400	2016 – 2020	2016 – 2020 State 325	Y
C-3) Fatalities/VMT	5 year	2017 – 2021	1.40	2016 – 2020 FARS N/A	Y	1.50	2016 – 2020	2016 – 2020 FARS N/A	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017 – 2021	21	2016 – 2020 FARS 22	Y	19	2016 – 2020	2016 – 2020 FARS 22	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017 – 2021	25	2016 – 2020 FARS 23	Y	22	2016 – 2020	2016 – 2020 FARS 23	N
C-6) Speeding-Related Fatalities	5 year	2017 – 2021	29	2016 – 2020 FARS 31	Y	25	2016 – 2020	2016 – 2020 FARS 31	N
C-7) Motorcyclist Fatalities (FARS)	5 year	2017 – 2021	8	2016 – 2020 FARS 7	Y	7	2016 – 2020	2016 – 2020 FARS 7	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017 – 2021	2	2016 – 2020 FARS 3	N	3	2016 – 2020	2016 – 2020 FARS 3	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017 – 2021	8	2016 – 2020 FARS 10	N	8	2016 – 2020	2016 – 2020 FARS 10	N

Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source ^{1/} FY 21 Progress Results	On Track to Meet FY21 Target Y/N ² (in Progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-10) Pedestrian Fatalities	5 year	2017 – 2021	12	2016 – 2020 FARS 12	N	12	2016 – 2020	2016 – 2020 FARS 12	Y
C-11) Bicyclist Fatalities	5 year	2017 – 2021	0	2016 – 2020 FARS 1	N	1	2016 – 2020	2016 – 2020 FARS 1	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	94%	2021 State survey 91.7%	N	92%	2020	2020 State survey/94.1%	Y

Source: NHTSA/STSI and Alaska CARE System

¹ 2021 fatality data were not available from FARS and only incomplete data was available from the Alaska CARE System for progress evaluation for 2021 so all targets for meeting FY21 targets are preliminary estimates and subject to change.

PLEASE NOTE: At the time of reporting, 2021 data was not available. The Annual Report is a public document that will be available online. For this reason, the AHSO did not want preliminary data being quoted or used for another purpose before being finalized. For the most recent data, stakeholders should contact the AHSO.

Unlike many other States in the nation, Alaska has seen its fatalities fall in the last few years. The decrease in 2020 fatalities (64) exceeded the 2020 target of 80 based on the 2016 to 2020 average fatalities. The FFY 2021 fatality target was set at 75 based on the target years 2017 to 2021, and the AHSO believes that Alaska is on track to achieve this target as well.

When reviewing Alaska's average annual change in fatalities from 2016 to 2020, the State has seen a reduction in fatalities for most of the core performance measures. Over the five-year period from 2016 to 2020, Alaska saw a 4 percent reduction in fatalities, 32 percent reduction in serious injuries, 3 percent reduction in alcohol-impaired fatalities, a nearly 5 percent reduction in unrestrained fatalities, 2 percent reduction in speeding-



related fatalities, one-half of 1 percent reduction in motorcycle fatalities, and 1 percent reduction in young driver fatalities. Alaska, however, has seen fatalities for pedestrians and bicyclists remain flat from 2016 to 2020. The State has made great strides in increasing the observed seat belt rate, which has been above 90 percent since 2017. COVID-19 continued to complicate enforcement activities. Agencies struggled with staffing issues and the ability to work voluntary enforcement efforts due to COVID-19-related restrictions in FFY 2021, which impacted their participation in high-visibility occupant protection, impaired driving, and speed enforcement. The AHSO is confident when the pandemic subsides that participation by law enforcement in these programs will increase substantially.

As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next HSP to address how it did not meet these performance targets. The AHSO remains intent on establishing an Alaska Law Enforcement Liaison position in FFY 2022 to provide support to local agencies throughout the year and help bring on additional law enforcement agencies to participate in mobilizations. Additionally, in 2020, the AHSO brought on another Grants Administrator to focus on impaired driving projects and initiatives to help address and meet impaired driving targets and administration of those programs. For the first time in 2020, Alaska used a sports marketing contractor to reach a greater audience across the State on safe driving behaviors. Although the pandemic impacted many of the planned activities in 2020, in 2021, these in-person educational activities largely persisted as planned. It is anticipated these efforts will prove successful in years to come in reaching and resonating with the target audiences. The AHSO is now overseeing the implementation of Alaska's SHSP, which will ensure better alignment between the AHSO and the SHSP partners and emphasis areas. Further adjustments to the HSP will be the accumulation of additional law enforcement agencies working NHTSA-funded programs as the AHSO has seen a decline in participating agencies in recent years. It is anticipated after the pandemic subsides law enforcement agencies will begin participating at prepandemic levels, which will help the AHSO bring on additional law enforcement agencies to participate in mobilization campaigns. With all of these efforts, the AHSO believes more performance targets will be met in the future.

2.0 Performance Data—Alaska 2014 to 2021

2.1 Crash Statistics Summary

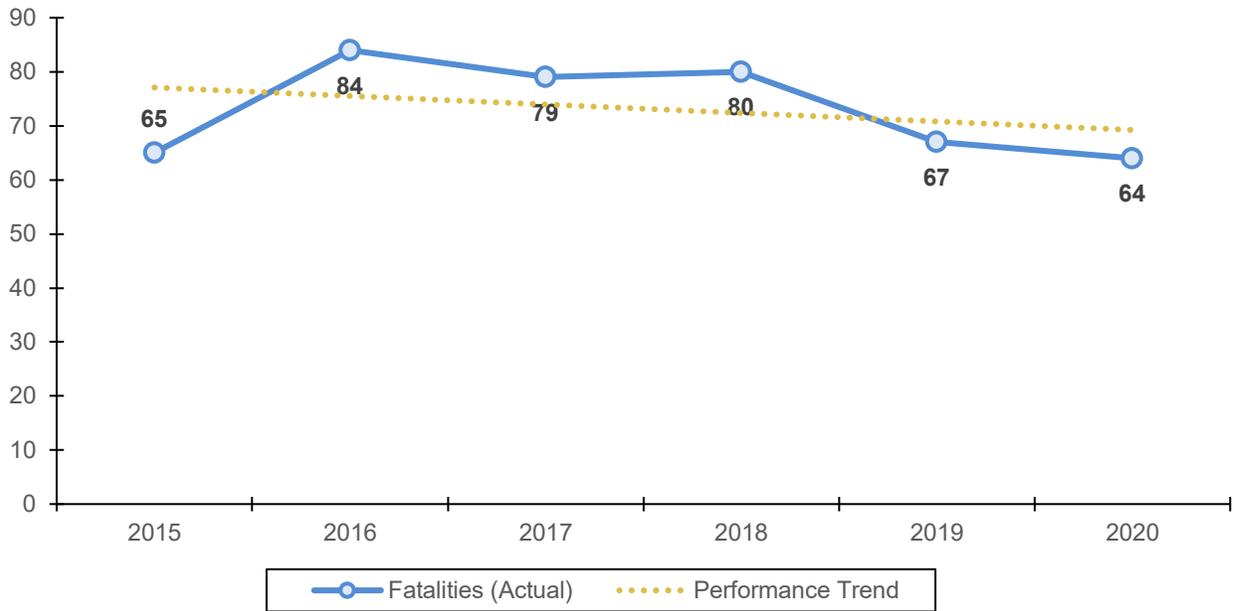
In Alaska, fatalities resulting from motor vehicle related crashes fell from 67 in 2019 to 64 in 2020. Details on Alaska's highway safety trends between 2015 and 2021 are provided in Table 2.1. Figure 2.1 through Figure 2.15 illustrate select performance measures shown in Table 2.1. Fatality and serious injury data are complete through 2020. Previous years' data have been revised, where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

Table 2.1 Alaska Traffic Safety Trends, 2015 to 2021

Crash Data/ Trends	2015	2016	2017	2018	2019	2020	2021	Percent Change 2019 2020
Fatalities (Actual)	65	84	79	80	67	64	N/A	-4%
Fatalities per 100 MVMT	1.29	1.6	1.43	1.46	1.14	1.19	N/A	4%
Serious Injuries	325	399	353	336	304	235	N/A	-23%
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	22	31	23	27	21	14	N/A	-33%
Unrestrained Passenger Vehicle Fatalities	15	37	17	20	22	14	N/A	-36%
Speeding-Related Fatalities	22	36	26	42	29	23	N/A	-21%
Motorcyclist Fatalities	11	6	6	12	6	4	N/A	-33%
Unhelmeted Motorcyclist Fatalities	4	2	3	5	2	2	N/A	0%
Young Driver (20 or under) Involved in Fatal Crash	6	16	6	8	10	10	N/A	0%
Pedestrian Fatalities	12	12	14	14	6	13	N/A	117%
Bicyclist Fatalities	0	1	1	0	2	2	N/A	0%
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	89.3%	88.5%	90.1%	91.6%	94.1%	94.1%	91.7%	0%
Seatbelt Citations Issued During Grant-Funded Events	725	966	1,232	1,107	1,561	301	1,607	-81%
DUI Arrests Made During Grant-Funded Events	192	202	156	769	870	621	664	-29%
Speeding Citations Issued During Grant-Funded Events	457	747	966	3,497	6,886	7,263	4,404	5%

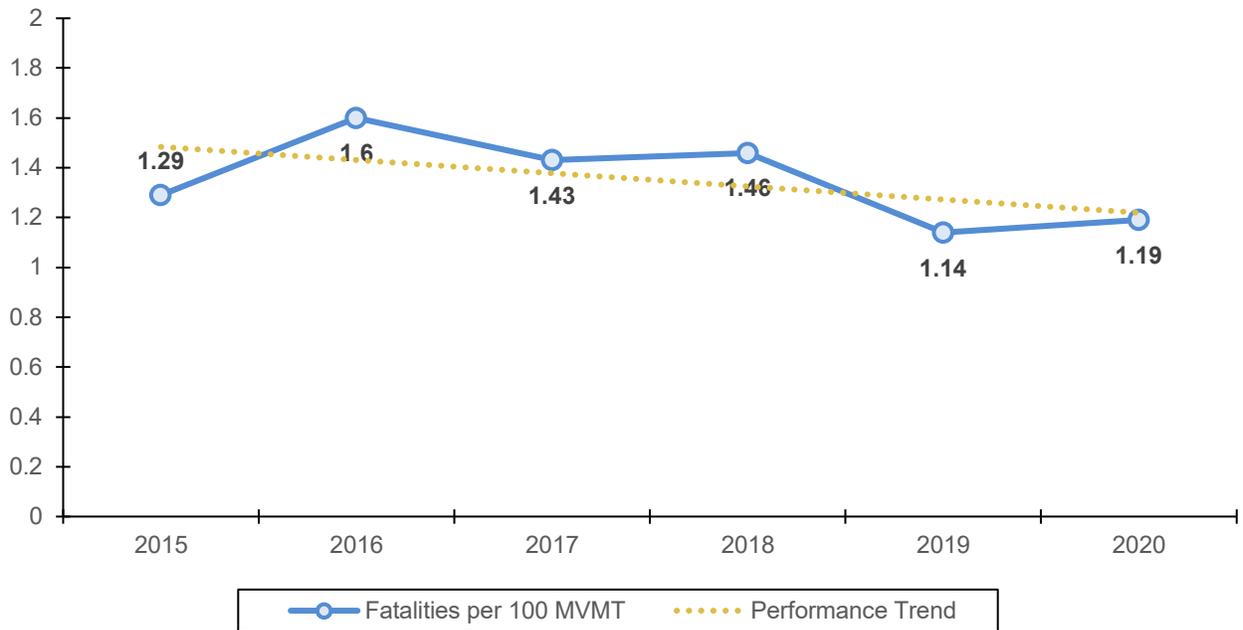
Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Serious injury numbers and 2020 fatality per 100 MVMT rate is from the Alaska CARE system and subject to change.

Figure 2.1 Statewide Fatalities



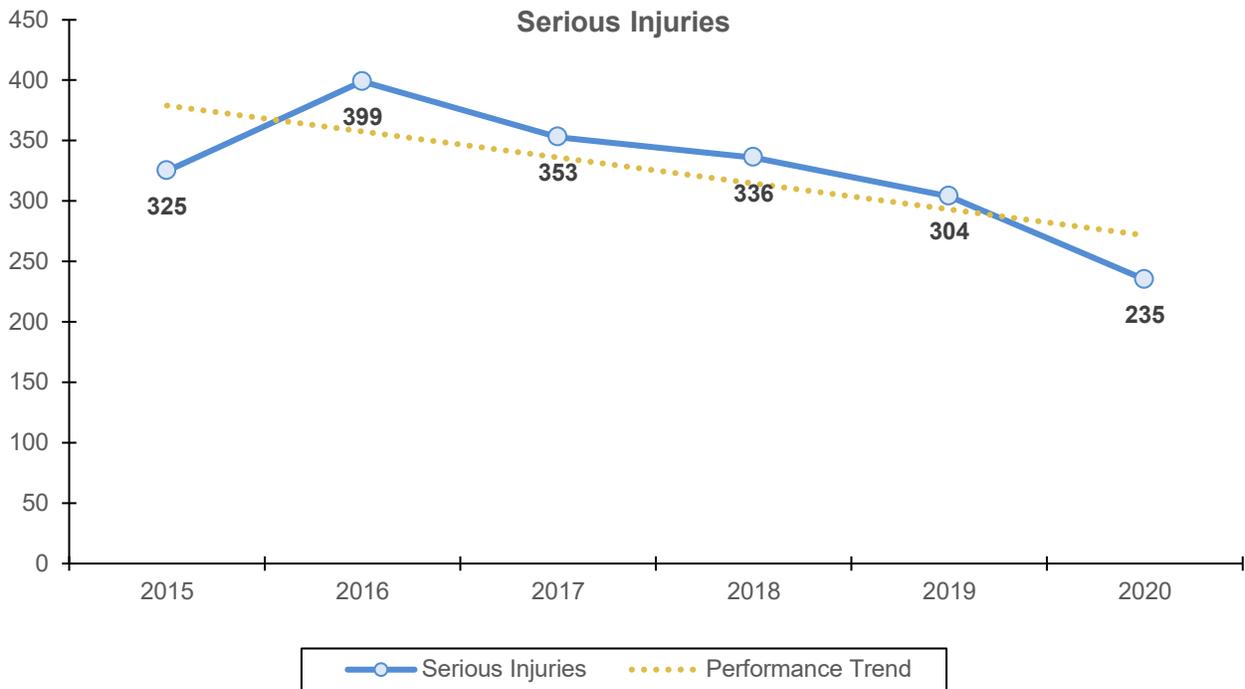
Source: NHTSA STSI/FARS.

