

# **FFY 2009**

# **Annual Evaluation**

**of the**

# **Idaho Highway Safety Plan**



**Idaho Transportation Department**  
**Office of Highway Safety**



# **Idaho**

**Governor Butch Otter**

**Acting Director L. Scott Stokes, PE  
Governor's Highway Safety Representative**

**Mary Hunter, Highway Safety Manager  
Idaho Transportation Department  
Office of Highway Safety  
PO Box 7129  
Boise Idaho 83707-1129  
208 334-8101  
[mary.hunter@itd.idaho.gov](mailto:mary.hunter@itd.idaho.gov)**



## TABLE OF CONTENTS

<b>ANNUAL EVALUATION EXECUTIVE SUMMARY .....</b>	<b>1</b>
Executive Summary .....	3
Section 402 Expenditures .....	4
FFY 2009 Section 402 Expenditures by Program Area .....	5
Incentive Program Expenditures .....	7
Section 163 Expenditures .....	7
Flex Fund Expenditures.....	8
Program Impact .....	9
Progress in Meeting Highway Safety Goals.....	10
Evaluation of Safety Restraint Law Effectiveness .....	12
Legislative Highlights .....	12
<b>SECTION 402 PROGRAM HIGHLIGHTS .....</b>	<b>15</b>
Impaired Driving Program .....	17
Youthful Driver Program.....	19
Police Traffic Services – Aggressive Driving Program .....	24
Safety Restraint Program.....	29
Child Passenger Safety Program .....	34
Bicycle and Pedestrian Safety Program.....	36
Emergency Medical Services .....	38
Traffic Records/Roadway Safety.....	41
Community Traffic Safety .....	43

Motorcycle Safety Program .....	45
<b>INCENTIVE GRANT PROGRAM HIGHLIGHTS</b> .....	<b>47</b>
Section 410 Impaired Traffic Incentive Grant Program.....	49
Section 408 Data Programs .....	51
Section 2010 Motorcycle Safety Grant Program .....	58
Section 1906 Racial Profiling Grant Program .....	59
<b>FHWA FUNDING</b> .....	<b>61</b>
Section 163 Program.....	63
FLEX HSIP Funding.....	65
<b>PAID ADVERTISING PROGRAM</b> .....	<b>67</b>
Paid Advertising .....	69
Impaired Driving Paid Advertising .....	69
Safety Restraint Paid Advertising .....	70
Child Passenger Safety Paid Advertising.....	71
Aggressive Driving Paid Advertising .....	72
Youthful Driver Paid Advertising .....	73
Bicycle/Pedestrian Safety Paid Advertising .....	73
Motorcycle Safety Paid Advertising.....	73
FFY 2009 Paid Advertising Summary .....	75
FFY 2009 Media Summary of Activities .....	76
Summary of Paid Advertising Survey Results .....	79
<b>TRAFFIC ENFORCEMENT MOBILIZATIONS</b> .....	<b>87</b>

Mobilizations .....	89
Mobilization Calendar.....	89
Impaired Driving Mobilization .....	90
Seat Belt Mobilization.....	91
Aggressive Driving Mobilization .....	91
Youthful Driver School Zone Mobilization.....	92
Pedestrian Safety Driving Mobilization .....	93
Mobilization Expenditure Summary .....	95
Mobilization Arrest/Citation Summary for 2009.....	96
<b>PROGRAM PLANNING AND ADMINISTRATION .....</b>	<b>97</b>
Planning and Administration .....	99
Planned versus Actual Costs .....	99
Comparison of FFY 2009 Planned versus Actual Costs.....	101
<b>ADDENDUM.....</b>	<b>103</b>
Idaho 2008 Annual Evaluation Report for Governors Highway Safety Association.....	105





**ANNUAL  
EVALUATION  
EXECUTIVE  
SUMMARY**



## **Executive Summary**

The Idaho Transportation Department (ITD) is the recipient agency for federal highway safety grant funds. As the administering agency, the Office of Highway Safety (OHS) prepared planning documents for expenditure of the funds. To meet the National Highway Traffic Safety Administration (NHTSA) requirements, the OHS is now submitting its annual evaluation on the use of the funds.

The OHS provides grant funds to state, county, local unit of government, and nonprofit organizations to conduct projects to improve highway safety consistent with Idaho's Strategic Highway Safety Plan.

The goal of the program is to reduce deaths and serious injuries by implementing programs designed to address driver behaviors. The program provides grant funding for Idaho's own unique circumstances and particular highway safety needs.

Traffic safety focus areas are identified using crash data analysis. These focus areas are identified in the Idaho Highway Safety Performance Plan (HSPP). Idaho develops a three-year plan which identifies the most critical highway safety problems in the state. Federal Fiscal Year (FFY) 2009 was the third of the three-year FFY 2007-2009 highway safety performance plan.

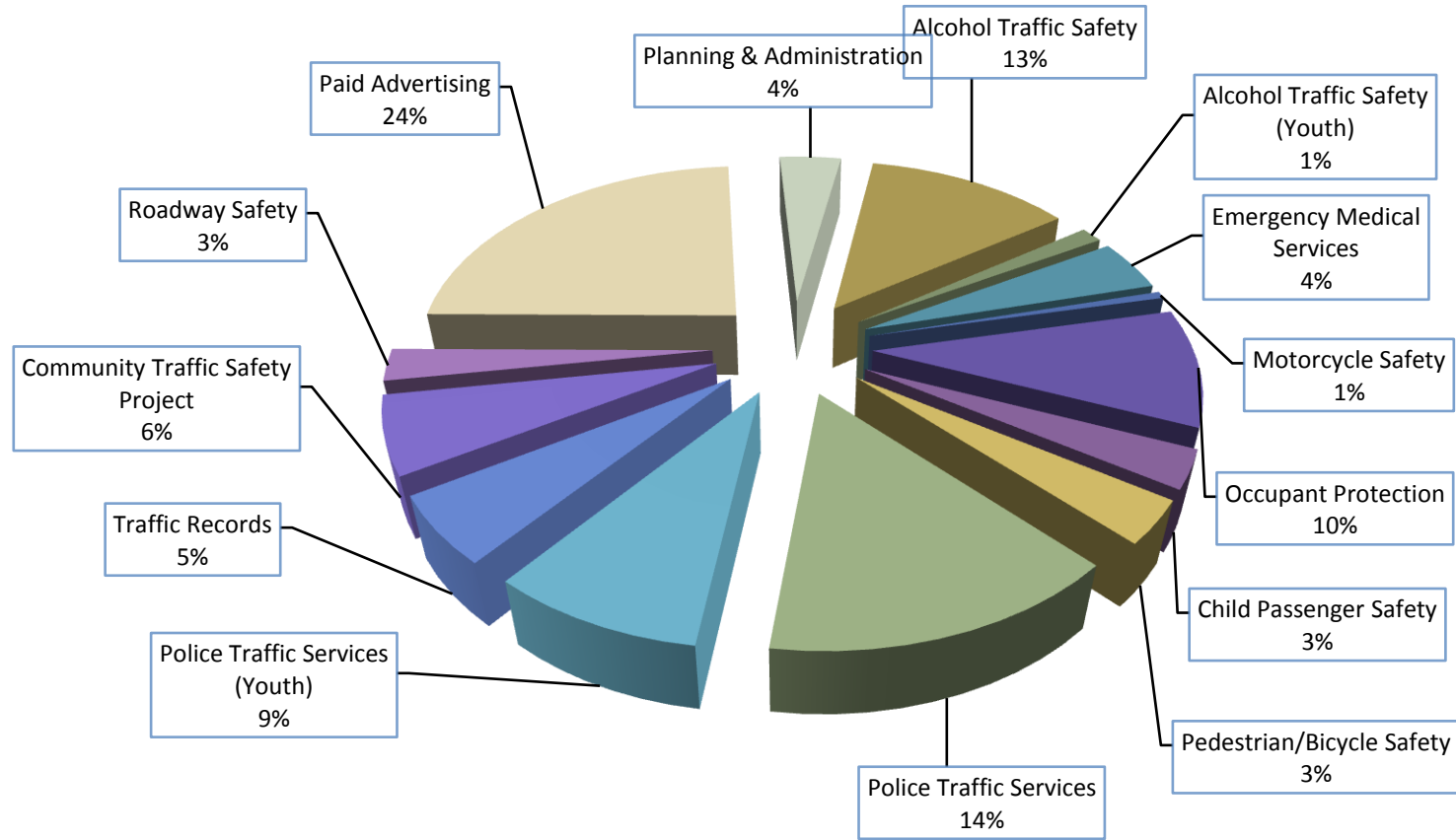
This report represents the annual evaluation of the FFY 2009 Highway Safety Performance Plan which is composed of the following grant programs: Section 402, Section 410 Impaired Traffic Safety Incentive, Section 408 Data Program Incentive, Section 2010 Motorcycle Safety Incentive, Section 1906 Unbiased Racial Profiling Incentive, Section 163 0.08 BAC Incentive, and FHWA Flex Funds.

Forty-seven Section 402 grants, four Section 410 grants, nine Section 408 grants, one Section 2010 grants, three Section 1906 grants, six Section 163 grants, and eight Flex Fund grants, were proposed to address the identified highway safety problems, for a total of seventy-eight grants. This report provides the overall accomplishments of FFY 2009 efforts, and highlights the accomplishments in each of the program areas. Reports on our paid media program and the effectiveness of Idaho's safety restraint law are also included.

**Section 402 Expenditures  
FFY 2009**

Program Area	Federal Funds	Match Funds	FFY 2009 Total Funds
Alcohol Traffic Safety	\$240,011	\$68,142	\$308,153
Alcohol Traffic Safety (Youth)	\$25,502	\$12,681	\$38,183
Emergency Medical Services	\$82,855	\$27,619	\$110,474
Motorcycle Safety	10,992	\$3,664	\$14,655
Occupant Protection	\$184,217	\$50,755	\$234,973
Child Passenger Safety	\$58,789	\$1,515	\$60,304
Pedestrian/Bicycle Safety	\$65,911	\$2,745	\$68,656
Police Traffic Services	\$277,466	\$172,911	\$450,377
Police Traffic Services (Youth)	\$165,568	\$10,946	\$176,514
Traffic Records	\$103,926	\$4,646	\$108,572
Roadway Safety	\$50,088	\$39	\$50,127
Community Traffic Safety Project	\$123,222	\$5,381	\$128,603
Paid Advertising	\$456,918	\$0	\$456,918
Planning & Administration	\$72,701	\$43,751	\$116,452
<b>ALL PROGRAM AREAS</b>	<b>\$1,918,166</b>	<b>\$404,795</b>	<b>\$2,322,961</b>

### FFY 2009 Section 402 Expenditures by Program Area





**Incentive Program Expenditures  
FFY 2009**

Program Area	Federal Funds	Match Funds	FY 2008 Total Funds
410 Impaired Incentive*	\$821,200	\$635,916	\$1,457,116
410 Planning and Admin	\$6,289	\$3,785	\$10,074
2010 Motorcycle*	\$65,643	\$0	\$65,643
408 Data Record^	\$233,214	\$61,038	\$294,252
1906 Unbiased Policing	\$569,704	\$143,218	\$712,922
<b>Total Incentive Program Expenditures (including Paid Media)</b>	<b>\$1,696,050</b>	<b>\$843,957</b>	<b>\$2,540,007</b>

\*Two refunds were posted at year end, and Financial Services was unable to include the 3 program area refunds in the FFY 2009 voucher. As approved by NHTSA Region 10:

- Section 410, the expenditure should be reduced by \$1,420 from Lincoln County Sheriff (caused by a payment error to the grantee) and \$2 for printing (discovered in year end reconciliation); and Section 2010, the expenditure should be reduced by \$1 for printing (discovered in year end reconciliation). The \$1,423 will be posted to Voucher 6 in FFY 2010.
- In Section 408, \$6,203 is incorrectly posted on Voucher 31 of FFY 2009. \$2,939 will be applied on Voucher 32 of FFY 2009. The remainder of the outstanding refund, \$3,264, will be applied and posted to Voucher 6 FFY 2010.

**Section 163 Expenditures  
FFY 2009**

Summary of Projects	Obligated	Expended	Fund Balance
<b>Paid Media (163 only)</b>			
Highway Safety Planning	\$17,851	\$735	\$17,116
Aggressive Driving	\$17,769	\$110	\$17,659
Child Passenger Safety	\$500	\$375	\$125
Bicyclist/Pedestrian Safety	\$34,000	\$24,952	\$9,048
<b>XTR4 Website</b>	\$61,749	\$1,200	\$60,549
<b>Education/Media Awareness (Seat Belt Safety)</b>	\$12,199	\$7,500	\$4,699
<b>Web CARS</b>	\$1,261	\$1,261	\$0
<b>Mobilization</b>			
Youth Drivers	\$44,462	\$31,013	\$13,449
<b>LEL (Law Enforcement Liaison)</b>	\$15,354	\$8,695	\$6,658
<b>TOTAL</b>	<b>\$205,144</b>	<b>\$75,841</b>	<b>\$129,303</b>

## Flex Fund Expenditures

FFY 2009

Summary of Projects	Obligated	Expended	Fund Balance
<b>Paid Media</b>			
SHSP & IHSC Development and Implementation	\$130,000	\$0	\$130,000
Year Around Taglines & Paid Media Planning	\$32,000	\$0	\$32,000
Aggressive Driving	\$180,000	\$63,831	\$116,169
Seat Belt Safety	\$200,000	\$54,590	\$145,410
Impaired Driving	\$30,000	\$30,000	\$0
Child Passenger Safety	\$50,000	\$10,100	\$39,900
Bicycle/Pedestrian	\$15,000	\$0	\$15,000
<b>Traffic Records/Roadway Safety</b>	\$100,000	\$30,572	\$69,428
<b>ICAAP</b>	\$25,000	\$12,740	\$12,260
<b>Mobilization</b>			
Aggressive Driving	\$385,000	\$63,512	\$321,488
Seat Belt Safety	\$250,000	\$121,928	\$128,072
Bicycle/Pedestrian	\$25,000	\$0	\$25,000
Youthful Driver	\$70,000	\$0	\$70,000
Teen Partner Project	\$100,000	\$0	\$100,000
<b>TOTAL</b>	<b>\$1,592,000</b>	<b>\$387,273</b>	<b>\$1,204,727</b>



## Program Impact

The FFY 2009 Highway Safety Plan is composed of Section 402, with eight program areas, and the Incentive Grant Programs. In FFY 2009, the Office of Highway Safety (OHS) implemented forty-seven projects within the Section 402 Program and thirty-one projects within the Incentive Grant Programs and FHWA projects.

A summary of achievements, based on analysis of the latest complete 2008 data (because 2009 data is not complete) includes the following highlights:

- Idaho's fatality rate per 100 million vehicle miles traveled was 1.52 in 2008, the lowest on record. In 2007, the rate was 1.59.
- The number of motor vehicle crashes decreased by 5.5% to 25,002 in 2008.
- The number of fatalities resulting from motor vehicle crashes decreased from 252 in 2007 to 232 in 2008, an 8% decrease. The level of exposure, determined by annual million vehicle miles traveled, decreased by 3.5%.
- The increase in the price of gas may have contributed to a reduction in crashes. We saw consistent decreases in crashes in July through September, while gas was around \$4.00 gallon. Meanwhile, there were increases in motorcycle crashes and bicycle crashes in 2008.
- Just over 41% of the motor vehicle fatalities were the result of impaired driving. Of the 96 persons killed in impaired driving crashes, 94% were either the impaired driver, a person riding with an impaired driver, an impaired ATV driver, or an impaired pedestrian. 75% of the people killed by drunk drivers weren't buckled up.
- Idaho's observed seat belt use decreased slightly to 77% in 2008 but increased to 79% in 2009. While the observed rate was 77% in 2008, only 33% of the motor vehicle occupants killed in crashes were wearing seat belts. There were 105 unbelted passenger motor vehicle occupants killed in 2008. If everyone had been wearing seat belts, 53 lives may have been saved.
- Aggressive driving was a contributing factor in 54% of the motor vehicle crashes. 100 people were killed in aggressive driving crashes in 2008.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2008, youthful drivers were 2.8 times as likely as all other drivers to be involved in a fatal or injury crash. There were 39 people killed in crashes involving youthful drivers.
- There were 11 pedestrians and 2 bicyclists killed in motor vehicle crashes in 2008.
- There were 29 motorcyclists killed in motor vehicle crashes in 2008. Just under half (48%) of fatal motorcycle crashes involved just the motorcycle, while just over half (55%) of all motorcycle crashes involved just the motorcycle.
- Fatal crashes involving commercial motor vehicles increased by 7% in 2008 while the number of injury crashes involving commercial motor vehicles decreased by 14%. There were 36 people killed in commercial motor vehicle crashes.

## **Progress in Meeting Highway Safety Goals**

Idaho's goals and progress toward our goals are provided in the table on the following page. The new performance measures and goals were set in accordance with DOT HS 811 025 "Traffic Safety Performance Measures for States and Federal Agencies". These goals are based on crash data from the previous five years rather than one year. However, the observed seat belt use rate is an annual rate. The goals were selected to provide a significant challenge for OHS and our highway safety partners. Idaho is pleased to report that we met or exceeded all of the goals in 2008, except for the yearly observed seat belt use rate.

Idaho's observed seat belt use decreased in 2008 to 76.9%, down from 78.5% in 2007. This trend was reversed in 2009. Prior to 2007, Idaho's use rate had increased significantly. The observed usage rate jumped from 62.9% in 2002 to 71.7% in 2003 when Idaho's seat belt law was strengthened, then reached 74.0% in 2004 and 76.0% in 2005, and 79.8% in 2006, our highest rate ever.

The five-year average number of fatalities decreased in 2008 to 257, which greatly exceeded our goal. As a result, the goals were reassessed and new goals were established for 2009 through 2012 for both the five-year average number of fatalities and the five-year fatality rate. This was also done in conjunction with developing an updated Strategic Highway Safety Plan for Idaho.

FHWA had not published the 2008 AVMT figures at the time of publication of this document, so the five year fatality rates could not be determined for 2008. It is anticipated that the five-year fatality rate will decrease in 2008, again exceeding the goal set.

		Benchmark					
		2007	2008	2009	2010	2011	2012
<b>C1</b>	<b>5-Year Ave Fatalities - Goals</b>		<b>268</b>	<b>251</b>	<b>240</b>	<b>228</b>	<b>218</b>
	Actual Values	269	257				
<b>C2</b>	<b>5-Year Ave Serious Injuries - Goals</b>		<b>1,705</b>	<b>1,687</b>	<b>1,670</b>	<b>1,652</b>	<b>1,634</b>
	Actual Values	1,716	1,695				
<b>C3</b>	<b>5-Year Fatality Rate - Goals</b>		<b>1.80</b>	<b>1.64</b>	<b>1.55</b>	<b>1.46</b>	<b>1.38</b>
	Actual Values	1.80					
<b>C4</b>	<b>5-Year Ave Unrestrained PMV Fatalities - Goals</b>		<b>120</b>	<b>118</b>	<b>114</b>	<b>108</b>	<b>100</b>
	Actual Values	121	113				
<b>C5</b>	<b>5-Year Ave Driver BAC&gt;=0.08 Fatalities - Goals</b>		<b>84</b>	<b>82</b>	<b>80</b>	<b>78</b>	<b>76</b>
	Actual Values	84	79				
<b>C6</b>	<b>5-Year Ave Speeding Fatalities - Goals</b>		<b>80</b>	<b>79</b>	<b>79</b>	<b>78</b>	<b>77</b>
	Actual Values	82	80				
<b>C7</b>	<b>5-Year Ave Motorcycle Fatalities - Goals</b>		<b>29</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>24</b>
	Actual Values	27	29				
<b>C8</b>	<b>5-Year Ave Unhelmeted MC Fatalities - Goals</b>		<b>17</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>13</b>
	Actual Values	17	16				
<b>C9</b>	<b>5-Year Ave Drivers &lt;=20 in Fatal Crashes - Goals</b>		<b>47</b>	<b>46</b>	<b>45</b>	<b>44</b>	<b>42</b>
	Actual Values	48	47				
<b>C10</b>	<b>5-Year Ave Pedestrian Fatalities - Goals</b>		<b>13</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>10</b>
	Actual Values	13	12				
<b>B1</b>	<b>Yearly Observed SB Use - Goals</b>		<b>77%</b>	<b>80%</b>	<b>81%</b>	<b>83%</b>	<b>84%</b>
	Actual Values	78%	77%	79%			
<b>Items for Reporting</b>							
	Yearly Total Fatality Rate	1.60					
	Yearly Urban Fatality Rate	0.80					
	Yearly Rural Fatality Rate	2.12					
			<b>FFY2008</b>	<b>FFY2009</b>	<b>FFY2010</b>	<b>FFY2011</b>	<b>FFY2012</b>
<b>A1</b>	<b>Seat Belt Citations Issued during Grant Funded Activities</b>		6,576	10,763			
<b>A2</b>	<b>DUI Citations Issued during Grant Funded Activities</b>		1,453	2,110			
<b>A3</b>	<b>Speeding Citations Issued during Grant Funded Activities</b>		9,868*	20,773			

\*The speeding citations for FFY2008 had to be estimated based on the percentage of speeding citations issued during enforcement mobilizations. "Traffic Safety Performance Measures for States and Federal Agencies" was not released until August 2008. This was near the end of FFY2008 and the sub-grantees were not required to specifically report speeding violations as a part of their grant performance.