Figure 2.2 Statewide Fatality Rate



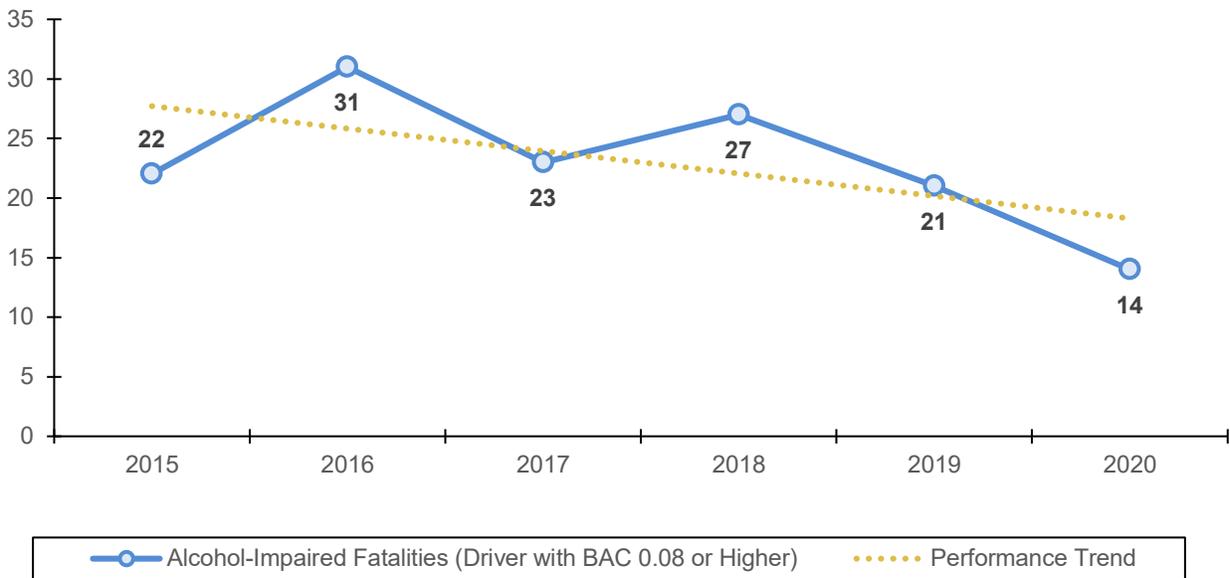
Source: NHTSA STSI/FARS. 2020 fatality per 100 MVMT rate is from the Alaska CARE system and subject to change.

Figure 2.3 Statewide Serious Injuries



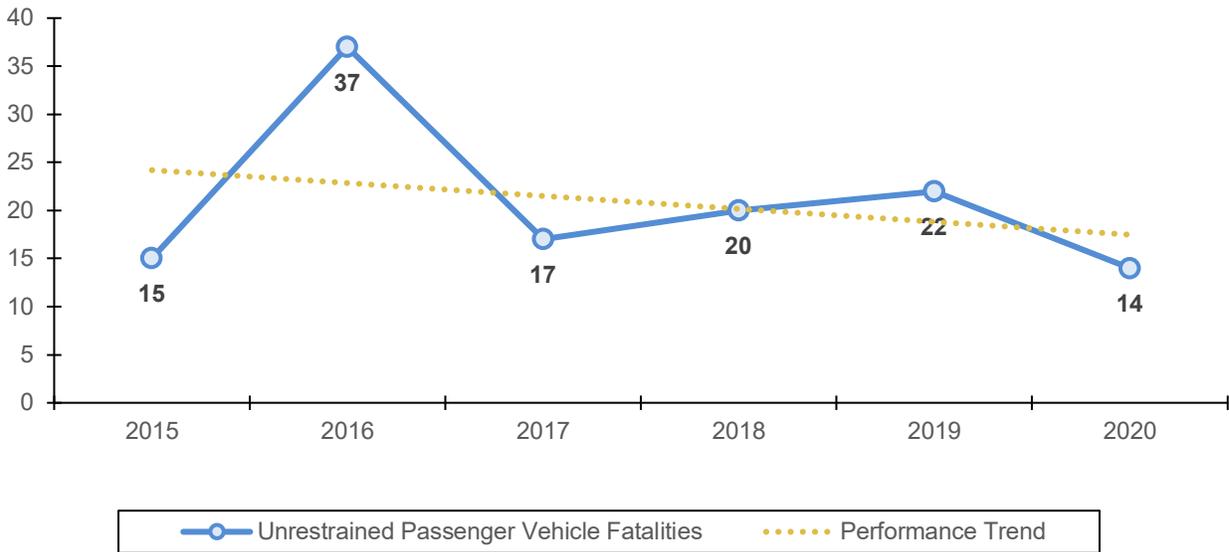
Source: Accessed December 8, 2021, using the CARE database. Serious injury numbers are from the Alaska CARE system and subject to change.

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



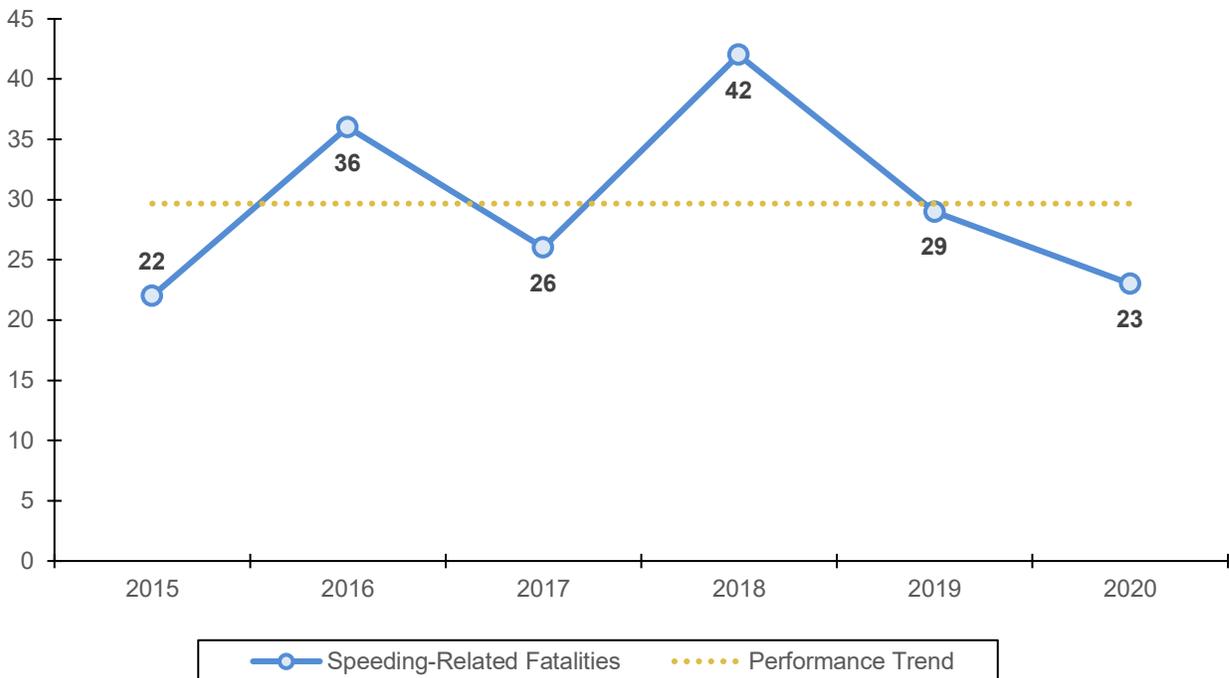
Source: NHTSA STSI/FARS.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



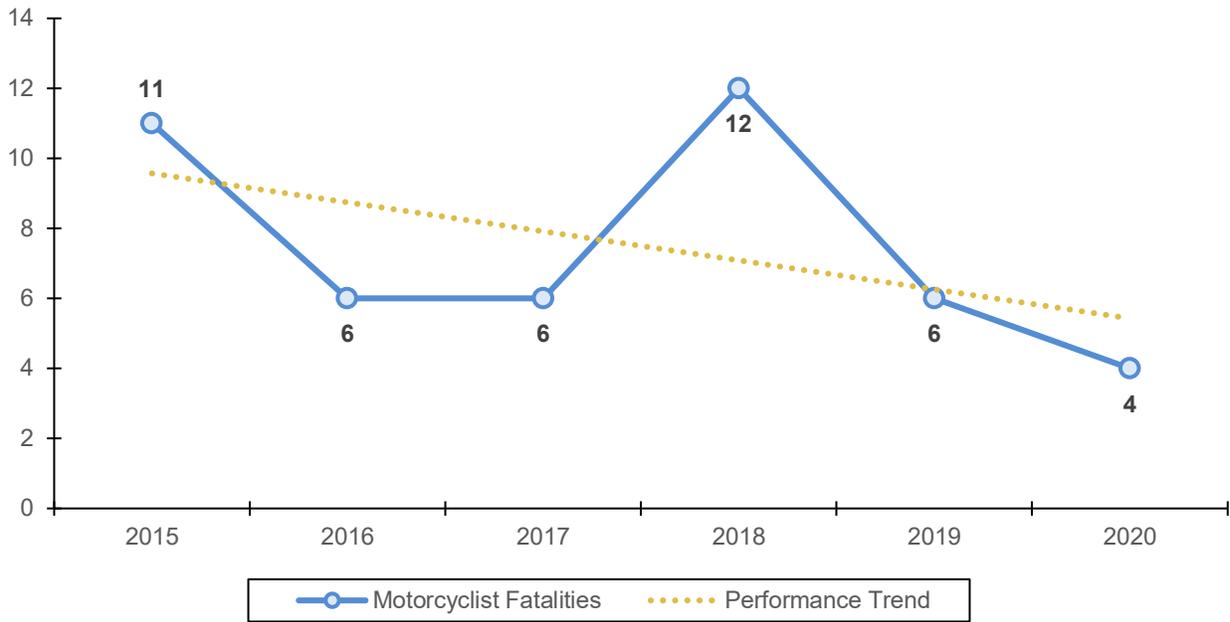
Source: NHTSA STSI/FARS.

Figure 2.6 Speeding-Related Fatalities



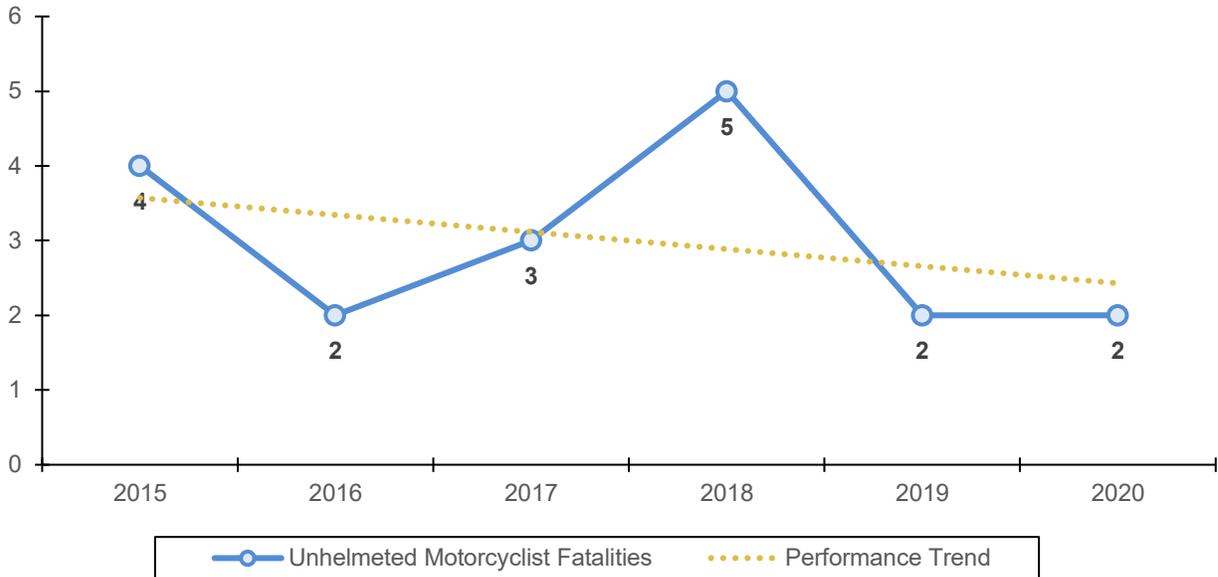
Source: NHTSA STSI/FARS.

Figure 2.7 Motorcycle Fatalities



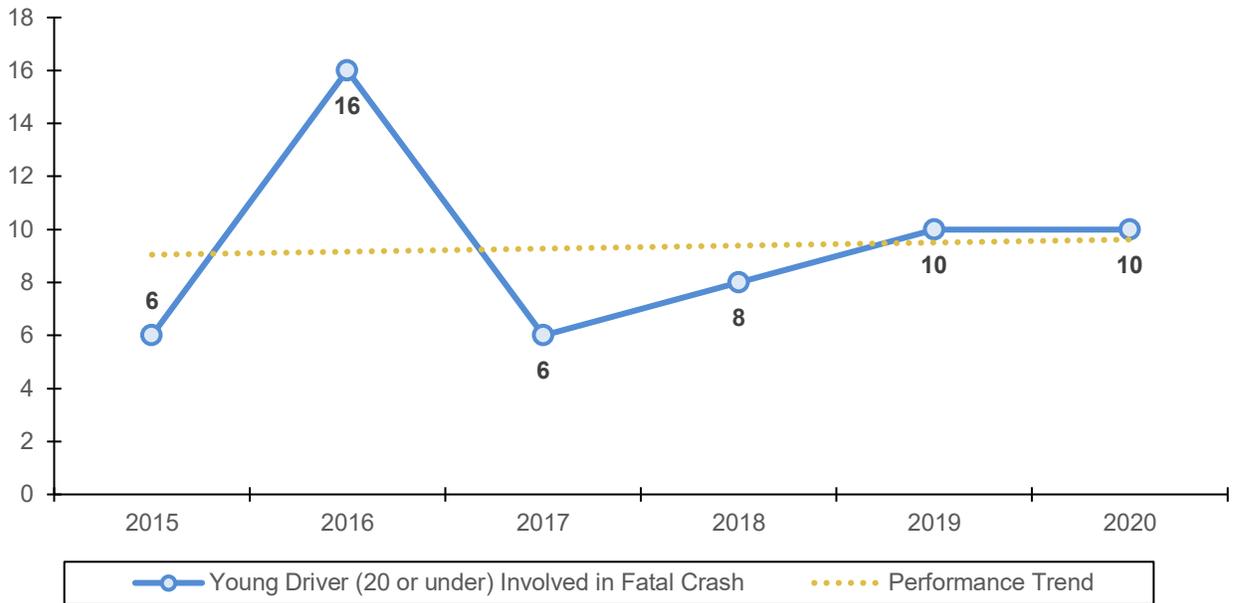
Source: NHTSA STSI/FARS.

Figure 2.8 Unhelmeted Motorcycle Fatalities



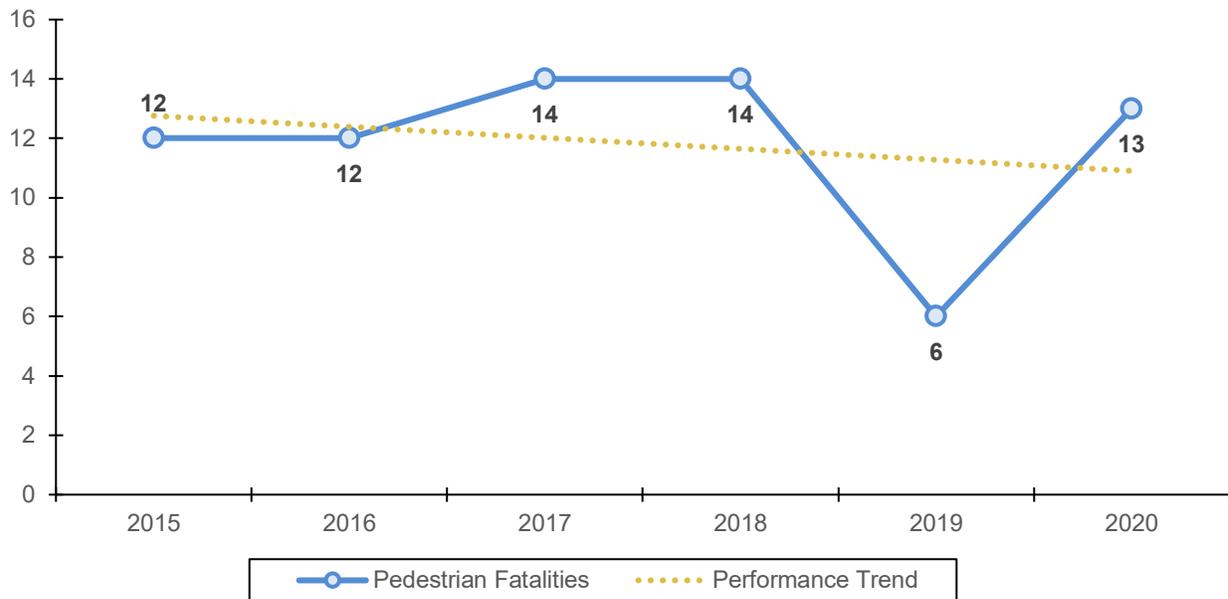
Source: NHTSA STSI/FARS.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



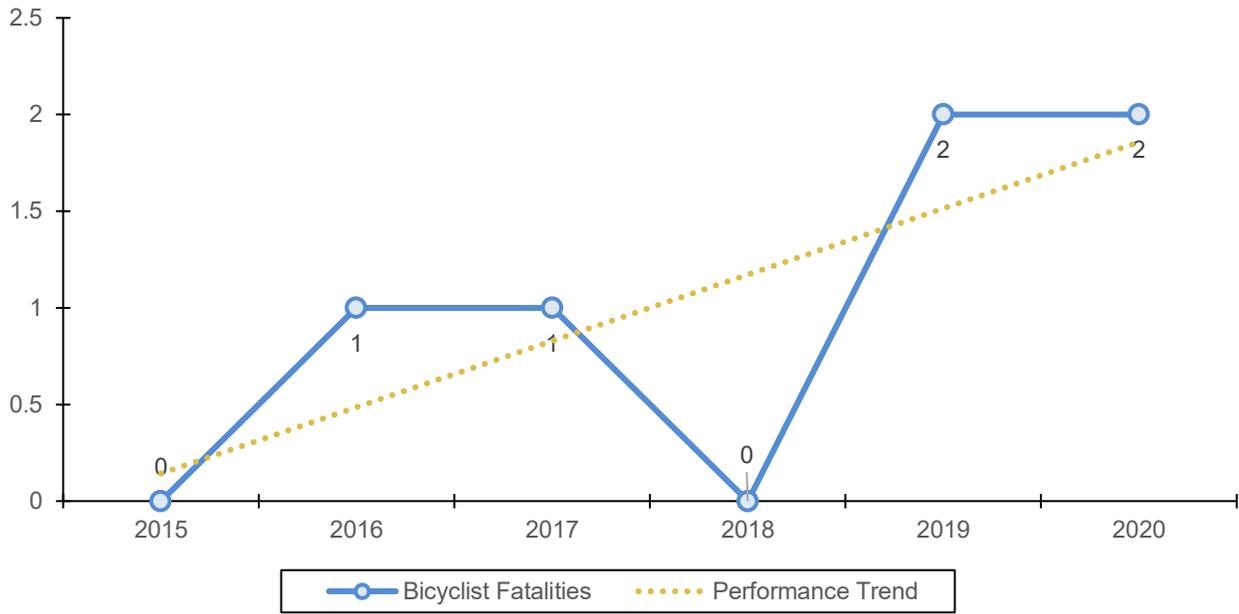
Source: NHTSA STSI/FARS.

Figure 2.10 Pedestrian Fatalities



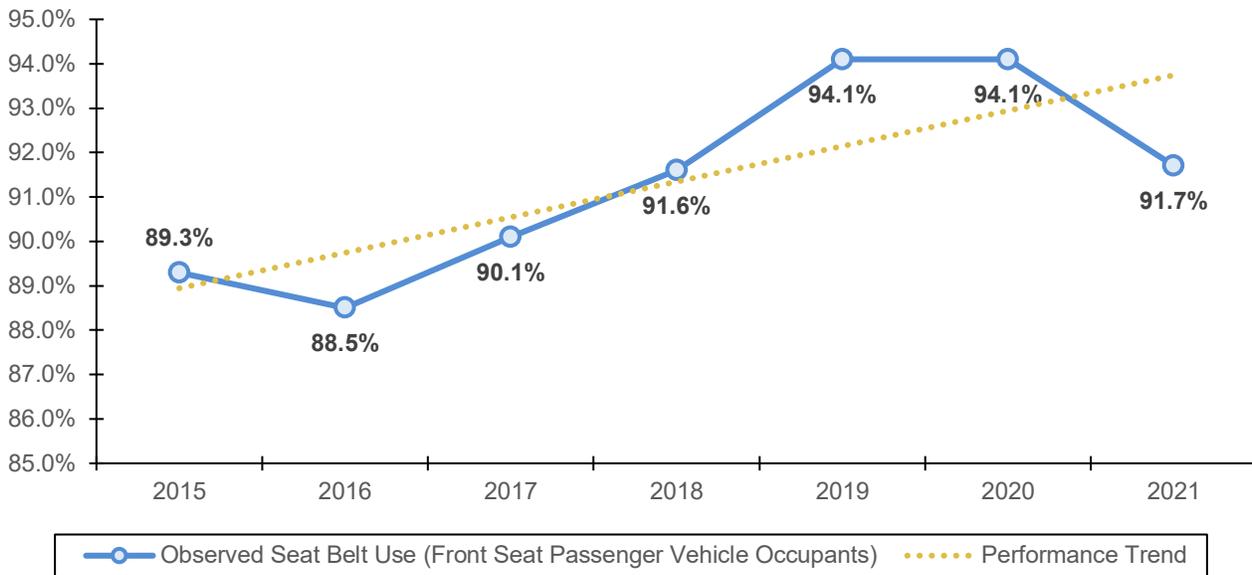
Source: NHTSA STSI/FARS.

Figure 2.11 Bicyclist Fatalities



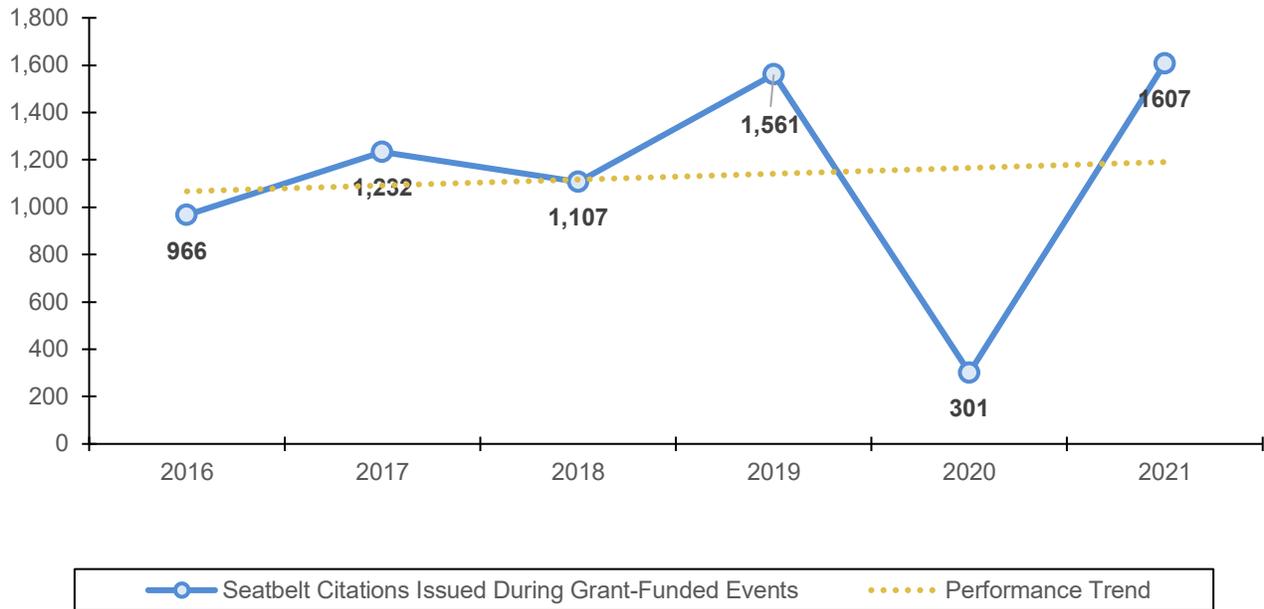
Source: NHTSA STSI/FARS.

Figure 2.12 Observed Belt use for Passenger Vehicles



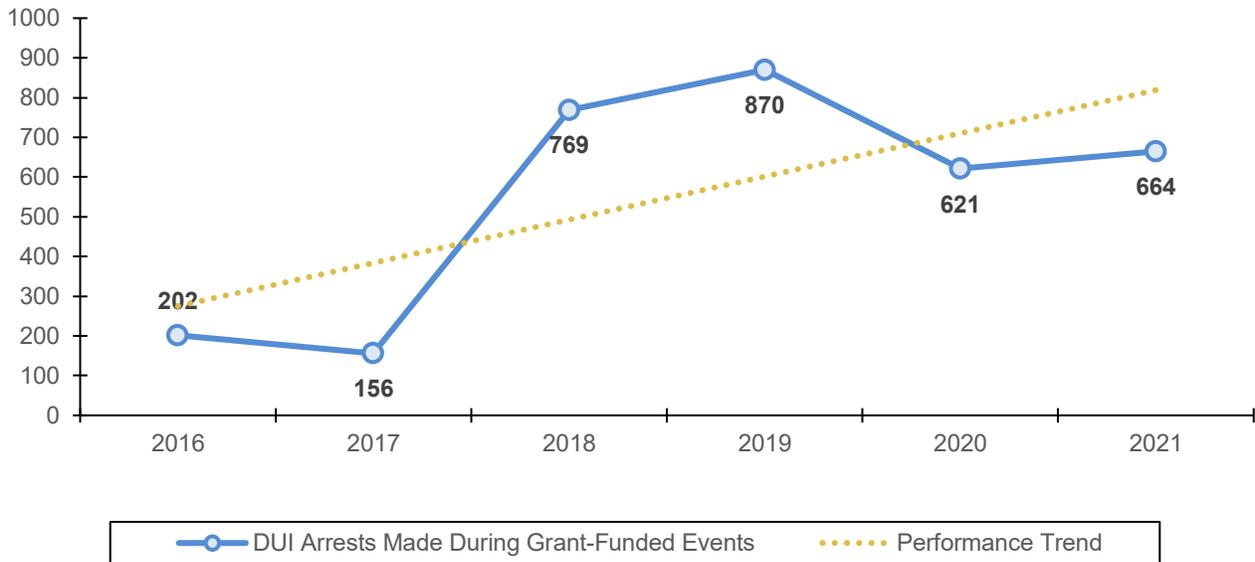
Source: Annual Seat Belt Observational Survey. Due to COVID-19, no observational seat belt survey was conducted in 2020; number shown is the observed rate from 2019 for 2020.