## **Evaluation of Safety Restraint Law Effectiveness**

Idaho last revised its safety restraint law, Idaho Code 49-673, on July 1, 2003. The revised law includes the following:

- Applies to all front and backseat seating positions manufactured with safety restraints;
- Adult violators, 18 and older, in any seating position are subject to a \$10 citation;
- An adult driver with unbelted juveniles is fined \$10;
- Young drivers, 15-17 years, and the driver or any occupant under 18 years of age is unbelted; court costs are added to the cost of the \$10 ticket bringing the total fine to \$51.50. Only the driver gets the ticket.
- An officer may issue a citation solely for a safety restraint violation, however, a primary violation is required to make the traffic stop.
- The Catastrophic Health Care Cost Program received \$5 from each conviction.

Idaho's seat belt use rate increased from 76.9% in 2008 to 79.2% in 2009. Idaho's use rate exceeds the national average for secondary law states of 77% despite our minimal fine of \$10 for adult violators. Idaho's observed use rate is still below the national average of 84%.

In 2008, 105 people were killed and 350 people critically injured in car crashes while not wearing seat belts.

### **Legislative Highlights**

***One piece of legislation concerning highway safety became law in FFY 2009.***

#### **SENATE BILL NO. 1153**

This legislation amended existing law relating to driving under the influence to provide that certain offenders enrolled in drug court shall be eligible for restricted noncommercial driving privileges under certain conditions; revised information required to be given to offenders; revised penalties for excessive alcohol concentration; and revised penalties related to driving under the influence of alcohol, drugs or other intoxicating substances.

***Five pieces of legislation concerning highway safety did not become law in FFY 2009.***

**HOUSE BILL NO. 0180**

The legislation would have amended existing law relating to alcoholic beverages and motor vehicles and provided additional penalties to strengthen Idaho's drunk driving laws by prohibiting the sale, giving or furnishing of alcoholic beverages to convicted drunk drivers for varying periods of time, based on how many times they have been convicted of drunk driving.

**SENATE BILL NO. 1030**

This legislation would have amended existing law to add a definition for "cellular telephone" and add a new section to the Idaho Code to be identified as 49-1431. This new section would prohibit the use of a cellular telephone while operating a motor vehicle in Idaho. Exceptions allowed emergencies and for those carrying out their official duties such as law enforcement officers and emergency responders. This section did not apply to someone using a "hands free" device. The fine for a violation would have been \$75.

**SENATE BILL NO. 1031**

This legislation amended existing law to add a definition for "electronic message", add a definition of "wireless communication device", and add a new section to Idaho Code to be identified as 49-114. This new section would have prohibited the use of a wireless communication device to send an electronic message (i.e. engaging in "text messaging") while operating a motor vehicle in Idaho. Exceptions allowed for emergencies and for those carrying out their official duties such as law enforcement officers and emergency responders. The fine for a violation would have been \$75.

**SENATE BILL NO. 1089**

This legislation proposed removing two exemptions in Idaho's child safety seat statute. One current exemption does not require restraints for children if all restraints are utilized. The second exemption allows a child to be removed from his or her safety restraint so that its physiological needs could be attended to. This term is undefined and extremely broad. This loophole makes enforcement nearly impossible for enforcement and prosecution.

**SENATE BILL NO. 1136**

The purpose of this legislation was to amend the existing law to provide an exemption for safety restraint usage for those possessing a card where written certification from a licensed physician certified the person as either entirely or partially exempt from the safety restraint requirements of Idaho Code 49-673 due to a medical condition. A notation would imprint the notation "safety restraint exemption" or "upper belt safety restraint exemption" on the back of the card and the notation "MED" imprinted in red on the front of the card.

**RS. 18234**

ITD proposed legislation to require that adults pay court costs associated with seat belt citations. This legislation was not given a hearing.



**SECTION 402**

**PROGRAM**

**HIGHLIGHTS**





## Impaired Driving Program

### Impaired Driving Statewide Services Grant – SAL0901

Funded Grant Total:        \$195,415                    Expended:                    \$129,558

The overall goal of the 402 Impaired Driving Program is to reduce the number of alcohol and drug-related fatalities and serious injuries through increased awareness, education, training, enforcement, and meaningful adjudication and treatment.

Idaho's five-year average impaired fatalities goal for 2008 was 84. 2008 finished with 79, so Idaho exceeded the five-year impaired driving goal.

Idaho's impaired driving crashes, as a percent of all 2008 crashes, decreased to 7.1% compared to 7.3% in 2007. In 2008, Idaho's impaired driving fatalities, as a percent of all fatalities was 41.4%, an increase compared to 40.1% in 2007.

#### Accomplishments include:

- **\$77,536** funded equipment purchases agencies earned during five Impaired Traffic mobilizations claiming regular traffic patrol hours for impaired driving, aggressive driving, and seat belt enforcement. Some examples of equipment included in-car video systems, speed detection equipment, alcohol monitoring devices, and electronic ticket writing equipment. See Mobilization section for more details.
- **\$8,619** funded the purchase of 100,000 auto litter bags printed with 10 Tips for Safe Driving Safety. One of the messages was to not drink and drive. These litter bags are popular and were distributed to the general public through our annual Highway Safety Summit, law enforcement agencies, MADD, and at public events such as fairs.
- **\$3,402** funded the purchase of 50,000 ink pens printed with "Smart Choices Save Lives" which has been our general safety message to include all of our focus areas including the message to not drink and drive. These pens were distributed to the general public through the OHS annual Highway Safety Summit, law enforcement agencies, MADD, and at public events such as fairs.
- Boise Police Department and MADD held three events in which they set up their mobile processing unit in downtown Boise from 10:30 pm until 3:30 am. They provided a no hassle opportunity for the public to test their BAC level by providing breath samples into handheld devices. The intent was to educate people so that they didn't drive home. Police, MADD volunteers, and a representative from the highway safety office also participated.
- The Office of Highway Safety Impaired Driving Program Coordinator is a member of the Idaho DUI State Advisory Committee, which includes Idaho's Traffic Safety Resource Prosecutor, the Idaho State Forensics Laboratory, Idaho State Police Crash Investigation, State Alcohol Beverage Control, and the state DRE/SFST Coordinator.

See Section 410 for more details.

**Bingham County Sheriff STEP Officer – Impaired Driving SAL0902, Aggressive Driving SPT0902, Aggressive Youthful SPT0922**

<u>Funded Grant Total:</u>	\$56,510	<u>Expended:</u>	\$56,510
SAL0902	\$22,100		\$22,100

See Aggressive Driving Program for more details.

**Canyon County Sheriff's Office – Impaired Driving SAL0903, Aggressive Driving SPT0903, Aggressive Youthful SPT0923, Safety Restraint SSB0903**

<u>Funded Grant Total:</u>	\$48,000	<u>Expended:</u>	\$42,231
SAL0903	\$12,000		\$10,558

See Safety Restraint Program for more details.

**Lewiston Police Department – Impaired Driving SAL0904, Aggressive Driving SPT0904, Aggressive Youthful SPT0924**

<u>Funded Grant Total:</u>	\$54,000	<u>Expended:</u>	\$51,824
SAL0904	\$23,500		\$22,553

See Aggressive Driving Program for more details.

**Twin Falls County Sheriff STEP Grant – Impaired Driving SAL0905, Aggressive Driving SPT0905**

<u>Funded Grant Total:</u>	\$64,700	<u>Expended:</u>	\$64,286
SAL0905	\$42,350		\$42,041

See Aggressive Driving Program for more details.

**Nampa Police Department STEP Officer – Impaired Driving SAL0907, Aggressive Driving SPT0907**

<u>Funded Grant Total:</u>	\$14,158	<u>Expended:</u>	\$14,158
SAL0907	\$7,079		\$7,079

Accomplishments include:

This was the third and final year of a three-year grant. An officer with the experience, knowledge, and desire for traffic enforcement was chosen from within the department for this position. During the third year, Officer Krohn accomplished the following: 560 traffic contacts; 110 moving citations; 19 seat belt citations; 65 underage alcohol citations; and 150 impaired driver arrests. Officer Krohn has been certified as a Drug Recognition Expert (DRE).

**Idaho State Police – Impaired Driving SAL0909, Aggressive Driving SPT0909, Safety Restraint SSB0909**

<u>Funded Grant Total:</u>	\$72,900	<u>Expended:</u>	\$72,544
SAL0909	\$24,900		\$24,820

See Aggressive Driving Program for more details.

## Youthful Driver Program

### Youth Impaired Driving Statewide Services Grant – SAL0921

Funded Grant Total: \$27,129      Expended: \$25,259

### Youth Aggressive Driving Statewide Services Grant – SPT0921

Funded Grant Total: \$112,128      Expended: \$45,068

### Section 163 Youth Mobilizations Grant – V079850 (H912)

Funded Grant Total: \$60,000      Expended: \$31,167

### Youth Flex Funds – V099470 (H912)

Funded Grant Total: \$70,000      Expended: \$0

#### Accomplishments include:

The Youthful Driver program area, focused on ages 15-19 years, strives to reduce teenage fatalities and serious injuries resulting from traffic crashes in Idaho. Strategies included a combination of pre-driving and driving age education, and enforcement-based program. These strategies focused on reducing young driver-related DUI, aggressive driving, and inexperienced driving fatalities and serious injury crashes; and increasing young driver's and their passenger's safety restraint use. The five-year average goal for youthful drivers of 47 was achieved.

- Funding from October 15-25, 2008 provided agencies the opportunity to participate in School Zone enforcement to improve safety for students in elementary, middle school and high schools while traveling to and from school and when attending school-sponsored activities. The campaign allowed officers to raise public awareness early in the school year to keep students safe, and alert the public of the minimum fine for speeding in a school zone. Funding expenditures for 356 officers from 22 agencies totaled \$49,270 in overtime and incentive equipment. Enforcement resulted in: 4 DUI motorists arrested; 262 adult and 43 teen seat belt violations; 12 child safety seat violations; and 1,552 speeding citations to adults and youthful drivers. A paid advertising campaign focused on reminding teens to slow down and wear seat belts.
- One agency, Boise Police Department, requested to participate in "Party Patrols", for a total of \$18,130 in the effort to reduce underage drinking, binge drinking, and driving under the influence (DUI). The patrols covered 11 weekends, and took a no-tolerance stance on underage drinking. Teenagers cited totaled 274 for minors in consumption; 10 for resisting arrest or obstructing law enforcement; 50 open container violations; 2 adults supplying alcohol to a minor; 43 miscellaneous misdemeanors; and 15 infractions. High blood alcohol concentration (BAC) levels were noted in two females with 0.19 BAC, another female with 0.15, and a male at 0.13. For all violations, attempts were made to locate where the alcohol was purchased, and who purchased it.
- Distribution of teen oriented brochures included: 4,239 *Parent Notification* brochures for law enforcement agencies to inform a parent when their teenagers have been stopped for traffic violations; 161 teen winter driving DVDs were distributed to schools, commercial driver education

programs and parents; 4,855 *Snow and Ice – Think Twice* for teen winter driving advice; 8,700 *Are You Under 21?* Through law enforcement agencies, probation offices, and MADD; 10,000 *Highway Safety Kids* Calendars to schools, law enforcement and state agencies; and XTR4 palm cards on the teen traffic safety website were distributed when requested. A new brochure will be developed in the next fiscal year, after the website has been updated. To promote traffic safety when promoting the Highway Safety Kids Calendar, the Youthful Driver program funded the purchase of band aid dispensers.

- Television paid media was purchased to promote safe driving behaviors. The focus of the ad encouraged youthful drivers to slow down and wear seat belts. Television advertising purchases totaled \$42,841. Featured in the advertisement were Capt. Mark Cowley from the Bingham County Sheriff’s Office and teen Brandon Ibarra from the Bingham/Blackfoot Teen Advisory. The television ad also made the public aware of the National Teen Driver Safety Week. See the Paid Advertising Youthful Driver Section for more details.
- In 2009, two classes were held to train 16 instructors for *Alive at 25* presentations. All six districts now have instructors who are enthusiastic about presenting the class to teenagers, and giving them more tools in becoming safer drivers and passengers on Idaho roadways. Some travel reimbursements were processed through the Youthful Driver Statewide Services. See SPT0926 for more details on the project.
- The XTR4.com youthful driver website expended \$1,347 for hosting and maintaining the website. The website will be updated during the next fiscal year.
- Bingham County Sheriff’s Office organized and presented the *Split Second* teen Summit on April 1, 2009. Reimbursed expenditures totaled \$4,520. Over 250 students from 24 high schools in 16 surrounding counties of Idaho Falls attended. Eighteen partners supported this event and helped make it a success. Speakers with a passion on their topic and a connection to teenagers spoke about local driving problems. General session speakers were from local law enforcement, victim advocates and



Pictured above, Mary Hunter, Brent Jennings and Capt. Danny Bunderson who presented at the general session



the medical community. Breakout sessions continued the *Split Second* theme, with information on the *Alive at 25* program, the motorcycle training *Star* program, driver education classes, searching for funding of

Pictured at left are Brian Johns from the State Department of Education on Driver’s Education, and Peggy Scott from the *STAR* program

traffic safety projects and a local youth counsel program. The noon hour found teenagers outside witnessing an *Every 15 Minutes* car crash that drove home the reality of such an event. An evaluation on the summit was completed by each attendee. These evaluations will assist in planning for future youth summits.



Above, *Every 15 Minutes* traffic crash scene

- A total of 10,000 *Highway Safety Kids* Calendars were distributed to Idaho elementary schools, law enforcement and other state agencies. Teachers from 52 Idaho schools submitted over 1,400 pieces of artwork from students in kindergarten through sixth grades. The annual Highway Safety Kids Calendar contest gives the OHS the opportunity



Above, Lt. Stanford recognizes Sierra at Madison Middle school for her picture featured during the month of October



Above, Jasmine is presented by Officer Wills an award for artwork emphasizing seat belt safety for the month of May



to recognize student talents, and continue educating school peers, family members, teachers, law enforcement agencies and state officials, while emphasizing traffic safety on Idaho roadways. To recognize students and continue raising traffic safety awareness, the OHS joins with the local Law Enforcement Liaison to present the 14 student winners a calendar frame for the winning artwork and traffic safety message. In these 3 pictures, students are receiving recognition at their school.

At left, Cpl. Hitt is presenting Colton an award for his July artwork and message for slowing down, "even if you are late"

- A workshop to coordinate various stakeholders for the Youthful Driver focus group participating in the Idaho Highway Safety Coalition (IHSC) was not held until the end of September. The focus group was supportive and all plan to actively participate in the IHSC. This will develop during the next fiscal year.

**Bingham County Sheriff Grant – Aggressive Youthful Driving SPT0922, Impaired Driving SAL0902, Aggressive Driving SPT0902**

<u>Funded Grant Total:</u>	\$56,510	<u>Expended:</u>	\$56,510
SPT0922	\$14,000		\$14,000

See Aggressive Driving Program for more details.

**Canyon County Sheriff’s Office – Aggressive Youthful Driving SPT0923, Impaired Driving SAL0903, Aggressive Driving SPT0903, Safety Restraint SSB0903**

<u>Funded Grant Total:</u>	\$48,000	<u>Expended:</u>	\$42,231
SPT0923	\$12,000		\$10,558

See Safety Restraint Program for more details.

**Lewiston Police Department – Aggressive Youthful Driving SPT0924, Impaired Driving SAL0904, Aggressive Driving SPT0904**

<u>Funded Grant Total:</u>	\$54,000	<u>Expended:</u>	\$51,824
SAL0924	\$8,500		\$8,159

See Aggressive Driving Program for more details.

**Teen Partner Program – SPT0925**

<u>Funded Grant Total:</u>	\$40,000	<u>Expended:</u>	\$0
----------------------------	----------	------------------	-----

This was the first time to partner and work with a not-for-profit entity such as AAA-Idaho. A resolution of all issues was not possible to provide a timely beginning for the grant, and the grant did not proceed. Funds were moved to the Youthful Driver Statewide Services project.

**Teen Partner Project – SPT0926**

<u>Funded Grant Total:</u>	\$140,000	<u>Expended:</u>	\$25,167
----------------------------	-----------	------------------	----------

**Teen Partner Project – V099470 (H903)**

<u>Funded Grant Total:</u>	\$100,000	<u>Expended:</u>	\$0
----------------------------	-----------	------------------	-----

Accomplishments include:

Two training classes were held in Meridian at POST (Police Officer Standards Training). Sixteen officers have been trained in two training courses to present *Alive at 25* classes. Two instructors from

the Colorado State Patrol Family Foundation, Trooper Joy Grissom (Colorado State Patrol) and Sgt. Duane Ellis (Wyoming State Patrol) presented the Instructor Development course to train and certify



the first seven instructors for the state of Idaho. Also presenting were three family advocates who are featured in one of the class dvds. They share the message of loss families have when losing a son and brother in a traffic crash. The course was held March 9-13 with Deputy Don Powell from Fremont County Sheriff's Office, Officer Kent Chalmers from Rexburg Police Department, Deputy Marcus Graham from Bingham County Sheriff's Office, Officer Dave Thomas from Boise Police Department, Deputy Russ Turner from Owyhee County Sheriff's Office, Cpl. Jared Willmore from Madison County Sheriff's Office, and Cpl. Andrew

Hitt from Idaho State Police, Region 4 participating. The above picture includes presenters as well as the Idaho law enforcement graduates.

At the right you will see those trained during September 21-25. Shown are Sgt. Kevin Smart and Deputy Jack McAvoy from Kootenai County Sheriff's Office, Officer Angela Jolley and Officer Thomas Gearrey from Nampa Police Department, Officer Tyler Carson from Orofino Police Department, Deputy Robert Taylor from Cassia County Sheriff's Office, Officer Lucas Bodden from McCall Police Department, Deputy Chad Harrold and Deputy Jay Warren from Canyon County Sheriff's Office. Instructors from the Colorado State Patrol Family Foundation were Trooper Joy Grissom and Sgt. Lawrence Hilton (both from the Colorado State Patrol). All six ITD districts now have instructors available to present *Alive at 25* classes.



Presentations address what is happening, why it is happening, what teens and young adults can do and be aware of to prevent their death or the death of another, the unanticipated consequences to poor decision-making as a driver or passenger in an automobile, who is (or should be) in charge and responsible in an automobile and how to recognize and remedy when one loses charge and control of their passengers and/or automobile. Instructors are working with judges, prosecutors, and the news media as well as making high school presentations to increase awareness and promote the *Alive at 25* classes. Five classes were held in Idaho communities of Rexburg, Shelley, Aberdeen, Burley and Blackfoot.

## Police Traffic Services – Aggressive Driving Program



This program area addressed the highway safety problem of aggressive driving. Aggressive driver behaviors include the following factors that contribute to traffic crashes: exceeding the posted speed, failure to yield to right of way, passing a stop sign, driving too fast for conditions, following too close, and disregarding a signal.

One major enforcement component of the aggressive driving program is the funding of Selective Traffic Enforcement Program (STEP) Teams which are developed to combat significant crash problems. Funding is typically provided for manpower and, as warranted, equipment, training, and traffic data systems. The primary duties of STEP personnel are traffic enforcement, crash problem identification, and coordination of collision prevention activities with non-enforcement agencies such as the courts, highway districts, community groups, and educational systems, along with an assertive public information component.

Another component of the aggressive driving program is the funding of statewide Traffic Enforcement Mobilizations. This program is a concerted effort for reducing deaths and serious injuries in traffic crashes by funding dedicated overtime enforcement hours and providing a way for agencies to acquire equipment for those hours the officers have worked during each mobilization. In Fiscal Year 2009, there were eleven traffic enforcement mobilizations conducted. (See Mobilization Program section for more information)

### **Aggressive Driving Statewide Services Program Grant – SPT0901, Flex Funds V099470 (H921)**

<b><u>Funded Grant Total:</u></b>	\$572,529	<b><u>Expended:</u></b>	\$235,687
SPT0901	\$187,529		\$172,175
V099470 (H921)	\$385,000		\$63,512

#### Accomplishments include:

- In 2009, two aggressive driving campaigns were conducted, April 10–19 and June 12–21. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$86,765 for overtime, and \$74,423 for equipment incentives (traffic enforcement equipment). This includes the Aggressive/Impaired Motorcycle campaign. See Mobilization Section for more details.



- The law enforcement agency participation level increased from 37 agencies in FFY08 to 56 agencies in FFY09. The increase in participation level was due largely to increased involvement and outreach efforts on behalf of our Law Enforcement Liaisons (LEL's). Each region of the state is assigned an LEL who reaches out to law enforcement agencies in their jurisdiction, encouraging them to be involved in traffic enforcement projects.
- Enforcement participation during the mobilization timeframe resulted in: 6,712 speeding tickets, 77 reckless driving tickets, 228 DUI arrests, 1,075 seat belt tickets, 37 felony arrests, 1,398 uninsured motorist violations, 358 suspended license violations, 195 youthful driver speeding citations, and 53 child passenger safety tickets. (A total of 10,368 tickets were issued during the mobilization).
- Based on the 2008 Idaho Traffic Crash Report, Idaho continued the downward trend in aggressive driving fatal and serious injury rate. Idaho did meet its five year rate goal for 2008 of 80 for all speeding fatalities, as well as experiencing a continued decline by attaining a rate of 5.54 for 2008. This was down from 6.54 in 2007, and down from 6.67 in 2006.
- The number of aggressive driving-related crashes decreased by 5.5%, as indicated in the 2008 Idaho Traffic Crash Report. The number of aggressive driving fatal and serious injury crashes decreased from 1103 crashes in 2007, to 846 crashes in 2008, a significant decrease.
- Purchase of Aggressive Driving media continued in FY09, with the message *"Drivers Chill or Pay the Bill. We're getting aggressive with aggressive drivers"*. Refer to the Paid Media section for specific funding levels. The statewide campaign ran during April and June. Both included purchasing radio air time for a public service announcement and advertising space for billboards.