Figure 2.13 Seatbelt Citations Issued During Grant-Funded Events



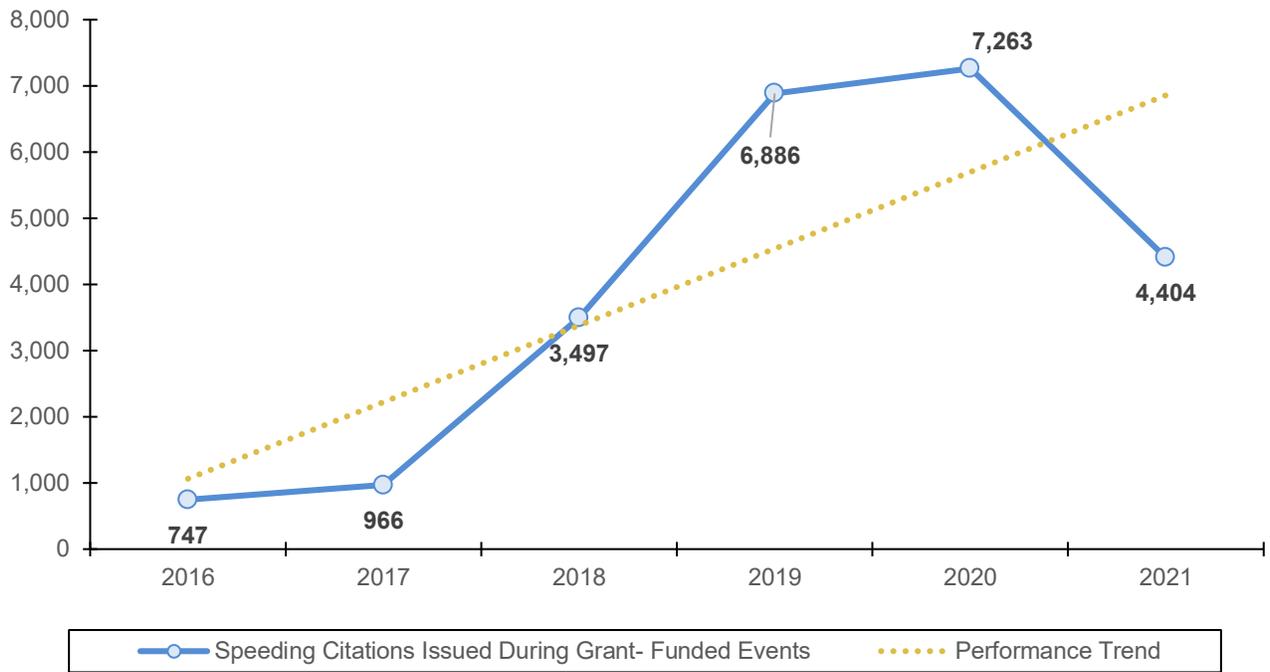
Source: Alaska Highway Safety Office.

Figure 2.14 DUI Arrests Made During Grant-Funded Events



Source: Alaska Highway Safety Office.

Figure 2.15 Speeding Citations Issued During Grant-Funded Events



Source: Alaska Highway Safety Office.

3.0 Program Areas

3.1 Evidence-Based Enforcement Program Activities

In FFY 2021, the AHSO continued to support and implement evidence-based enforcement program activities. A significant portion of Alaska's highway safety grant funds was awarded to law enforcement agencies, as noted in the program areas below. In FFY 2021, seven law enforcement agencies participated in the May Click It or Ticket (CIOT). Additionally, four law enforcement agencies (Anchorage, Alaska State Troopers, Kenai, and Soldotna) participated in CIOT blitz over the Thanksgiving holiday in 2020. 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 2021 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 grantee applications were vetted and scored on their evidence-based approach. FFY 2021 grantees also were required to submit a year-end report of the project activities, as well as the 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 provide program managers and law enforcement managers with quick insights into the progress of each project. Consistent 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 by each grantee throughout the year, if needed, to improve traffic safety enforcement in Alaska.

3.2 Compilation of Enforcement Activity Results

In FFY 2021, seven law enforcement agencies participated in the national CIOT campaign, and eight participated in the Driver Sober or Get Pulled Over campaign. All of the FFY 2021 NHTSA-funded law enforcement activities resulted in:

- 1,607 seat belt citations.
- 664 impaired driving arrests.
- 4,404 speeding citations.

The performance targets, FFY 2021 results, and project descriptions for the seven program areas addressed in the HSP are described in the following Sections 3.3 to 3.9. Similar information is provided for Paid Media (3.10) and Planning and Administration (3.11) activities.

3.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the AHSO 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; however, alcohol and drug use continues to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol alone was a factor in 22 percent of Alaska's traffic fatalities in 2020, a decrease from 33 percent of traffic fatalities in 2019.

Performance Target

1. Maintain alcohol-impaired driving fatalities at 25 (2014 – 2018 average) through the 2017 – 2021 average by December 31, 2021.

Projects and Funding

The FFY 2021 HSP included impaired driving projects to address the above performance target and reduce 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

Alaska did not reach the target of 22 alcohol-impaired-related fatalities or fewer in 2020 for the 5-year target period of 2016 – 2020. However, Alaska saw a significant drop in alcohol-related fatalities in 2020, dropping to 14 from 21 in 2019. Preliminary data for FFY 2021 does indicate that Alaska met its five year average target of 25 or lower based on the drop in alcohol-related fatalities. During FFY 2021, 8 agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of Drug Recognition Experts (DRE) in the State, which dropped to 31 from 36 in 2021. Alaska plans to continue these efforts to continue its recent target setting performance.



The FFY 2021 telephone survey indicated that nearly two-thirds (61 percent) of Alaskan drivers think they are very likely or 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.

Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-21-01-FA(A))

Project Description: The AHSO utilized 405d funds for law enforcement agencies to participate in High-Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2021. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and seven local police departments (Anchorage, Fairbanks, Juneau, Palmer, Soldotna, Wasilla, and Kenai) 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 collective work in FFY 2021 resulted in 664 DUI arrests.

Budgeted: \$200,000.00

Expended: \$174,848.72

Project Title: Statewide LEL—Impaired Driving (405d PT-21-06-FA(D))

Project Description: This project was planned to fund the position (salary or labor hours and expenses) of up to three regional Law Enforcement Liaisons to function as an extension of the AHSO. The Law Enforcement Liaisons (LEL) were to assist with recruiting law enforcement agencies to work impaired driving projects and help police agencies analyze 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 DREs to address deployment and training/recertification for law enforcement (Advanced Roadside Impaired Driving Enforcement (ARIDE)) and education professionals (Drug Impairment Training for Education Professionals (DITEP)). AHSO planned to utilize the services of the Region 10 LEL to coordinate the LELs until a statewide coordinator could be identified.

The project did not materialize in FFY 2021 due to changes at the administrative levels of agencies that had previously agreed to provide an LEL. New agreements must be signed with the agencies. The AHSO currently is in talks with a retired AST for this role and intends to begin the program in FFY 2022 to focus on impaired driving projects and initiatives.

Budgeted: \$60,000

Expended: \$0

Project Title: DPS Statewide DRE (405d M5X-21-01-FA(A))

Project Description: The legalization of recreational marijuana use has heightened the importance of the state's DRE program. The Alaska Highway Patrol's DRE coordinator ran into multiple challenges in 2021 due to the ongoing issues regarding COVID-19, which limited the ability to take and facilitate trainings. Of the project's 13 goals, 9 were met and the remaining 4 were not met. At the end of FFY 2021, accounting for attrition, Alaska had 31 active DRE officers, which was 5 less than at the end of the previous year. However, 5 new DREs were trained in 2021, but the identification and willingness of officers to take DRE training did not keep up with attrition. Additionally, 5 ARIDE classes were held for law enforcement in FFY 2021 and were attended by 22 students. A total of 22 individuals attended the 2021 National DRE Conference.

Budgeted: \$300,500.00

Expended: \$76,453.71

Project Title: AK DPS Toxicology Services (402 AL-21-02-FA(A))

Project Description: In FFY 2019, the Alaska State Public Health Laboratory (AKPHL) was tasked with clearing the DUID toxicology testing backlog. In FFY 2021, the AKPHL received 857 DUID cases, of which 782 cases were tested and reported during the grant year. Cases were submitted to AKPHL from 29 law enforcement agencies across the State. About 60 subpoenas for expert witness testimony also were received during the grant year. Of the 4 goals established for FFY 2021, 3 were met and 1 was met after the goal was modified at the direction of the State Crime Lab. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved in FFY 2021.

Budgeted: \$221,077.00

Expended: \$114,438.86

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (405d M5X-21-01-FA(D))

Project Description: The APD's Impaired Driving Enforcement Unit started working in FFY 2017. In FFY 2021, the unit was fully functional with all but 1 member being certified as a DRE. Despite COVID-19 leading to fewer travelers, closed bars and restaurants for a time the unit conducted over 6,100 traffic stops, in which 9,200 persons were contacted. During these stops, the team made 553 misdemeanor DUI arrests and 27 felony DUI arrests, and issued 3,612 citations for various traffic offences. There were 17 traffic fatalities, with a large number of those involving pedestrians, so more focus moving forward is going towards pedestrian collision reduction strategies. At the time of reporting, toxicology results were not available for reporting on all of these fatalities.



Budgeted: \$1,744,000

Expended: \$1,233,546.03

Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X-21-01-FA(B))

Project Description: This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2021, the Fairbanks Police Department conducted roving patrols that targeted impaired drivers between Wednesday and Sunday nights when data suggests impaired crashes are most prevalent. All project activities and milestones were met, including conducting saturation patrols and participation in high-visibility enforcement campaigns. During this grant period, 87 DUI-related arrests were completed. At the time of reporting, it is unclear if the target of zero impaired driving fatalities was achieved as there is a pending fatality investigation. A challenge this year was inactivity for two months while the traffic unit officer was away at training as there are no officers to move into the traffic unit to cover such absences.

Budgeted: \$110,000

Expended: \$72,246.76

3.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 94.1 percent in 2019. Due to COVID-19, no observational seat belt survey was conducted in 2020, and the 2021 survey showed that Alaska's observed seat belt rate stayed above 90 percent at 91.7 percent. According to the 2021 statewide phone survey, respondents indicated they use their seatbelt "always" or "nearly always" 96 percent of the time, 5 points higher than the previous year. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 90 percent of the time. In addition, 29 percent of respondents believed they are "very likely" or "likely" to receive a seatbelt ticket for not wearing one.

Performance Targets

1. To decrease unrestrained passenger vehicle occupant fatalities by 5 percent from 22 (2014 – 2018 average) to 21 (2017 – 2021 average) by December 31, 2021.
2. Maintain observed seat belt use for passenger vehicle at 94 percent by December 31, 2021.

Projects and Funding

The FFY 2021 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities, and achieving the observed seat belt use performance target. Funds spent on occupant protection-related communication efforts are described in more detail in Section 3.10—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 fell from the record 2019 observed seat belt use rate of 94.1 percent to 91.7 percent in 2021. Due to COVID-19, HVE of occupant protection was limited for some time and may have impacted the observed seat belt rate, as well as unrestrained passenger vehicle fatalities for 2020 and 2021. However, preliminary data suggests that Alaska met its FFY 2021 target of reducing unrestrained fatalities to 21 or less based on the 2017-2021 target years. In FFY 2021, 1,607 seat belt citations were issued during grant-funded activity.

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M1X-21-04-FA(B))

Project Description: The State is required to evaluate the impact of its programs aimed at increasing seat belt use by conducting an annual observational survey of driver and front seat outboard passenger belt use per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Alaska's seat belt use observational survey methodology, which was redesigned in FFY 2017 and approved by NHTSA, was used again in 2021. The design allows the capture of demographic data to assist in targeting the occupant protection programs and measuring performance. The survey this year determined that the observed seat belt use rate was 91.7 percent.

Budgeted: \$40,000.00

Expended: \$37,384.96

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-21-06-FA(A))

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Fairbanks, Juneau, Kenai, Soldotna, Palmer, and Wasilla) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the CIOT mobilization in November 2020 and May 2021, as well as State blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement that occurred throughout the year focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's previous annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY 2021, these law enforcement agencies contributed to the 1,607 occupant protection citations written on grant-funded time in the State.

Budgeted: \$200,000.00

Expended: \$187,183.27

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1X-21-04-FA(A))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the Child Passenger Safety (CPS) component of the State's Occupant Protection Strategic Plan. SKKP coordinated, trained, supported certification, and mentored CPS technicians in the region; and made contact in the communities of Soldotna, Kenai, Sterling, Nikski, Funny River, Homer, Seward, Anchor Point, Anchorage, Moose Pass, and Bear Creek through direct CPS education and/or car seat events or support of local technicians and events. Although COVID-19 continued to impact and cancelled planned car seat events, SKKP still conducted earned media opportunities and initiated a CPS media campaign through the Central Peninsula Hospital to educate the public. The results of SKKP's efforts were 550 car seat checks, which reached over 1,500 children and adults. Despite the pandemic, the program was still able to meet 2 of its 5 FFY 2021 performance targets, reaching more than 900 children with CPS messages and training 8 new CPS technicians. It is anticipated the other targets will be met next year as working within a COVID environment becomes more predictable for holding car seat events.

Budgeted: \$28,749.24

Expended: \$27,973.91

Project Title: Fairbanks Safe Rider Program (405b M2X-21-04FA(A) and (405b M1X-21-04-FA(E))

Project Description: In support of the CPS component of the State's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program coordinated, trained, supported certification, mentored CPS technicians in the region, hosted CPS events, supported existing and developed additional child safety seat fitting stations, and conducted earned media opportunities to educate the public. Due to COVID-19, the goals set for CPS events were not met; however, of the targeted 7 CPS check events, 4 took place. The program provided CPS guidance to 907 parents and caregivers, nearing the goal of 927. Since car seat events were not possible, 286 individual car seat checks were scheduled and preformed, meeting the set target. Lastly, the program conducted 88 car seat fittings during hospital rounds, meeting the target.

Budgeted: \$112,138 (total); (405b M2X-21-04FA(A)) and 405b M1X-21-04-FA(E))

Expended: \$87,298.03 (total); \$19,382.91 (405b M2X-21-04FA(A)) and \$67,915.12 (405b M1X-21-04-FA(E))

Project Title: Mat-Su Child Passenger Safety Program (405b M2X-21-04-FA(B)) and (405b M1X-21-04-FA(F))

Project Description: In support of the CPS component of the State's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program coordinated and mentored CPS technicians in the region, distributed a quarterly newsletter to their region's technicians which Safe Kids requested permission to distribute throughout the State, posted monthly seat check events on the hospital's new Facebook page, sent CPS brochures and a calendar of seat check events to all foster parents in their area, and conducted earned media opportunities to educate the public. COVID-19 continued to impact the ability to hold car seat check events, and overall car seat checks were lower than normal. However, face-to-face meetings with new parents before they were discharged continued unabated. In FFY 2021, the Mat-Su Services for Children and Adults, Inc. checked 163 car seats and provided child passenger safety education to 62 percent of all new parents who were discharging with their newborn infant from the Mat-Su Regional Medical Center.