- For the second consecutive year, OHS partnered with the Idaho State Police (ISP), for the "Targeting Aggressive Cars and Trucks" project which was conducted in three different locations of the state: May 20 - Boise, July 23- Pocatello and Blackfoot, and September 16<sup>th</sup> in Coeur d' Alene. There was one day of enforcement in each of the three locations. Statistics from the three days of enforcement show that over 157 drivers were cited for aggressive driving violations and more than 100 warnings were issued. ITD Districts 1, 3 and 5 displayed reader boards 7-10 days prior to each enforcement project in Boise, Pocatello, and Coeur d' Alene, with the campaign message, *"Leave More Room for Trucks"*.

- Continued partnering with and supporting law enforcement agency's (STEP) Teams dedicated to traffic enforcement.
- For the second consecutive year, OHS sponsored an Aggressive/Impaired Motorcycle enforcement campaign. This was open to law enforcement agencies within Region 3. There were 7 agencies who participated in this mobilization. Refer to Motorcycle Safety section for additional information.
- OHS distributed more than 8,675 aggressive driving public informational and educational materials to over 50 different agencies and groups and to the general public.

**Bingham County Sheriff Grant – Aggressive Driving SPT0902, Impaired Driving SAL0902, Aggressive Youthful SPT0922**

<u>Funded Grant Total:</u>	\$56,510	<u>Expended:</u>	\$56,510
SPT0902	\$20,410		\$20,410

Accomplishments include:

- This was the second year of a three year grant. Deputy Chad Morgan continued as the STEP Officer, along with newly appointed Deputy Marcus Graham as the second STEP Officer. During the first year, Deputy Morgan and Deputy Graham accomplished the following: issued 523 speeding citations (66 other aggressive driving violations), wrote 314 seat belt citations, issued 32 child restraint citations, 13 underage alcohol citations, and arrested 70 impaired drivers.
- Deputy Morgan has been certified as an instructor for Field Sobriety Testing by Idaho POST, and is currently certified on the Intoxilyzer 5000.
- Deputy Graham is certified in Field Sobriety Testing by Idaho POST, and is currently certified as an Alive at 25 Instructor. As of November 1, 2009 he has taught three classes within Bingham County.
- For FY09, there was an 18% reduction in the total number of crashes, and injury related crashes were down by 13%.

**Canyon County Sheriff's Office – Aggressive Driving SPT0903, Impaired Driving SAL0903, Aggressive Youthful SPT0923, Safety Restraint SSB0903**

<u>Funded Grant Total:</u>	\$48,000	<u>Expended:</u>	\$42,231
SPT0903	\$12,000		\$10,558

See Safety Restraint Program for more details.

**Lewiston Police Department – Aggressive Driving SPT0904, Impaired Driving SAL0904, Aggressive Youthful SPT0924**

<u>Funded Grant Total:</u>	\$54,000	<u>Expended:</u>	\$51,824
SPT0904	\$22,000		\$21,112

Accomplishments include:

- Officer Matt Breese was selected to fill the STEP Officer position on December 13, 2008. Officer Zac Ward was hired on February 2, 2009 to backfill the vacant position.
- Officer Breese is certified to use the Intoxilyzer 5000 EN and has received training on the Intoxilyzer 400. He has also received POST approved Standard Field Sobriety Training.
- Officer Massey began individual motorcycle instruction with Officer Breese, of which he received 67 hours of motorcycle instruction. The STEP Officer has been unable to attend a POST certified Motor School due to circumstances outside the control of Lewiston Police Department.
- In the first year of the grant, the STEP Officer accomplished the following: 1210 traffic contacts; 376 seat belt citations; 327 speeding citations (16 other aggressive driving citations); 16 impaired drivers arrested; and 25 teen restraint citations.
- Schedules for the STEP Officers were adjusted during the Impaired and Aggressive Driving mobilizations so they could work the evening hours and early morning hours. However one thing to note, due to a high crash incidence during April and May, both officers maintained a dayshift schedule to emphasize highly visible traffic enforcement in high accident locations.
- During the December Impaired mobilization, Lewiston Police Department STEP Team issued a press release to all local businesses, schools, and citizens asking for assistance in preventing impaired driving and unnecessary injury crashes. They requested that one of the following phrases be added to lighted scrolling marquis signs: *“Don’t Drink and Drive”, “Buckle Up”, “Seat Belts Save Lives”, “Click It, Don’t Risk It”, and “Lewiston Buckles Up”.*
- Fatal crashes were down by 3 in Fiscal Year 2009. There was a slight increase in the number of reportable crashes, from 633 in 2008 to 641 in 2009.
- Lewiston Police Department continued to develop a solid rapport with the local media, and provided the public with information regarding mobilization efforts and additional educational programs.

**Twin Falls County Sheriff Grant – Aggressive Driving SPT0905, Impaired Driving SAL0905**

<u>Funded Grant Total:</u>	\$64,700	<u>Expended:</u>	\$64,286
SPT0905	\$22,350		\$22,245

Accomplishments include:

- This was the second year of a three year STEP grant. An experienced traffic officer, Ken Baisch, was assigned as the STEP Officer. In January 2009, Ken Danson was newly assigned to the STEP team in January 2009.
- Ken Danson is certified in the Intoxilyzer 5000 EN and also completed the Standardized Field Sobriety Test (SFST) prior to joining the Traffic team.
- Educational materials (palm cards, aggressive driving brochures, and underage drinking brochures) were distributed at appropriate traffic stops.
- Safety Restraint use was addressed by the STEP Officer during every traffic stop. Zero tolerance enforcement for seat belt violations has been in effect in Twin Falls County for several years.
- During the second year, Deputy Baisch and Deputy Danson accomplished the following: 746 traffic contacts, 253 speeding citations (41 other aggressive driving citations), 37 seat belt citations, 1 underage alcohol citation, and 9 impaired drivers arrested.
- Deputy Baisch conducted a traffic safety segment on a local morning show during the month of April.
- Ken Baisch conducted a safety presentation for a Boy Scouts Troop, and a seat belt safety segment and “move over” message to several fifth grade groups at the *CSI Careers on Wheels* event.

**Nampa Police Impaired Driving STEP Grant – Aggressive Driving SPT0907, Impaired Driving SAL0907**

<u>Funded Grant Total:</u>	\$14,158	<u>Expended:</u>	\$14,158
SPT0907	\$7,079		\$7,079

See Impaired Driving Program for more details.

**Idaho State Police Grant – Aggressive Driving SPT0909, Impaired Driving SAL0909, Safety Restraint SSB0809**

<u>Funded Grant Total:</u>	\$72,900	<u>Expended:</u>	\$72,544
SPT0909	\$24,000		\$23,887

Accomplishments include:

- Idaho State Police conducted 134 overtime patrols during the grant period. The patrols were geared towards impaired driving, aggressive driving, and increasing safety belt use. During the 134 overtime patrols the following citations were issued: 421 DUI arrests; 2,692 aggressive driving citations; 589 adult seat belt citations; 20 child passenger restraint citations.

- ISP continues to offer education and outreach to the public through the use of press releases, driver education each time a stop is made, press conferences, and participation in ITD's public service announcements. ISP also participated in increased media before each emphasis patrol began, as well as during the patrol periods.

ISP is an active participant and valued partner to the Office of Highway Safety. They serve on the Idaho Traffic Safety Commission, Idaho Highway Safety Coalition, and on committees for the Strategic Highway Safety Plan. One trooper is an *Alive at 25* Instructor, and one trooper is an OHS Law Enforcement Liaison.

### **Safety Restraint Program**

The objective of this program is to reduce motor vehicle-related deaths, serious injuries and societal costs in Idaho, by increasing the use of safety restraints. Idaho continues to lose too many lives and incur too much cost due to unrestrained motor vehicle drivers and occupants in crashes. Safety restraint use includes the use of safety restraints, child passenger safety seats, and booster seats.

Idaho's safety restraint use fell more than 3% from 2006-2008 – dropping from a high of nearly 80% in 2006, to 78.5% in 2007, and to 76.9% in 2008. This year safety restraint use increased to 79.2%, which is still 4.8% under the national average of 84%. Idaho is not eligible to receive federal grant funds to address the low use rate because our safety restraint and child passenger safety laws do not meet the minimum standards established by Congress. The weakness in our laws includes a secondary law and a safety restraint fine of just \$10, and the nursing baby exemption which allows parents to let their children ride unrestrained while parents attend to the child's physiological needs.

Idaho conducted an official safety restraint use survey. In 2009, the survey cost \$7,832 in Section 402 funds. The survey was conducted in June by Idaho's public health districts following our extensive statewide education and enforcement campaign. The survey found that 82.7% of Idahoans use safety restraints in passenger cars, 84.5% buckle up in vans and SUV's, while just 67.3% buckle up in pickup trucks. The figures reflect a slight increase in all three of these categories over last year's June survey.

Usage rates across the state varied. The highest usage rate was recorded in Southwest Idaho, including Boise and surrounding communities at 90.7%.

### 2009 Safety Restraint Usage by Idaho State Region

Region/ Main City	2006	2007	2008	2009	% Increase/Decrease 2008/2009
Northern Idaho/ Coeur d'Alene	88.5%	87.3%	82.3%	71.3%	-11.0%
North-Central Idaho /Lewiston	83.1%	81.7%	85.2%	82.8%	-2.4%
Southwest Idaho/ Boise	88.5%	87.0%	87.9%	90.7%	+2.8%
South-Central Idaho/ Twin Falls	66.7%	68.5%	71.6%	70.3%	-1.3%
Southeastern Idaho/ Pocatello	65.9%	62.2%	63.3%	64.7%	+1.4%
Northeastern Idaho/ Idaho Falls	65.9%	60.0%	59.6%	66.7%	+7.1%

Although safety restraints would save the lives of approximately half of all unbelted motor vehicle occupants killed in crashes, safety restraints will not save everyone. Some crashes are so severe that they are un-survivable. However, the goal would be to have everyone belted including those persons killed in traffic crashes. The table shows safety restraint usage in fatalities and serious injuries. Idaho was slowly increasing usage despite the observed rate decline. However, that trend seems to have declined in the past few years.