Budgeted: \$55,972 (total); (405b M2X-21-04-FA(B)) and (405b M1X-21-04-FA(F))

Expended: \$42,785 (total); \$20,956.94 (405b M2X-21-04-FA(B)) and \$21,828.38 (405b M1X-21-04-FA(F))

Project Title: Statewide CPS Coordinator and co-Coordinator (405b M1X-21-04-FA(C)) Coordinator and 405b M1X-21-04-FA(D)) Co-Coordinator

Project Description: This project funded the statewide CPS Coordinator and co-Coordinator who functioned as extensions of the AHSO. The coordinators oversaw the CPS (technician, instructor, and inspection station) database and monitored the recertification rate; compiled an events calendar and assisted with the occupant protection portion of the AHSO web site; provided news and television interviews; and provided support to the AHSO with occupant protection communications and other activities, as needed. In FFY 2021, the Coordinators and staff checked 424 car seats and distributed 282 car seats, taught CPS certification courses, assisted keeping CPS technicians recertified in spite of the pandemic, and reviewed new CPST curriculum.

Budgeted: \$80,000.00 (\$40,000.00 each)

Expended: \$47,814.68 (Coordinator \$24,902.14 and co-Coordinator \$22,912.54)

Project Title: CarFit (402 SA-21-19-FA(C))

Project Description: This older driver project, administered by The Center for Safe Alaskans, funded training of a second CarFit Event Coordinator and three new CarFit event technicians and/or volunteers. The program provided virtual education to 1,886 older drivers. An educational card was developed on safe driving tips for older drivers, and over 2,500 were distributed. A robust on-line social media campaign also was implemented that outlined the 12 steps in CarFit. An older driver focus group met 6 times to gather input to better help shape current and future programming to address older drivers safety.

Budgeted: \$52,829.58

Expended: \$37,605.56

Project Title: AIPC (Center for Safe Alaskans) Child Passenger Safety (402 SA-21-19-FA (B))

Project Description: The Center for Safe Alaskan's CPS program is evidence based and focused on education programs for low seat belt (car seat and booster seat) users. This project distributed 281 car seats/boosters statewide and inspected 424 car seats by car seat technicians. Additionally, 58 presentations on Zoom provided outreach and educational opportunities as the pandemic continues on tips for ensuring young passengers are properly restrained.

Budgeted: \$168,324.35

Expended: \$133,042.37

3.5 Speeding

Problem Statement

Alaska has seen its speeding-related fatalities fall in recent years from the 2018 10-year high of 42 speeding-related fatalities to 23 in 2020. Speeding-related serious injuries have trended down in recent years as well, moving from 87 in 2018 to 72 in 2020.

Performance Target

1. Maintain speeding-related fatalities at 29 (2014 – 2018 average) through the 2017 – 2021 average by December 31, 2021.

Projects and Funding

The FFY 2021 HSP outlined a number of strategies to address speeding-related crashes and achieve the performance target. The AHSO awarded a substantial grant to the ASTs to conduct data-driven, high-visibility enforcement operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. The AHSO once again awarded a speed enforcement grant to the APD. 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

Speeding-related fatalities decreased from 42 in 2018 to 23 in 2020, missing the FFY 2020 target of 31 for the 2016 – 2020 FARS average. A review of the number of grant-funded speeding citations found a dramatic increase over the last several years. Speeding citations increased from 747 in 2016, 966 in 2017, 3,497 in 2018, and 6,886 in 2019. Even during the pandemic, 7,263 speeding citations were written during grant-funded events in 2020; however, there was a drop in speeding citations to 4,404 in 2021 with 1 of the projects not getting approved until June. All of these efforts combined to suggest that Alaska will meet its FFY 2021 speeding target of 29 or less based on the 2017 – 2021 data available. With continued focus on

speeding enforcement in recent years, the AHSO believes the recent drop in speeding fatalities and serious injuries may be showing the enforcement efforts are beginning to have an impact.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 PT-21-06-FA(B))

Project Description: The AST conducted data-driven enforcement of the posted speed limit at locations based upon speed crash data. High-visibility enforcement consisted of operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Troopers worked 1,787 overtime hours around the State, including in all 5 detachments, Alaska Wildlife Troopers, Northern and Southern Divisions, Headquarters' staff, Alaska Bureau of Investigations, and the Alaska Bureau of Highway Patrol and Judicial Services in and around the Palmer/Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Fairbanks, and Kenai Peninsula and Seward. In total, Troopers issued a total of 9,347 speeding citations. In 2021, 32 fatal crashes were investigated by Troopers, a 20 percent reduction over the previous year.

Budgeted: \$444,000.00

Expended: \$231,647.50

Project Title: Anchorage Police Department Glenn Hwy Speed Enforcement (402 PT-21-06-FA(F))

Project Description: The Glenn Highway Speed Enforcement project was conducted to reduce the number of speed-related fatalities within the Municipality of Anchorage. The APD conducted 1,425 hours of speed enforcement on the Glenn Highway at random times of the day and various days of the week for a total of 45 days. During that time, 3,401 traffic stops were made, and 2,596 speeding citations were issued. An additional 745 citations were issued for various other violations, 8 of which were for DUI, 19 seat belt violations, and 3 felony arrests.

Budgeted: \$192,500

Expended: \$177,162.82

Project Title: Anchorage Police Department Reckless Racing HVE (402 PT-21-06-FA(G))

Project Description: In the summer of 2021, APD began a new project to address an increase in the number of cars and motorcycles participating in street racing. These vehicles often reach speeds well over 100 MPH on city streets around the Anchorage area. Officers worked 15 days for a total of 375 hours when street racing typically occurred on the weekends. A total of 603 traffic stops were made, resulting in 587 total citations, 205 for speeding, 5 for racing, 15 for failure to obey traffic control device, 12 for red light running, and 4 for stop sign violations. Various vehicle equipment violations also were issued.

Budgeted: \$47,200

Expended: \$40,426.03

3.6 Motorcycle Safety

Problem Statement

In 2020, 4 motorcycle fatalities accounted for nearly 6 percent of all fatalities in Alaska. This was a significant reduction from the 12 motorcycle fatalities in 2018 and 6 in 2019. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2020 was 50 percent, down from 67 percent in 2019. In 2019, Alaska recorded 28,129 registered motorcycles, which represents 3.5 percent of all registered motor vehicles in the State.

Performance Targets

1. To decrease motorcyclist fatalities by 11 percent from 9 (2014 – 2018 average) to 8 (2017 – 2021 average) by December 31, 2021.
2. To decrease unhelmeted motorcyclist fatalities by 33 percent from 3 (2014 – 2018 average) to 2 (2017 – 2021 average) by December 31, 2021.

Projects and Funding

The FFY 2021 HSP included a media campaign to address and make progress towards the above performance targets. Program costs to support motorcyclist safety included funds for the paid media buys and are listed in Section 3.10—Paid Media. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s).

Performance Results

At the time of this report preliminary 2021 data suggests that Alaska will meet its target of eight or fewer motorcycle fatalities for FFY 2021. Unfortunately, preliminary data indicates that Alaska will not meet the FFY 2021 target of 2 or less unhelmeted fatalities for the 2017 – 2021 target years. Over the last six years, Alaska has seen a general decline in the number of motorcyclist fatalities, which dropped from 12 fatalities in 2018 to four in 2020. Due to the decrease in motorcyclist fatalities in Alaska in recent years, the trend line over the last five years is still trending downwards. The AHSO plans to continue its educational efforts on the advantages of helmet use while riding into FFY 2023.



Project Descriptions

The paid media buys detailed in Section 3.10—Paid Media includes \$19,000 to support *We All Share the Road* motorcyclist safety radio messages during the month of May.

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2020, pedestrians and bicyclists accounted for 23 percent of all fatalities on Alaska’s roadways. From 2016 to 2020, bicyclist fatalities remained flat averaging 1 fatality a year. Pedestrian fatalities have remained flat as well from 2016 to 2020 averaging 12 fatalities a year. It is suspected that a number of the pedestrian fatalities involve impairment.

Performance Targets

1. To decrease pedestrian fatalities by 9 percent from 13 (2014 – 2018 average) to 12 (2017 – 2021 average) by December 31, 2021.
2. To decrease bicyclist fatalities by 100 percent from 1 (2014 – 2018 average) to 0 (2017 – 2021 average) by December 31, 2021.

Performance Results

At the time of this report, the preliminary 2021 data for bicycle and pedestrian performance targets indicate that Alaska will not meet either of those targets. From 2016 to 2020, bicyclist fatalities remained flat averaging one fatality a year. Pedestrian fatalities have remained flat as well from 2016 to 2020 averaging 12 fatalities a year. However, both FY 2020 targets for pedestrian and bicyclist fatalities have been met. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus, increasing exposure to being involved in traffic crashes. For FFY 2023 the AHSO will look for additional opportunities in education and enforcement tailored towards bicyclists and pedestrians to address these areas.

Project Descriptions

Project Title: Center for Safe Alaskans Bicycle and Pedestrian Safety (402 PS-21-05-FA(A))

Project Description: In FFY 2021, the Center for Safe Alaskans engaged with the Anchorage Department of Health (ADH), State of Alaska Department of Health and Social Services, Walmart, preschools, schools, daycares, and People Mover to launch a campaign and inform the community about the importance of visibility and use of reflective gear and helmets. Safe Alaskans reached 12,961 people with their efforts, including distribution of 11,463 conspicuity items to pedestrians and cyclists, and providing their “Be Seen” safety briefing to 402 individuals.

Budgeted: \$57,255.02

Expended: \$53,567.77

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 (GDL) program, teens may obtain a learner's or instruction permit at the age of 14 with parental consent. This increases Alaskan teens' exposure to crashes. Alaska recorded 10 young driver fatalities in 2019 and 2020. Fatal crashes involving young drivers 20 or under have remained flat in Alaska over the last 5 years.

Performance Targets

1. To decrease drivers age 20 or younger fatalities by 11 percent from 9 (2014 – 2018 average) to 8 (2017 – 2021 average) by December 31, 2021.

Projects and Funding

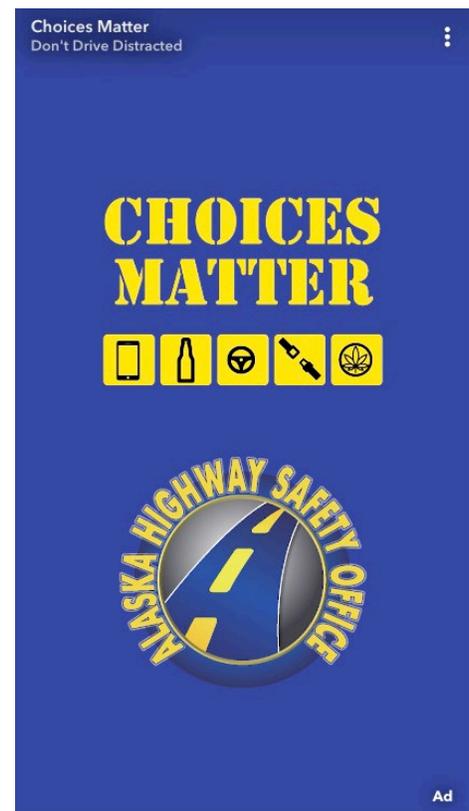
The FFY 2021 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2021 novice driver data was preliminary but it does seem to indicate that Alaska will not achieve the target of eight young driver fatalities or less for FFY 2021 based on the 2017 – 2021 target years. Novice driver fatalities had a slight increase from 8 in 2018 to 10 in 2019 and again in 2020, which was above the target of 8 set for 2020 for the 2016 to 2020 FARS average. Over the previous 5 years (2016 – 2020), novice driver fatalities have remained flat. AHSO plan to conduct a reevaluation of young driver programming for FFY 2023 to address the lack of improvement for young drivers.

Project Descriptions

Project Title: Center For Safe Alaskans—Safe Roads for all Ages (402 SA-21-19-FA(A))



Project Description: The Center for Safe Alaskans adjusted their efforts to serve the young driver community during the COVID-19 pandemic. Teen Safe Driving Week resource toolkits were provided to 9 Anchorage high schools, and 4 Teen Driving Transportation Safety grants for high schools and other youth serving organizations were funded. Schedule changes proved to be a challenge to gain access and permission to conduct the assessments in high school classrooms. Safe Alaskans also worked with Cambridge Systematics to coordinate an SHSP Young Driver Emphasis Area Team meeting. About 4 Young Driver Peer to Peer Transportation Safety mini-grant recipients worked to complete their projects while adhering to Center for Disease Control (CDC) and Municipality of Anchorage COVID-19 pandemic mandates. About 3 of the transportation safety grantees finished their projects with virtual guidance from the Center's staff about driver safety messages at their schools. Between the 3 schools' student bodies and Safe Alaskans' own social media campaigns, a total of 4,000 students and Alaskans were reached. During this time period, Safe Alaskans also had a video PSA on underage drinking and driving become sponsored by YouTube, and it had an overall reach of 150,000 individuals. Additionally, GDL knowledge and awareness questions were added to the annual phone survey that were completed by 384 adults. Of which, 13 percent of respondents had a youth between the ages of 14 to 18 in their home, and of them 74 percent were unfamiliar with GDL. However, 47 percent correctly identified that youth can qualify for a provisional license at 16.

Budgeted: \$175,151.85

Expended: \$127,863.93

Project Title: Homer Police Department—Project Drive (405d M5X-21-01-FA(C))

Project Description: The Homer Police Department was unable to conduct their presentations and activities at local schools due to COVID-19 and due to limited staffing. The Department hopes to begin the Project Drive initiative again sometime in FFY 2022.

Budgeted: \$7,000.00

Expended: \$0

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 in support of initiatives and projects that improve the quality of the State's traffic records systems.

Performance Targets

The performance targets (referred to as objectives in the five-year traffic records strategic plan), which directly relate to activity in the FFY 2021 HSP, include the following:

- **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.
- **6.1**—Develop a Data Integration Master Plan.

Projects and Funding

The FFY 2021 HSP included traffic records 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 projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in FFY 2021 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.

Project Descriptions

Project Title: Anchorage Crash and Alaska Trauma Registry Data Linkage (405c M3DA-21-00-FA(E))

Project Description: This project marked the transition from proof of concept, through prototype, to developmental implementation. This accomplishment signaled achievement of the Project’s main and most essential goal—linkage of trauma to applicable crash records. The FFY 2021 goal for this grant was to run linkage protocols on 100 percent of Anchorage traffic crash and Alaska Trauma Registry (ATR) motor vehicle-related injuries for 2009 and 2019. The results of trauma motor vehicle cases linked to crash cases is as follows: 2009—74 percent; 2010—75 percent; 2011—77 percent; 2012—73 percent; 2013—81 percent; 2014—87 percent; 2015—85 percent; 2016—81 percent; 2017—83 percent; 2018—85 percent; and 2019—84 percent.

Budgeted: \$103,125

Expended: \$100,857

Project Title: Crash Data Entry Services (405c M3DA-21-00-FA(B))

Project Description: The AHSO awarded a contract to Axion Data to reduce the current crash data backlog at DOT&PF for FFY 2021. The contractor entered 20,712 crash reports for FFY 2021. At the time of reporting, the backlog has been reduced significantly with all of 2018 and 2019 crashes entered, and the entry of 2020 crashes is underway. Data entered is now being checked for errors and duplicates by the Crash Data Manager and Crash Data Research Analyst.

Budgeted: \$350,000

Expended: \$91,432.31

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-21-00-FA(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 enforcement agencies. 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 its transmittal to the Alaska Court System. AHSO's continued commitment to pay these license fees assures smaller agencies using or contemplating the deployment of TraCS that this long-term operating cost will be covered.

Budgeted: \$100,000.00

Expended: \$95,520.30

Project Title: Anchorage Airport Police and Fire Department (405c M3DA-21-00-FA(C))

Project Description: The Anchorage Airport Police and Fire Department employs 60 sworn officers, making it the third largest law enforcement department in Alaska. Prior to this project, all traffic citations were handwritten. To improve the timeliness, accuracy, and completeness of these citations, this project completed the installation of connected mobile data terminals in each of the department's 15 patrol vehicles. This now allow officers to electronically submit traffic citations through TraCS, which will dramatically improve the timeliness and accuracy of these citations in the Court View system. Officers received training on the mobile data terminals in the third quarter of FY 2021 and began submitting citations via TraCS. Since the department implemented the TraCS system, they have seen an increase in electronic citation submissions to the State from 0 percent to 97 percent.

Budgeted: \$77,200

Expended: \$49,028.66

Project Title: Kodiak Police Department TraCS (405c M3DA-21-00-FA (D))

Project Description: This project enabled the Kodiak Police Department (KPD) to improve crash reporting to the State via the TraCS software. This project is in alignment with Alaska's Traffic Records Strategic Plan attributes of integration, timeliness, uniformity and accuracy. KPD completed the purchase and installation of laptops, docking stations, and printers in their police vehicles. This project has improved the number of agencies and law enforcement officers who are now e-filing via TraCS crash reports and citations in the State, which improves the integration, timeliness, uniformity, and accuracy of the crash and citation data for the State.

Budgeted: \$30,000

Expended: \$14,640

3.10 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY 2021. 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 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

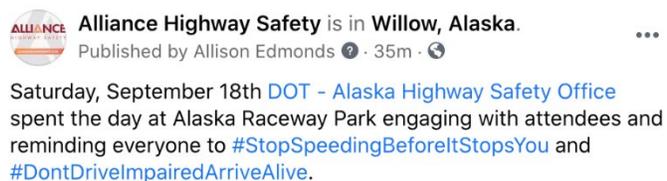
The FFY 2021 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s). The Sports Marketing and Educational Traffic Safety Media Buys were implemented for the second time in Alaska in FFY 2021.

Performance Results

The Paid Media project activity supported 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 2021 HSP. The Sports Marketing and Educational Traffic Safety Media Buys were implemented for the second time, however, due to COVID-19 some of the planned in-person activities were modified.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys 402 PM-21-25-FA (A); 402 PM-21-25-FA(B); 402 PM-21-25-FA(C); 402 PM-21-25-FA(D); 402 PM-21-25-FA(E); 402 PM-21-25-FA(F); 405d M5PEM-21-01-FA(A); and FHPE-21-00-FA(A)



Project Description: The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY 2021 HSP and Alaska's SHSP. The strategic communications plan focused on alcohol-impaired, distracted, speeding and aggressive driving, pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint use 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 as determined by data analysis (e.g., the parents of teen drivers, males between 18 and 35 years of age, motorist awareness of 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 logo.

Budgeted: \$60,000.00 (Media Contract); \$200,000 Section 402 (OP and CPS); \$75,000 Section 402 (teen driving); \$223,000 Section 402 (distracted); \$150,000 Section 402 (speed); \$19,000 Section 402 (motorcycle); \$75,000 Section 405h (pedestrian/bike); and \$700,000 Section 405d (Impaired Driving)

Expended: \$39,948.30 (Media Contract); \$199,238.48,000 Section 402 (OP and CPS); \$74,739.42 Section 402 (teen driving); \$222,336.44 Section 402 (distracted); \$149,844.50 Section 402 (speed); \$18,933.16 Section 402 (motorcycle); \$72,146.89 Section 405h (pedestrian/bike); and \$700,000 Section 405d (Impaired Driving)

Project Title: Special Events and Sports Marketing (Alliance) 402 PM-21-25-FA (G) (Speed); 402 PM-21-25-FA (H) (Impaired); 402PM-21-25-FA (I) (Occupant Protection)

Project Description: This was the second year the AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events and schools. Although COVID-19 continued to impact the initial plans for this project, the AHSO was able to work with Alliance to reach the targeted populations. This project was designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the State, as well as schools which currently are addressed directly in other paid media activities. The messaging for this project was tailored to meet the strategic objectives of the AHSO, and projects were selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. Some of the project's targeted campaigns included:

- **College Sports Campaign.** Alliance promoted the highway safety message at college sporting events across the State throughout their most prominent seasons. Each college venue/team provided public address announcements periodically throughout its events to its fans, furthering the highway safety message. Alliance set up an interactive display at one premium game for each season. Attendees engaged with interactive elements, such as Fatal Vision goggles and impaired driving simulator.
- **Arena Signage.** Three of Alaska's premier arenas provide a great opportunity to share the highway safety message with Alaska residents of all ages through a variety of events. The "Stop



Speeding Before It Stops You” and “Don’t Drive Impaired. Arrive Alive” highway safety messages were displayed at these arenas across the State. Each arena hosted a variety of events, including sporting events, community events, banquets, and concerts.

- **Alaska State Fairgrounds.** Signage with the “Don’t Drive Impaired. Arrive Alive” and “Stop Speeding Before It Stops You” messages is posted along one of the most heavily trafficked routes in Alaska on the Glenn Highway, and is one of the few billboards in the entire State as it was grandfathered into the Alaska billboard policy. Highway safety messages are rotated consistently throughout all hours of the day. It also serves as entry/exit signage to the Alaska State Fairgrounds and its events throughout the year, drawing nearly 400,000 guests annually. The LED billboard signage is seen by 13,400 vehicles per day throughout the year for an estimated total of approximately 5.3 million people annually.
- **Choices Matter.** Choices Matter is a life-changing program for high school students using personal stories and interactive materials to inspire students to make the right choices while behind the wheel. Choices Matter was presented virtually to four schools across Alaska and engaged directly with 1,551 youth to provide a critical component of education for students. The Choices Matter program educated and informed teens about decisions they will encounter, such as impaired driving and the importance of wearing their seatbelt, as well as the consequences that can come along with those decisions.
- **Festivals and Community Events.** Alliance promoted highway safety messaging at 10 festivals and community events across the State. At each event, an interactive display was set up to engage attendees with interactive and educational elements, such as Fatal Vision goggles.

- **Motorcycle Rides and Rally’s.** Alliance identified six target-rich locations to promote a safe riding message focused on motorcycle safety and speed. Alliance worked with motorcycle-centric locations to set up highly visible displays and engage patrons with highway safety messages. Alliance scheduled the events, coordinated with the event organizers, designed and produced a display with signage featuring the campaign logos and messaging, and set up in a high-traffic location of the event venue. Alliance also provided an interactive highway safety display to engage attendees at events.



- **State Parks Campaign.** The Alaska State Parks offer a great visible location for the highway safety message to be seen from residents throughout the State, especially in 2021. Alliance partnered with the Alaska State Parks to provide billboard signage at 34 popular parks trailheads with a focus on both the most heavily trafficked parks throughout the State, as well as those closest to primary at-risk driving routes. Traffic safety messaging was placed on 56 boards in these parks that annually see over 1.5 million visitors. Highway safety messages were promoted on bulletin boards in various locations along major highways in the State parks. Alliance put an updated bulletin board at every board location along Seward Highway, the most dangerous highway in the State, focusing on the area between Anchorage and Girdwood, and including Indiana Valley Trailhead, a local hunting location just off the highway. Lastly, highway safety messages, “Stop Speeding Before It Stops You” and “Don’t Drive Impaired. Arrive Alive,” was promoted on the Alaska State Parks social media channels.

Budgeted: \$140,000 (speed); \$448,000 (impaired); \$228,000 (occupant protection) Section 402

Expended: \$140,000 (speed); \$448,000 (impaired); \$228,000 (occupant protection) Section 402

3.11 Planning and Administration

Problem Statement

The AHSO 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. Deliver the FFY 2020 Annual Report by December 31, 2020.
2. Conduct a Stakeholders' meeting to receive input for development of the FFY 2022 Highway Safety Plan.
3. Deliver the FFY 2022 Highway Safety Plan by July 1, 2021.



Performance Results

Two of the three performance targets for Planning and Administration were met: development and delivery of the Annual Report and FFY 2022 Highway Safety Plan. Due to the ongoing COVID-19 pandemic, the planned Highway Safety Conference was postponed so planned input from stakeholders on the development of the HSP was limited to the taskforce and stakeholder meetings that meet regularly. Considerations are being made for conducting another statewide Highway Safety Conference next year, or potentially holding a virtual conference.

Projects and Funding

The FFY 2021 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/Planning and Administration (402 PA-21-00-FA)

Project Description: The AHSO 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. In FFY 2021, 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. 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 to provide statewide program direction, financial, clerical support, property management, and an audit for the 402 statewide programs. Helped the AHSO manage projects to align with Toward Zero Deaths.

Budgeted: \$603,413.24

Expended: \$405,085.57

Project Title: Attitudinal Telephone Survey (402 SA-21-19-FA(E))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans 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. The Center for Safe Alaskans designed the survey tool and worked with Hays Research to conduct the survey. Additional results of the survey are detailed in Section 4.0.

Budgeted: \$30,000

Expended: \$21,865.91

Project Title: Distracted Driving Observational Survey (405e FESX-21-00-FA (A))

Project Description: The AHSO contracted with a vendor to conduct a distracted driving survey. The distracted driving study was a new initiative this year. Center for Safe Alaskans reviewed other States' distracted driving study methodologies and developed a hybrid design. The Alaskan study included cell phone use observations and telephone survey questions from other States, as well as an additional state-of-the-art distracted driving PSA message effectiveness study. A few key findings include the driver cell phone use rate is highest in Anchorage; cellphone use rates are exactly the same between SUVs trucks, cars, and vans; and drivers who do not wear a seat belt are 45 percent more likely to use a cell phone than those who are belted. Additional results of the survey are detailed in Section 4.0.

Budgeted: \$45,000.00

Expended: \$43,810.71

Project Title: Alaska Highway Safety Summit (402 PT-21-06-FA(D))

Project Description: The AHSO did not host a follow-up to its early 2020 Alaska Highway Safety Summit due to the ongoing concerns of COVID-19. As social gathering restrictions and the pandemic subside, the AHSO hopes to hold the summit in the near future.

Budgeted: \$150,000.00

Expended: \$0

4.0 Attitudinal Phone Survey—2021

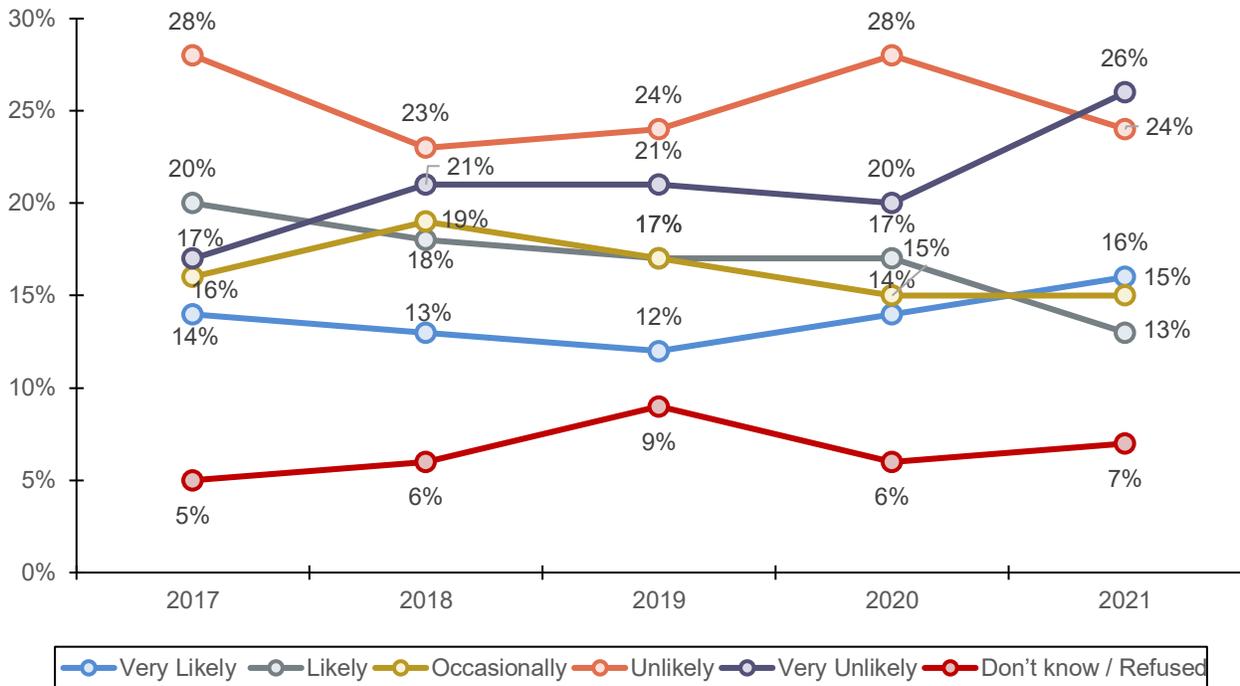
The Center for Safe Alaskans, in conjunction with Hays Research Group LLC, designed and implemented the 2021 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions, which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted from August 17 to 24, 2021, and averaged 12 minutes in length. The random sample of 384 (n = 384) was drawn from randomly selected drivers. 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 within the margin of errors. The 2021 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones. An over-sample of Anchorage residents was done to gather enough responses to breakdown data for Anchorage only; however, the overall data was weighted to reflect the actual population breakdown of the entire State of Alaska. The survey included both multiple choice and open-ended questions.