### Restraint Use in Idaho Traffic Crashes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Idaho's Observed Safety Restraint Use Rate	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%	79.2%
Safety Restraint Use in Fatalities	28.7%	29.7%	37.5%	37.2%	42.4%	40.0%	38.8%	34.8%	32.9%	
Unbelted Fatalities	169	149	135	150	113	126	116	114	105	
Safety Restraint Use in Serious Injuries	49.7%	51.0%	57.6%	58.4%	64.7%	64.7%	67.6%	66.1%	64.6%	
Unbelted Serious or Incapacitating Injuries	729	668	612	545	476	452	384	402	350	
Total Crashes*	26,241	26,090	26,477	26,700	28,332	28,238	24,225	26,452	25,002	

\*The definition of a reportable crash changed from a threshold of \$750 to \$1,500 in 2007

**Safety Restraint Statewide Services Program Grant – SSB0901, Flex Funds V099470 (H961)**

<u>Funded Grant Total:</u>	\$445,205	<u>Expended:</u>	\$202,761
SSB0901	\$195,205		\$80,833
V099470 (H961)	\$250,000		\$121,928

Accomplishments include:

Two safety restraint traffic enforcement mobilizations were conducted during the year, with the first from February 12-25, 2009. Funding came from Section 402, and FHWA Flex Funds. Highlights include:

- The enforcement cost \$81,165, with paid overtime of \$48,528 and regular dedicated hours for earned safety equipment reimbursement of \$32,635.
- Enforcement was conducted by 50 law enforcement agencies, an increase of 21 over last year’s number of participating agencies.

Safety restraint enforcement totaled 1,307 hours of enforcement overtime and 1,205 hours of regular duty dedicated hours. During the mobilizations of all program focus areas, an additional 6,980 hours were worked by the Idaho State Police. This participation was in conjunction with the mobilization, but funded by a separate grant. See Idaho State Police Grant later in this Section under SSB0809, Aggressive Driving SPT0909, and Impaired Driving SAL0909.

- Safety restraint citations were written to 1,915 adults and 158 minors/teens. An additional 66 child passenger seat citations were written.
- The paid media campaign consisted of television and radio media, for a cost of \$60,415. The theme of this mobilization was “Buckle Up for Those Who Love You”. ITD staff wrote, directed and produced the television and radio ads. The message stressed the importance of staying buckled up for those you love, in addition to emphasizing there is “room to live” inside the vehicle. By ITD producing the ads, more funding was available to purchase media.

A safety restraint traffic enforcement mobilization was conducted from May 18-31, 2009 in conjunction with NHTSA’s *Click it or Ticket* national campaign. Funding came from Section 402, and FHWA Flex Funds. Highlights include:

- The enforcement cost \$102,905, with paid overtime of \$64,747 and regular dedicated hours for earned safety equipment reimbursement of \$38,158.
- Enforcement was conducted by 49 law enforcement agencies, which was an increase of 19 agencies from last year.
- Safety restraint enforcement totaled 1,827 hours of enforcement overtime and 2,452 of regular dedicated hours. Note: an additional 11,580 regular dedicated hours were conducted by the Idaho State Police in conjunction with the mobilization, but funded by a separate grant.
- Safety restraint citations were written for 4362 adults, 139 minors/teens, and 104 child passenger seat violations.

- The paid media campaign consisted of television, radio, billboards and online messaging, costing \$149,590. Since pickup safety restraint use continues to be low in Idaho, a red pickup with a buckle was used, which is from the NHTSA ad, *Buckle Up in Your Truck*, with the simple message *Safety Restraint Enforcement is Under Way Buckle Up Idaho*. Efforts were also more heavily concentrated in Eastern Idaho due to the low use rate.
- 100% of Idaho law enforcement participated in the campaign. A package with 10 posters with the same image as the billboard but with the message “Seat Belts Save Lives, Buckle Up Idaho”, were sent to every law enforcement agency in the state. Every agency hung the posters in their communities and several ordered additional posters. The package also included sample press releases, brochures, and a form to order additional seat belt campaign materials. Each media campaign included radio and brochures in Spanish.

Sustained education and outreach efforts include a seat belt safety article submitted in every monthly issue of the Idaho Highway Safety News, brochures, posters, press releases, and a daily Twitter message through SeatBeltsSave.

Educational tools and materials are provided to the public. The main users of the materials are law enforcement agencies, educators from K-12, and other partners such as physicians, community service and outreach organizations. The agencies and partners distributed the items when making traffic stops, talking to school kids, at county fairs, and other civic events. Items distributed this year include: 7,215 “Buckle Up For Those Who Love You” car fresheners, 5,088 Buckle Up! magnets, 7,031 Click It! Brochures in English, 3,008 Click It! Brochures in Spanish, 6539 Family Values palm cards, 8,537 “Smart Choices Save Lives” bandage dispensers, 8,761 pens, 3,839 citation jackets, 15,444 litter bags, and 842 note pads.

All Section 402, 163, and 410 enforcement grants include safety restraint enforcement components and require agencies to have a safety restraint policy in effect for employees. The continuing effort by agencies statewide contributes to the sustained enforcement.

**Canyon County Sheriff’s Office – Safety Restraint SSB0903, Impaired Driving SAL0903, Aggressive Driving SPT0903, Aggressive Youthful SPT0923**

<u>Funded Grant Total:</u>	\$48,000	<u>Expended:</u>	\$42,231
SSB0903	\$12,000		\$10,558

Accomplishments include:

The objective of this grant was to reduce motor vehicle-related deaths and serious injuries in Canyon County reducing impaired and aggressive driving crashes and increasing the use of seat belts by those killed or seriously injured in traffic crashes. The objectives of this project were either met or exceeded in all areas of accountability.

Aggressive driving crashes decreased by 180 or 10% from 1,837 in 2007 to 1,656 in 2008. The number of impaired driving crashes decreased by 41 or 17%, from a total of 235 in 2007 to 194 in 2008. The observed seat belt use rate increased from 86.3% in 2008 to 87.7% in 2009.



The STEP officer completed the LifeLoc training, became an *Alive at 25* course instructor and a Child Passenger Safety (CPS) Seat technician. The officer performed several CPS checks and spoke to high school driver's education classes. He has become an advocate for all highway safety issues.

**Idaho Falls Police Department – Safety Restraint SSB0906**

Funded Grant Total:        \$30,000        Expended:                \$9,672

Accomplishments include:

The objective of this grant was to reduce motor vehicle-related fatalities and serious injuries in Idaho Falls by increasing the use of safety restraints by those involved in fatal and seriously injured traffic crashes. The specific goal was to increase the belt use rate by those killed or seriously injured in traffic crashes from the current rate of 22% and to increase the observed seat belt use rate from the 2008 rate of 59%. The observed seat belt use rate did increase to 65%. And the belt use by those killed or seriously injured increased to 35%. This is progress.

During a dedicated seat belt enforcement mobilization there were 1,414 traffic stops, 615 seat belt citations, 48 youth seat belt citations, and 21 child passenger safety citations. In addition to the mobilization, two Idaho Falls PD officers have completed the CPS technician training and are providing much needed service to the city.

**Idaho State Police Grant – Safety Restraint SSB0809, Aggressive Driving SPT0909, Impaired Driving SAL0909,**

Funded Grant Total:        \$72,900        Expended:                \$72,544  
SSB0909                        \$24,000                        \$23,837

See Aggressive Driving Program for more details.

**Bonneville County Sheriff's Office – Safety Restraint SSB0910**

Funded Grant Total:        \$30,000        Expended:                \$29,589

Accomplishments include:

The objective of this grant was to reduce traffic fatalities and serious injuries in Bonneville County by increasing the use of safety restraints by those involved in fatal and serious injury traffic crashes. The specific goal was to increase the belt use rate by those killed or seriously injured in traffic crashes from the current rate of 48% belted from 2005-2007 data, to 58% in fiscal year 2008. However, while the percentage of belted killed or seriously injured remained the same, the observed seat belt use increased from 59% in 2008 to 65% in 2009.

Bonneville County Sheriff's Office made seat belts a priority by participation in all seat belt mobilization as well as conducting additional emphasis patrols. Their officers continued to receive education and training to emphasize best practices. The officers also continued to educate and perform outreach to the public by sending messages to buckle up through the use of news media including TV, newspaper and radio. A trailer with a crashed car of a survivor of seat belts was taken

to events particularly to the high school. Additional “Click It, Don’t Risk It” signs were placed around the county at new schools.

### Child Passenger Safety Program

Through public awareness efforts and education, Idaho continues to promote the proper and safe way to restrain children in safety seats. The Child Passenger Safety Program emphasizes NHTSA’s recommendations for child passengers. Children less than 4’9” tall should ride in booster seats. Once the child is over 4’9” tall, they should continue to ride in the back seat using an appropriate safety restraint. A child should never ride in the front seat, especially in front of an airbag. Idaho continues to struggle with two weaknesses in the child passenger safety law. These include a secondary safety restraint fine of just \$10 for children 7 years and older, and the exemption for allowing parents to leave the child unrestrained while attending to the child’s physiological needs. Because of these weaknesses, Idaho is not eligible for some federal grant funds.



#### Child Passenger Safety Statewide Services Program – Safety Restraint SSB0931

Funded Grant Total: \$30,000      Expended: \$4,902

#### Accomplishments include:

- OHS prepared the materials and contracted with WITCO to construct 10,000 WHALE (We Have a Little Emergency) kits. These kits are very popular and distributed through our child passenger safety partners statewide. They are also available to any parent, grandparent or caregiver that contacts the office for a kit.
- Through our safety partners, OHS was able to distribute the following educational materials: 8,530 WHALE kits; 4,206 Busy Bee Booster Seat User stickers; 3,772 Bee – Sure to use the Right Seat brochures; 1,112 Growth Chart posters; 7,491 “What’s the Buzz about Booster Seat” brochures; 1,135 note pads – prescription for your child’s safety; 537 Four Step NHTSA posters; 18,125 Seat Belt Safety Fun Pages; and 100 “Children Are a Gift” CPS safety posters.
- The paid media campaign consisted of radio, billboards and online messaging cost \$39,940. The main message of the campaign promoted the use of the NHTSA recommendations for CPS safety as well as to remind parents and caregivers to buckle up after they’ve safely restrained the children. The radio message was also produced and broadcast in Spanish.

- During the Child Passenger Safety Week, a press conference was held for local media to observe a CPS demonstration. Several local stations ran bits from the conference. The TV stations also included articles on their websites. “Children Are a Gift” CPS safety posters were sent to every CPS technician in the state.
- Child passenger safety messages and links to CPS articles, NHTSA information and other information from SafeKids are included in the SeatBeltsSave twitter on a daily basis.