4.1 Survey Findings and Highlights

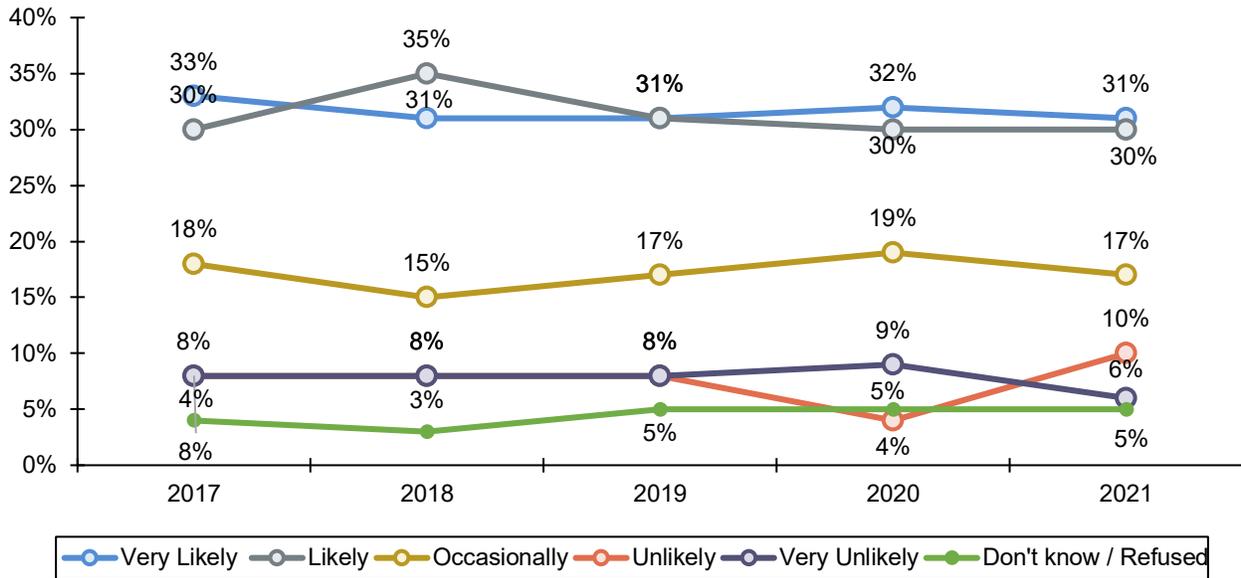
The following findings from the 2021 traffic safety telephone survey are from the executive summary of the report.

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: Center for Safe Alaskans: 2021 Alaska Driver Survey.

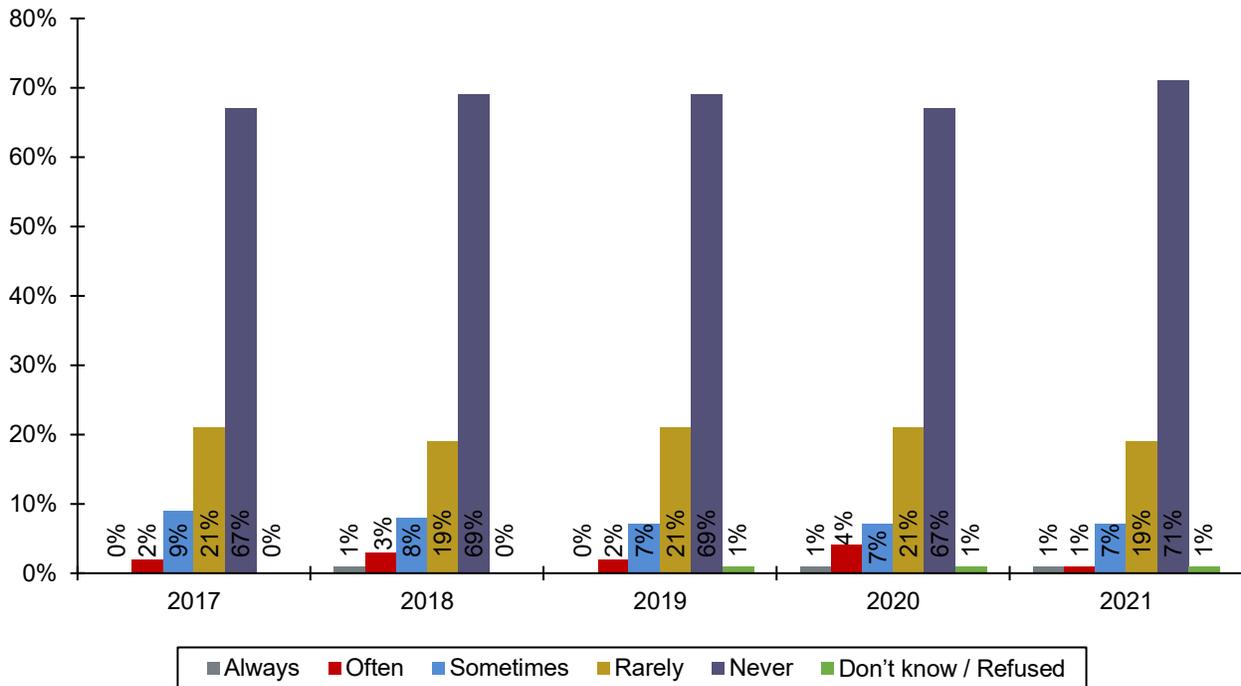
Figure 4.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Center for Safe Alaskans: 2021 Alaska Driver Survey.

Note: Some current questions have not been asked in previous years and do not show up in the figure.

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



Source: Center for Safe Alaskans: 2021 Alaska Driver Survey.

2021 Survey Demographics

- 51 percent of respondents were females, and 49 percent were males.
- 46 percent of the sample were college graduates.
- 77 percent identified as Caucasian, 7 percent Alaskan native, and 3 percent Latino/Hispanic.

5.0 Alaska Observation of Seat Belt Use and Distracted Driving Surveys

The AHSO, as required by NHTSA, conducted an observational study in 2021 of driver and front seat outboard passenger seat belt use. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2021 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Due to the health and travel restrictions of COVID-19, the AHSO made the determination not to conduct the observational seat belt survey in 2020.

The 2021 observations took place from July 15 through August 9, 2021, in Anchorage, Juneau, Kenai, and Matanuska-Susitna Boroughs, Fairbanks, and North Star Borough. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. A total of 66,777 vehicle occupant drivers and outboard passengers were observed. Twenty-five percent of the observed vehicles were cars, 36 percent SUVs, and 32 percent trucks. Over one-half (50.6 percent) of all vehicles observed were located in the Municipality of Anchorage. The observed seat belt usage rate for 2021 was 91.7 percent.

5.1 2021 Observational Seat Belt Findings

- Seat belt use rate varied by vehicle type:
 - Car—92.1 percent.
 - SUV—93.8 percent.
 - Truck—88.9 percent.
 - Van—93.2 percent.
- Seat belt use varied by region observed:
 - Anchorage—94.9 percent.
 - Fairbanks—93.5 percent.
 - Juneau—81.5 percent.
 - Kenai—85 percent.
 - Matanuska-Susitna—85.1 percent.
- Handheld cell phone use also was observed at 6 percent.

Alaska initiated a new distracted driving study in 2021. The Center for Safe Alaskans reviewed other States' distracted driving study methodologies and developed a hybrid design. The Alaskan study includes cell phone use observations, telephone survey questions, and a state-of-the-art distracted driving PSA message effectiveness study using the Safe Alaskans' Health Promotion Neuromarketing Lab.

5.2 Distracted Driving Findings

- Observed behaviors:
 - The cell phone use rate for drivers is highest in Anchorage (7 percent compared to 5 percent statewide); Anchorage—94.9 percent.
 - Cellphone use rates are precisely the same between SUVs, trucks, cars, and vans at 5 percent for drivers of each vehicle type.
 - Drivers not wearing a seat belt were 45 percent more likely to use a cell phone than those wearing seat belts.
- Self-report telephone survey findings:
 - Nearly two-thirds of drivers report eating or drinking (64 percent) while driving. An equal percent report reaching for something (64 percent) while driving.
 - The perception that it is dangerous to talk while driving has continually decreased from 2018 (76 percent) to 2021 (66 percent).
 - Ninety percent of drivers believe it is very dangerous to text while driving.
 - Seventy-four percent think it is very likely or likely they will get into a collision if texting while driving.
 - While only one-third (33 percent) think it is likely or very likely they will get a ticket for texting and driving.

6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract with 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 2021 paid media buys coordinated by Walsh Sheppard; and includes media type, audience size, evaluation results, and total paid by media source, as developed in the Communications Plan approved by AHSO.

Table 6.1 FFY 2021 Paid Media

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Teen/Novice Driver							
Teen Driver Safety Week 10/12 – 10/25							
WS: Arrive Alive	TV	1	0	x	x	\$2,559.00	\$2,559.00
WS: 5 Ways to Arrive Alive	Radio	254	111	x	x	\$5,900.00	\$5,766.00
WS: 5 Ways to Arrive Alive; Phone Down	Digital	x	x	942,210	95,334	\$8,750.00	\$8,713.32
Ongoing Novice/Teen 11/1 – 9/30							
WS: 5 Ways to Arrive Alive; WS/Ad Council: Rules of the Road	Digital	x	x	6,693,135	558,345	\$37,723.05	\$37,696.09
WS: 5 Ways to Arrive Alive; WS: Graduate Drivers License/Ready for the Road	Radio	1,053	431	x	x	\$20,005.00	\$20,005.00
						\$74,937.05	\$74,739.41
Distracted Driving							
Distracted Driving HVE 10/7 – 10/12							
NHTSA: U Text. U Drive. U Pay.	Digital	x	x	189,337	36,369	\$1,500.00	\$1,466.67
Traffic Report Distracted Driving 10/1/2020 – 09/30/2021							
Ad Council: End of Conversation; WS: Arrive Alive	Radio	2,908	0	x	x	\$31,080.00	\$31,080.00
Ongoing Distracted Driving 12/1 – 12/31							
Ad Council: Last Domino	Facebook	x	x	116,714	42,248	\$1,500.00	\$1,500.00
NHTSA: Let's Take a Break	Radio	864	465	x	x	\$19,998.00	\$19,998.00
Ongoing Distracted Driving 1/1 – 1/31							
WS: Arrive Alive	Radio	267	72	x	x	\$5,404.00	\$5,403.20
College Football - Distracted 12/1 – 1/31							
WS: Arrive Alive	TV	328	906	x	x	\$6,799.00	\$6,799.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Ongoing Distracted Driving 2/10 – 2/24							
NHTSA: Let's Take a Break	Radio	119	40	x	x	\$2,835.80	\$2,835.80
Ad Council: Last Domino	TV	526	388	x	x	\$10,320.00	\$10,320.00
NHTSA: HVE Cop and Jogger; Ad Council: Last Domino; NHTSA: HVE Cop and Jogger	Digital	x	x	822,125	52479	\$4,500.00	\$4,500.00
Ongoing Distracted Driving 3/1 – 3/31							
NHTSA: HVE Cop and Jogger, Text and Whatever	Digital	x	x	736,789	47,506	\$4,500.00	\$4,504.56
NHTSA: Let's Take a Break	Radio	398	104	x	x	\$6,760.40	\$6,760.40
Ad Council: Last Domino	TV	386	447	x	x	\$9,757.00	\$9,757.00
Distracted Driving March Madness 3/7 – 3/22							
NHTSA: Famous Last Words	TV	608	537	x	x	\$11,381.06	\$11,381.06
National Distracted Driving Awareness Month 4/1 – 4/30							
NHTSA: Deja Vu, Famous Last Words; NHTSA: Text and Whatever	Digital	x	x	1,548,936	199,760	\$15,000.00	\$14,758.80
NHTSA: Deja Vu, Famous Last Words	TV	797	481	x	x	\$17,704.00	\$17,704.00
NHTSA: End of Conversation; WS: Arrive Alive	Radio	690	133	x	x	\$15,618.00	\$15,618.00
Ongoing Distracted Driving 5/1 – 6/30							
WS: Until You're Ready	Digital	x	x	523,073	139,010	\$6,000.00	\$5,907.83
Distracted Driving Olympics 7/1 – 8/15							
WS: Until You're Ready	TV	41	532	x	x	\$22,780.00	\$22,780.00
Ongoing Distracted Driving 7/1 – 9/30							
WS: Until You're Ready	Digital	x	x	298,619	84,122	\$9,000.00	\$9,000.00
WS: Until You're Ready	Stanley Cup TV	1	1	x	x	\$250.00	\$250.00
Distracted Driving Football 8/1 – 9/30							
WS: Until You're Ready	TV	95	128	x	x	\$20,012.12	\$20,012.12
						\$222,699.38	\$222,336.44