**ICAAP, Idaho Chapter of the American Academy of Pediatrics Child Passenger Safety Program – Safety Restraint SSB0932, Section FHWA Flex Funds V099490**

<u>Funded Grant Total:</u>	\$75,000	<u>Expended:</u>	\$61,420
SSB0932	\$50,000		\$49,344
V099490	\$25,000		\$12,076

Accomplishments include:

- This grant supported statewide distribution of child passenger safety seats using partnerships with healthcare professionals in physician’s offices, hospitals, emergency medical providers, and health care districts. The funds were awarded to the partners based on needs and plans.
- Each key agency developed new partnerships within their respective regions to further child passenger safety education and distribute child passenger safety seats to families giving special attention to socially and economically disadvantaged families.
- There continues to be a need for more certified CPS technicians. All seven regions worked closely to create training options accessible to not just their regions but to all CPS Techs statewide. This year’s efforts resulted in 60 new technicians, 8 instructors and 42 recertified child passenger safety seat technicians.
- The ICAAP coordinated with seven districts statewide, focusing on a goal to reduce deaths and serious injuries to children from motor vehicle crashes by increasing proper use of child passenger safety seats and safety restraints. Regional efforts insured distribution through all 44 Idaho counties. Along with the seats, each family received appropriate educational materials and instruction on proper use and installation of the seat.

Agency	Infant	Convertible	Booster	Other
ICAAP	0	0	0	10
Kootenai Medical Center	0	42	79	0
Success by Six of the Palouse	0	22	43	25
Canyon County Ambulance	0	98	29	0
Safe Kids Treasure Valley	0	22	64	0
Safe Kids of the Magic Valley	8	84	16	0
SE Dist. Health Dept/Safety Kids SE Idaho	14	33	41	4
<b>TOTAL SEATS PURCHASED – 634</b>	<b>22</b>	<b>301</b>	<b>272</b>	<b>39</b>

## Bicycle and Pedestrian Safety

The goal of the Bicycle Pedestrian Statewide Services Program is to reduce deaths and injuries in Idaho from motor vehicle crashes involving bicyclists and pedestrians. Funds promoted safe travel on Idaho's transportation system through the correct use of safety equipment, especially bicycle helmets, and the education and enforcement of the road rules and pedestrian laws in Idaho.

The number of bicycle crashes in Idaho increased in 2008 by 7.2%. 97% of bicyclists involved in crashes receive some degree of injury, and 21% were between 4 and 14 years of age. Only 17% of bicyclists involved in crashes were reported to be wearing helmets, the same as in 2007. 28% of bicyclists, 25 years of age and older, involved in crashes were wearing helmets while only 9% of bicyclists under age 25 were wearing helmets. 44% of those injured in bicycle crashes are under 19 years of age, a six percent reduction from 2007.

Pedestrian crashes decreased by 13.1% in 2008, and the number of pedestrians killed in crashes decreased by 35.3%. Of pedestrians involved in crashes, 99% received some degree of injury. Also, in pedestrian fatality or injury crashes, 21% were between the ages of 4 and 14. Of the pedestrians killed in motor vehicle crashes in 2008, one was 5 years of age, four were between 26 and 45 years of age, and six were 65 years of age or older. Impaired pedestrians were involved in 8% of all pedestrian crashes, a 1% decrease from 2007, and 36% of fatal pedestrian crashes, a 12% increase over 2007.

### **Bicycle and Pedestrian Safety Statewide Services Grant – SPS0901**

Funded Grant Total:           \$64,914       Expended:               \$57,677

#### Accomplishments include:

- Bicycle Helmet Distribution – reimbursed agencies for the purchase of 2,503 bike helmets were distributed at bicycle safety events and educational programs around the state, an increase of 2,174 over FY 2007 distribution.





- New educational materials were created for both bicycle and pedestrian safety. These include the *Idaho Walk Smart* booklet with a special section geared toward children as well as safety tips for seniors. New strobe lights and reflective decals with the words *Be Seen* can be used for both bicycle and pedestrian safety education. The *Ride Safe/Walk Smart Wallet Card* was translated into Spanish to reach the Hispanic community. To reduce costs, the *Bicycle Safety* and *Pedestrian Safety Fun Page* brochures were distributed via email to agencies and schools.
- Public education materials distributed:
  - ✓ 5,070 *From A to Z Bicycle Guide; Comprehensive Guide to Safe Bicycling for Kids and Adults* booklets
  - ✓ 10,405 *A Correct Fit* bicycle helmet brochures
  - ✓ 5,950 *Ride Safe/Walk Smart Wallet Cards (English), 500 (Spanish)*
  - ✓ 8,735 *Bicycle Safety Fun Page* brochures
  - ✓ 7,745 *Pedestrian Safety Fun Page* brochures
  - ✓ 1,190 *Idaho Walk Smart- Walk Safe, Walk Smart, Walk Often* booklets
  - ✓ 8,170 *Be Seen* strobe lights
  - ✓ 9,615 *Be Seen* reflective decals
- A new public service announcement targeting bicycle safety for youth was created and distributed to television stations throughout the state. This 30-second PSA received a 2007 NTPSW award from the American Association of State Highway and Transportation Officials (AASHTO). The retro black-and-white PSA, reminiscent of the “Leave It to Beaver” television era, features a pre-teen riding without a helmet and the artistic introduction of another teen offering a full-color helmet to the unprotected rider. Total campaign costs were \$10,000. Additional funds from Section 163 were also used to fund this media campaign.
- Sandpoint Police Department continued as a partner in a pedestrian enforcement mobilization for funded dedicated crosswalk enforcement. OHS extended the program to partner with Rexburg Police Department. Sandpoint dedicated 54 overtime hours to the mobilization for a total reimbursement of \$1,768. Between June 18 and September 19, 91% of observed vehicles yielded to pedestrians. Of the 184 observed vehicles not yielding to pedestrians, 148 citations were issued. The Rexburg Police Department also included regular hours dedicated toward the

purchase of equipment. They spent 100 hours of overtime and 172 hours of regular duty dedicated hours to their pedestrian enforcement from June 1 – September 30, 2009.

- New partnerships were developed with Easter Seals-Goodwill Northern Rocky Mountain (with a partnership that included Juvenile Justice) for bicycle helmets. The International Rescue Committee and Boise Bicycle Project with a grant to provide helmets, safety materials and bicycle and pedestrian training for refugees, and Preston Kiwanis for helmets. Partnership with SafeKids was expanded as we worked together to provide bicycle helmets to youth in Magic Valley. The Safe Routes to School coordinator from the Treasure Valley Family YMCA managed bicycle helmet distribution in Treasure Valley.

### **Emergency Medical Services**

The Section 402 Program included funding for the Emergency Medical Services (EMS) Program to provide extrication equipment to EMS agencies. The overall goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes.

#### Accomplishments include:

- Helping to ensure that EMS providers have the most up-to-date equipment available by funding extrication equipment for 11 agencies located throughout Idaho, costing \$71,281. As new car technology changes, so does the equipment needed. Many grantees noted their older equipment, for example, extrication cutters, could not cut through newer vehicles. The new equipment purchased allowed them to have technology compatible with newer vehicles, as well as decrease the time it takes to cut through older vehicles.
- Some grantees used the funding to purchase lighter, more portable extrication equipment, which for the first time allowed them to respond to crash victims in hard-to-reach places, such as rollovers down steep embankments.
- Requiring up-to-date training on the use of the equipment purchased was an accomplishment with multiple benefits to grantees; in some cases an extrication course was taught to help certify ambulance and fire departments, and many of these trainings helped improve the techniques and operations used for existing equipment. In some cases, the training extended beyond the immediate ambulance or fire crew and served both groups, as well as county deputies.
- In cases where the equipment had already been called out, the average response times for extrication of crash victims decreased by at least 25 percent and in some cases by as much as 50%.

**Sagle Fire District – SEM0902**

Funded Grant Total:           \$20,312      Expended:                   \$20,312

Accomplishments include:

The agency replaced extrication equipment purchased in 1991 with a new Holmatro extrication system. All Sagle Fire personnel were trained in the use of the new equipment. This equipment will make extrication time less and save money in the cost of repairs for the old equipment.

**Cascade Rural Fire – SEM0903**

Funded Grant Total:           \$2,625      Expended:                   \$2,625

Accomplishments include:

The agency purchased hydraulic rams and accessories for their extrication equipment to improve extrication safety. Almost two thirds of the Cascade Rural Fire Protection District has been trained on the equipment. The use of this equipment has made the crash scene safer for emergency personnel and crash victims.

**Glenwood-Caribel Volunteer Fire District – SEM0904**

Funded Grant Total:           \$8,666      Expended:                   \$8,666

Accomplishments include:

The agency purchased a Res Q Tec Combi-Tool, Mini Power House, and Hose along with Probars, Lifeline, Pulleys and a Kendrick Extrication Device. Training for the use of the new equipment was held on April 18 and May 7 with 18 EMT personnel and 15 firefighters in attendance. This agency did not have extrication equipment prior to the grant, and will now be able to provide extrication services in remote areas of Idaho that were not previously served.

**Donnelly Rural Fire Protection District – SEM0905**

Funded Grant Total:           \$8,337      Expended:                   \$8,337

Accomplishments include:

The agency purchased two different stabilizers, pump and Ram extender for extrications when vehicles go off the road and over one of the many cliffs in the region. Training was held May 15-17. Twenty volunteers and staff are extrication certified and have been trained on the use of the equipment. The rugged terrain this agency covers makes this a necessary addition to their extrication equipment.

**Orofino Fire Department – SEM0906**

Funded Grant Total:           \$5,010      Expended:                   \$5,010

Accomplishments include:

The agency purchased two Holmatro Extrication Rams for extrications that do not need cutting. The new equipment allows the team to use additional methods to remove victims from vehicles when cutting is not necessary.

**Spirit Lake Fire Protection District – SEM0907**

Funded Grant Total:           \$7,500      Expended:                   \$7,500

Accomplishments include:

Holmatro BCT Combi-Tool. This equipment will allow personnel to extricate in steep terrain where rescue vehicles are not able to get close, and reduce the time for transport to a hospital within the “golden hour”.

**J-K Ambulance – SEM0908**

Funded Grant Total:           \$8,432      Expended:                   \$8,432

Accomplishments include:

The agency purchased a Mini Cutter, Genesis 15-30 Mini Telescopic Ram with extension, a Genesis 26-57 Telescopic Ram and Rocker Panel Support. The new equipment saves up to 45 minutes in response time, which can mean the difference between life and death for the crash victim.

**Oneida County Ambulance – SEM0909**

Funded Grant Total:           \$7,592      Expended:                   \$7,592

Accomplishments include:

The agency purchased a Holmatro personal power unit, Combi-Tool and hose.