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Occupant Protection							
CIOT Thanksgiving 11/9 – 11/29							
WS: Save Your Giblets; NHTSA: Headlines	Digital	x	x	441,401	51,717	\$5,000.00	\$4,999.36
NHTSA: Headlines	TV	106	28	x	x	\$10,017.00	\$10,017.00
NHTSA: Car Talk, Not Visible	Radio	417	84	x	x	\$10,119.00	\$10,119.00
CIOT Ongoing Awareness 12/16/2020 – 4/30/2021							
NHTSA: Headlines; WS: Ongoing CIOT Static	Digital	x	x	1,197,212	249,550	\$9,994.24	\$9,994.24
CIOT Ongoing Awareness 5/1 – 5/31/2021							
NHTSA: Headlines; WS: Ongoing CIOT Static	Digital	x	x	807,815	96,489	\$6,000.00	\$6,000.00
NHTSA: Car Talk	Radio	316	56	x	x	\$8,028.00	\$8,028.00
NHTSA: Headlines	TV	177	32	x	x	\$8,853.00	\$8,853.00
CIOT Ongoing Awareness 6/1 – 9/30/2021							
NHTSA: Headlines; WS: Ongoing CIOT Static	Digital	x	x	863,188	241,884	\$15,000.00	\$15,000.00
NHTSA: Car Talk, Not Visible	Radio	61	14	x	x	\$2,007.00	\$2,007.00
CPS Ongoing Awareness 11/1 – 8/31/2021							
NHTSA: Know It Alls, Know Their Future; WS: Secure Your Childs Future	Digital	x	x	1,985,299	408,300	\$24,000.00	\$23,846.04
Child Passenger Safety Week 9/19 – 9/25							
WS: Secure Your Childs Future	Digital	x	x	420,943	99,939	\$10,000.00	\$9,765.12
NHTSA: Let Me Ask	Radio	473	60	x	x	\$11,010.00	\$11,010.00
WS: Secure Your Childs Future	TV	435	507	x	x	\$4,980.00	\$4,980.00
Occupant Protection Ongoing Awareness 12/1/2020 – 9/30/2021 (No Media in April of 2021)							
WS: Occupant Protection Is for Everyone	Digital	x	x	2,279,242	538,997	\$31,200.00	\$31,187.72
WS: Occupant Protection Is for Everyone	TV	1,770	1,895	x	x	\$33,432.00	\$33,432.00
WS: Occupant Protection Is for Everyone	Radio	380	112	x	x	\$10,000.00	\$10,000.00
						\$199,640.24	\$199,238.48

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Impaired Driving							
Impaired Halloween 10/17 – 10/31							
NHTSA: Not a Costume; Ad Council: You Can Run But You Can't Drive High	Digital	x	x	448,615	60,167	\$10,500.00	\$8,908.36
Ongoing Impaired Football 10/1/2020 – 1/31/2021							
WS: Hangover, Winter Impaired; NHTSA: You Can Run But Can't Drive High	TV	1,266	574	x	x	\$2,850.00	\$30,626.00
Impaired Thanksgiving 11/15 – 11/29							
WS: Don't Be a Turkey; WS: Don't Wreck the Holidays	Digital	x	x	842,814	113,508	\$10,333.33	\$10,333.33
WS: Don't Wreck the Holidays	TV	197	1320	x	x	\$18,880.00	\$18,510.00
WS: Don't Wreck the Holidays	Radio	679	106	x	x	\$17,450.00	\$17,450.00
Impaired Ongoing 11/10 – 12/31							
WS: Drive High Get a DUI, Don't Drive High static	Digital	x	x	536,032	153,958	\$10,941.18	\$10,441.09
Ongoing Impaired News Hour Sponsorship 11/1/2020 – 9/30/2021							
WS: Hangover, Winter Impaired, Drive High Get a DUI, Summer Rain; NHTSA: Tsunami, Feel Different Drive Different, Viral, Backyard BBQ; Ad Council: Trying to Sober Up	Digital—OTT	x	x	175,141	47,016	\$13,800.00	\$13,800.00
WS: Hangover, Winter Impaired, Drive High Get a DUI, Summer Rain; NHTSA: Tsunami, Feel Different Drive Different, Viral, Backyard BBQ; Ad Council: Trying to Sober Up	TV	251	327	x	x	\$101,200.00	\$101,200.00
Impaired Holiday 12/15 – 12/31							
WS: Gingerbread; WS: Winter Impaired; WS: Don't Wreck the Holidays; NHTSA: Tsunami	Digital—Facebook	x	x	749,032	192,937	\$11,941.25	\$11,941.25
WS: Don't Wreck the Holidays; NHTSA: Tsunami	TV	40	27	x	x	\$10,090.00	\$10,090.00
Ad Council: You Can Run	Radio	787	261			\$15,200.00	\$15,200.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Impaired New Year's							
NHTSA: Buzzed. Busted. Broke	Digital	x	x	160,621	51,472	\$1,000.00	\$1,000.00
Impaired Ongoing Quarter 1 1/1 – 3/31							
NHTSA: Tsunami; WS: Drive High, Get a DUI; WS: Hangover	Digital	x	x	601,056	360,641	\$22,258.98	\$22,258.98
NHTSA: One More; Ad Council: Love Fest	Radio	1854	988	x	x	\$30,576.00	\$30,576.00
NHTSA: Tsunami	TV	2587	2023	x	x	\$18,000.00	\$18,000.00
Impaired Super Bowl 2/1 – 2/15							
WS: Fans Don't Let Fans Drive Drunk; NHTSA: Tsunami	Digital	x	x	448,220	70,211	\$3,000.00	\$3,000.00
NHTSA: Tsunami	TV	3	8	x	x	\$9,300.00	\$9,300.00
Impaired Tough As Nails 2/1 – 6/30							
WS: Hangover	TV	26	12	x	x	\$8,047.00	\$8,047.00
Impaired Iditarod 2/1 – 3/31							
WS: Don't Drive Impaired	Digital—OTT	x	x	12,637	4,081	\$600.00	\$600.00
WS: Winter Impaired	TV	106	45	x	x	\$10,650.00	\$10,650.00
Impaired St. Patrick's Day 3/6 – 3/22							
WS: Don't Test Your Luck	Digital	x	x	731,127	79,327	\$6,000.00	\$6,000.00
WS: Don't Test Your Luck	Radio	864	120	x	x	\$20,002.00	\$20,002.00
Impaired NHL 3/1 – 7/31							
WS: Drive High Get a DUI, Viral; NHTSA: Feel Different Drive Different	TV	1021	2000	x	x	\$12,250.00	\$12,250.00
420 Impaired HVE 4/7 – 4/25							
WS: Drive High Get a DUI; NHTSA: Feel Different Drive Different; WS: Don't Drive High Static	Digital	x	x	787,095	61,888	\$7,500.00	\$7,499.85
NHTSA: It's Not Ok	Radio	422	70	x	x	\$10,514.00	\$10,514.00
Impaired Ongoing Quarter 3 4/1 – 6/30							
WS: Winter Impaired, Summer Rain, Viral	Digital	x	x	1,256,683	476,381	\$30,007.45	\$29,887.64
NHTSA: One More; Ad Council: Love Fest	Radio	852	190	x	x	\$21,001.00	\$21,001.00
WS: Winter Impaired, Summer Rain, Viral	TV	1,104	929	x	x	\$26,588.00	\$26,588.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Impaired Memorial Day 5/1 – 6/30							
WS: Hangover, NHTSA: Excuses	Radio	890	119	x	x	\$20,816.66	\$20,816.66
Impaired Fishing Report 5/1 – 9/30							
WS: Viral	TV	108	341	x	x	\$29,025.00	\$29,025.00
WS: Viral	Digital—OTT	x	x	99,225	29,768	\$4,725.00	\$4,725.00
Impaired Ongoing Quarter 4 7/1 – 9/30							
Ad Council: Trying to Sober Up; WS: Drive High Get a DUI, Summer Rain	TV	1,250	978	x	x	\$20,670.00	\$20,670.00
Ad Council: Trying to Sober Up; WS: Drive High Get a DUI, Summer Rain	Digital	x	x	1,363,884	537,340	\$32,530.77	\$32,530.77
NHTSA: One More; Ad Council: Love Fest	Radio	697	160	x	x	\$17,058.00	\$17,058.00
Impaired 4th of July 7/1 – 7/5							
WS: Summer Rain; WS: 4 th of July static	Digital	x	x	350,464	82,944	\$3,500.00	\$3,500.00
WS: Hangover	Radio	712	88	x	x	\$14,940.00	\$14,940.00
Impaired Olympics 7/1 – 7/30							
NHTSA: Feel Different Drive Different	TV	1	23	x	x	\$34,520.25	\$34,520.25
WS: Feel Different Drive Different	Digital—OTT	x	x	75,087	7,494	\$2,979.75	\$2,979.75
Impaired Football 8/1 – 9/30							
WS: Summer Rain; Ad Council: Trying to Sober Up	TV	100	53	x	x	\$20,012.12	\$20,012.12
Impaired Labor Day 9/1 – 9/30							
NHTSA: One More	Radio	484	131	x	x	\$15,012.00	\$13,547.95
						\$700,000.00	
Bike/Pedestrian Safety							
Ongoing Pedestrian Safety 7/1 – 9/30							
WS: Share the Road Static; WS: ABCs	Digital	x	x	1,117,108	311,179	\$11,924.89	\$11,746.89
WS: We All Share the Road	Radio	931	248	x	x	\$20,923.00	\$20,923.00
WS: ABCs	TV	1,346	1146	x	x	\$39,477.00	\$39,477.00
						\$72,146.89	

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Speed Prevention							
Ongoing Speed Prevention 11/1/2020 – 2/28/2021							
WS: Own the Road video; WS: Own the Road static	Digital	x	x	3,205,727	872,381	\$44,000.00	\$43,812.50
NHTSA: Near Miss	Radio	1,596	456	x	x	\$34,986.00	\$34,986.00
WS: Own the Road	TV	2,361	1897	x	x	\$32,356.00	\$32,356.00
NHL Speed Prevention 2/1-7/31							
WS: Own the Road	TV	24	0	x	x	\$3,150.00	\$3,150.00
Iron Dog Speeding 2/1-2/28							
WS: Own the Road	TV	3	45	x	x	\$7,880.00	\$7,880.00
Road Trippin' Speed Prevention 6/1 – 6/30							
WS: Own the Road	TV	115	240	x	x	\$17,044.50	\$17,044.50
WS: Own the Road	Digital— OTT	x	x	167,055	51,711	\$7,955.50	\$7,955.50
Olympics Speed Prevention 7/1 – 8/31							
WS: Own the Road	TV	20	12	x	x	\$2,660.00	\$2,660.00
						\$149,844.50	
Motorcycle Safety Awareness Month 5/1 5/31							
WS: Share the Road	YouTube	x	x	217,172	21,311	\$2,500.00	\$2,432.16
WS: Share the Road	Radio	779	205	x	x	\$16,501.00	\$16,501.00
						\$19,001.00	\$18,933.16

7.0 Financial Summary

Table 7.1 Financial Summary of FFY 2021 Expenditures

Fund Source	Name of Project	HSP Amount	FFY 2021 Expenditure
402	AST Speeding Fatality Reduction	\$444,000.00	\$231,647.50
402	Center for Safe Alaskans—Young Drivers	\$175,151.85	\$127,863.93
402	Center for Safe Alaskans—Bike and Pedestrian Safety	\$57,255.02	\$53,567.77
402	Center for Safe Alaskans—CPS	\$168,324.35	\$133,042.37
402	CIOT Enforcement	\$200,000.00	\$187,183.27
402	Communications Contractor	\$60,000.00	\$39,948.30
402	Educational/Safety Media Buys (OP and CPS)	\$200,000.00	\$199,238.48
402	Educational/Safety Media Buys (Teen Driving)	\$75,000.00	\$74,739.41
402	Educational/Safety Media Buys (Distracted)	\$223,000.00	\$222,336.44
402	Educational/Safety Media Buys (Speed)	\$150,000.00	\$149,844.50
402	Educational/Safety Media Buys (Motorcycle)	\$19,000.00	\$18,933.16
402	Special Events and Sports Marketing (Speed)	\$140,000.00	\$140,000.00
402	Special Events and Sports Marketing (Impaired)	\$448,000.00	\$448,000.00
402	Special Events and Sports Marketing (Occupant Protection)	\$228,000.00	\$228,000.00
402	Highway Safety Summit	\$150,000.00	\$0.00
402	APD Speed HVE	\$47,200.00	\$40,426.03
402	APD Reckless Racing HVE	\$47,200.00	\$40,426.03
402	Planning and Administration	\$603,431.24	\$405,085.57
402	Anchorage PD Glenn Hwy Speed Enforcement	\$192,500.00	\$177,162.82
402	Statewide LEL (Impaired Driving)	\$60,000.00	\$0.00
402	Center for Safe Alaskans—Attitudinal Survey	\$30,000.00	\$21,865.91
402	Center for Safe Alaskans—Older Adult Drivers (CarFit)	\$52,829.58	\$37,605.56
402	Toxicology Services	\$221,077.00	\$114,438.86
405b	Fairbanks Safe Rider Program (402 FAST Act)	\$112,138.00	\$87,298.03
405b	Mat-Su Child Passenger Safety Program (402 FAST Act)	\$55,972.00	\$42,785.32
405b	Occupant Protection Use Survey (OPUS) (402 FAST Act)	\$40,000.00	\$37,384.96
405b	Safe Kids Kenai Peninsula CPS Program (402 FAST Act)	\$28,749.14	\$27,973.91
405b	Center for Safe Alaskans—Statewide CPS Coordinator	\$40,000.00	\$24,902.14
405b	Fairbanks Memorial Hospital—Statewide CPS Co Coordinator	\$40,000.00	\$22,912.54
405c	Center for Safe Alaskans Data Linkage	\$103,125.00	\$100,857.00
405c	Priority Data—Crash Data Entry Services	\$350,000.00	\$91,432.31
405c	TraCS Licensing Fee	\$100,000.00	\$95,520.30
405c	Anchorage Airport Police and Fire TraCs Equipment	\$77,200.00	\$49,028.66
405c	Kodiak Police Department TraCs Equipment	\$30,000.00	\$14,640.00

Fund Source	Name of Project	HSP Amount	FFY 2021 Expenditure
405d	APD Impaired Driving Enforcement Unit	\$1,744,000.00	\$1,233,546.03
405d	Fairbanks DUI Traffic Enforcement Unit	\$110,000.00	\$72,246.76
405d	High-Visibility DUI Enforcement	\$200,000.00	\$174,848.72
405d	Statewide DRE Program	\$300,500.00	\$76,453.71
405d	Homer Police Department—Project Drive	\$7,000.00	\$0.00
405d	Educational/Safety Media Buys (Impaired Driving)	\$700,000.00	\$700,000.00
405e	Distracted Driving Observational Survey	\$45,000.00	\$43,810.71
405h	Educational/Safety Media Buys (Pedestrian)	\$75,000.00	\$72,146.89
402	ICAP		\$152,222.30
405b	ICAP (High)		\$13,545.09
405c	ICAP		\$17,464.30
405d	ICAP		\$110,752.73
405e	ICAP		\$2,946.69
405b	ICAP (Low)		\$2,735.04
405h	ICAP		\$4,891.55