**Westside Fire District – SEM0910**

Funded Grant Total:           \$2,610      Expended:                   \$2,312

Accomplishments include:

The agency purchased four High Intensity Scene Light systems for two rescue vehicles. The purchase and installation of this equipment will enhance rescue team safety and decrease the amount of time it takes to complete rescue operations for crash victims after dark.

**Cottonwood Volunteer Fire Department – SEM0911**

Funded Grant Total:           \$1,500      Expended:                   \$1,446

Accomplishments include:

The agency purchased two Pelican Remote Lighting Systems and one remote control Portable Search Light. The purchase and use of this equipment will enhance rescue team safety and decrease the amount of time it takes to complete rescue operations for crash victims after dark.

**East Boise County Ambulance District – SEM0912**

Funded Grant Total:           \$1,942      Expended:                   \$1,942

Accomplishments include:

The agency purchased four “Kwik-Raze” lighting units. Two of these lights have tripods and can be dismounted and set up independently for events such as rope rescues when the vehicle goes over the



edge of a cliff. The purchase and use of this equipment will enhance rescue team safety and significantly decrease the amount of time it takes to complete rescue operations for crash victims after dark and in remote off road instances.

### **Traffic Records/Roadway Safety**

The overall goal of the Traffic Records/Roadway Safety Program area is to improve the operational efficiency of the record systems involving crash data to provide effective and accurate problem identification tools and analysis for users.

A comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop measures to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools.

The Idaho Transportation Department, planners, engineers and other organizations utilize the OHS crash data and analysis tools. The OHS must be able to identify high crash locations with timely and accurate crash data, and then focus limited resources on the problems of greatest need. In FFY 2009, the OHS continued to concentrate on the efficient and accurate collection and dissemination of traffic data. Idaho continues to be a leader among the states in timely gathering of crash data and reporting systems.

**Traffic Records Statewide Services – STR0901**

<u>Funded Grant Total:</u>	\$90,000	<u>Expended:</u>	\$89,987
----------------------------	----------	------------------	----------

**Roadway Safety Statewide Services – SRS0901**

<u>Funded Grant Total:</u>	\$50,000	<u>Expended:</u>	\$49,969
----------------------------	----------	------------------	----------

**Section 408 Incentive Data Program SAFETEA-LU – SK90901**

<u>Funded Grant Total:</u>	\$1,145,651	<u>Expended:</u>	\$55,813
----------------------------	-------------	------------------	----------

**Section 163 Incentive Impact – V069780**

<u>Funded Grant Total:</u>	\$1,261	<u>Expended:</u>	\$1,261
----------------------------	---------	------------------	---------

**Flex Funding – V099500**

<u>Funded Grant Total:</u>	\$100,000	<u>Expended:</u>	\$30,572
----------------------------	-----------	------------------	----------

Accomplishments include:

- Of the 125 active law enforcement agencies in Idaho, 124 have fully implemented eImpact. The remaining agency, Kootenai County Sheriff’s Office has tested and partially implemented on 9 computers, with plans to complete the process with the remaining computers by December 31, 2009. Although 25,121 reportable crashes were transmitted electronically, there are instances when agencies experience technical difficulties and are unable to electronically transmit. This is

the exception, and nearly 99% of all crash reports completed by law enforcement were transmitted electronically in 2009. Only one agency continues to submit crash reports via paper copies.

- With the implementation of eImpact (electronic IdahO Mobile Program for Accident ColleCTion), the process of transmitting files using a web service allows easier updating of a successive version of the software to be implemented by agencies. By delivering good customer service to agencies and resolving eImpact and transmittal issues with agencies, OHS has been able to increase the performance of the system in providing accurate and complete data.
- Typical customer support issues with law enforcement agencies are: lack of technical knowledge and support of the end-user; files are not registering correctly on the end-user's computer; files have become corrupted and crash reports are not transmitting correctly; complaints on a slow system. Customers are a priority for OHS, and resolution of issues is important. The early complaints on processing were largely due to added business rules and increased validation on some fields for accuracy of transmitted data. OHS programmers have worked with the customers and resolved most of these.
- Enhancements made to eImpact have focused on providing more accurate events data needed by OHS, and not allowing incomplete reports to transmit. The events related to specific units and the driver's license class was rewritten for increased performance. At users' request, the process was streamlined with automatic population and completion of fields, based upon user selection.
- Law enforcement officer training was a top priority during 2009 to apprise officers of the improvements made with eImpact. Seventy-five agencies sent officers to attend instruction at one of 50 classes offered by Carroll Dodd, the OHS Quality Collision Report Trainer. Throughout the year, 724 officers were trained on eImpact. A request was made to develop a shorter class for approving officers. The shorter class of 1.5 hours has been well-received, and 15 of the 50 classes were for the officers who approve the crash report. The training will assure accuracy, standardization and completeness of crash reporting.
- Several enhancements have been made to WebCars. When querying report builder for a new year, each report will no longer need to be updated. A cross tab allows for the multiple query. Descriptions updated in eImpact have been incorporated into WebCars. Additional street references were added for ease of reporting crashes. Two thirds of the Google mapping of crashes is completed and being tested. After Idaho Transportation Department upgraded the SQL server to version 2005, nightly update scripts were rewritten to make the analysis in WebCars more effective. Other features were also added to existing reports during 2009.

- OHS continues to receive requests for the crash analysis tools. During 2009, 302 users at 163 agencies were authorized to use WebCars. For the users, technical support is important to

accurately, efficiently and effectively analyze the crash data.



TRCC members above represent Crash, Roadway, Driver, Vehicle, Citation/Adjudication and Injury Surveillance, plus meeting attendees

The Traffic Records Coordinating Committee (TRCC) provides guidance in supporting and prioritizing the Traffic Records Strategic Plan developed to address deficiencies noted in the 2006 Traffic Records Assessment.

- Section 408 funding is provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance. The Traffic

## Community Traffic Safety

OHO established Community Traffic Safety Projects to fund the projects encompassing all focus areas and programs.

### Traffic Safety Summit – Section 402 SCP0901

Funded Grant Total:        \$28,000        Expended:                \$24,370

#### Accomplishments include:

The annual Highway Safety Summit was conducted on Wednesday, April 8, 2009. The event was held in Boise, Idaho at the DoubleTree Riverside Hotel. Attendance totaled 201. Law enforcement made up 64% of attendance. Others attending included traffic and roadway safety professionals and injury prevention professionals. Officers were offered POST continuing education units.

The Idaho Law Enforcement Liaisons (LEL) were very instrumental in the planning and implementation of the Highway Safety Summit. The LEL's presented workshops and training, recruited participants and handed out awards. The LEL's presented their chiefs and/or sheriffs with a recognition plaque for supporting the Office of Highway Safety Law Enforcement Liaison program. The first annual "Beyond the Traffic Stop" awards were presented to individuals who went above and beyond the normal traffic stop in performing their duties. The awards were presented to the following: Officer Dennis Clark from Jerome Police Department, Trooper Josh Kagarice from Idaho State Police Region 3, and Officer Kipton Wills from Boise Police Department.

The event began with the nationally acclaimed Boise Pipes and Drums with and a cappella rendition of the National Anthem sang by the Boise Police Department men’s trio. The summit had a new format. The morning included a welcome and introductions by Highway Safety Manager Mary Hunter and Idaho Transportation Department Director Pamela Lowe. The keynote speaker was Carl McDonald of MADD. Other morning presentations included Lynn Hightower, Public Information Officer from the Boise PD and a legal update by TSRP Jared Olson, Esq. The afternoon included 50 minute breakout workshops by the following: DRE Update by Chuck Hayes of the ICPA (International Chiefs of Police Association), TOPS (Traffic Occupant Protection Strategies) introduction by LEL Kyle Wills, Boise Police Department and LEL Sgt. Ted Piche’, Lewiston Police Department, Testifying in Court by Traffic Safety Resource Prosecutor Jared Olson, Radar Refresher by LEL Lt. Cameron Stanford, Madison County Sheriff’s Office and LEL Chad Morgan, Bingham County Sheriff’s Office, WebCars training by OHS Analysts Kelly Campbell and Steve Rich, Black Box and Crash Reconstruction workshop by Detective Potter of the Salt Lake City Police Department and a Teen Drivers panel with Capt. Mark Cowley of Bingham County Sheriff’s Office, Officer Robert Massey, Lewiston Police Department, Eric Simunich, Boise Police Department and LEL Trooper Andy Hitt, Idaho State Police.

**Law Enforcement Liaison Program (LEL) – Section 402 SCP0902, Section 163 V079880**

<u>Funded Grant Total:</u>	\$65,354	<u>Expended:</u>	\$41,389
SCP0902	\$50,000		\$35,633
V079880	\$15,354		\$8,695

Accomplishments include:

The main objective of the LEL is to increase the participation and effectiveness of law enforcement agencies and officers in Idaho for statewide mobilization conducted FFY 2009. The six LEL’s in Idaho are full-time officers, and work performed for OHS is on an overtime basis. They represent each ITD transportation district:

- |                                   |   |
|-----------------------------------|---|
| District 1 (North Idaho)          | Officer Nick Knoll, Coeur d’Alene Police Department   |
| District 2 (Mid West/North Idaho) | Sgt. Ted Piche’, Lewiston Police Department           |
| District 3 (Southwestern Idaho)   | Officer Kyle Wills, Boise Police Department           |
| District 4 (South central Idaho)  | Trooper Andy Hitt, Idaho State Police                 |
| District 5 (Southeastern Idaho)   | Deputy Chad Morgan, Bingham County Sheriff’s Office   |
| District 6 (Northeastern Idaho)   | Lt. Cameron Stanford, Madison County Sheriff’s Office |

The participation in mobilizations increased 40% from 2008 to 2009. Especially impressive is the 48% increase in the number of Sheriff’s Offices that participated. Each LEL made monthly contacts with law enforcement agencies in their respective districts. It is though the contacts that participation has increased and the number of citations and contacts has increased during the traffic enforcement mobilizations.

Trooper Hitt has become an *Alive at 25* instructor. He has been instrumental in getting the program up and running in district 4. Deputy Morgan was very active with the coordination of the teen summit “Split Second” which was conducted by Bingham County Sheriff’s Office in Idaho Falls.

Lt. Stanford also assisted the "Split Second" Summit by recruiting youths to participate. Deputy Morgan, along with District 5 ISP Trooper Rob Rausch, recorded and distributed a TV PSA with a message about impaired driving and buckling up. The PSA received earned media time in District 5. Officer Wills, Sgt. Piche' and Officer Knoll attended the Lifesavers Conference in Nashville, TN. Through attendance in the conference, they brought many valuable ideas for best practices in effective countermeasures while performing traffic enforcement mobilizations throughout the state.

The LEL's were very active in the planning of the annual Highway Safety Summit. They offered their suggestions, expertise and knowledge to help make it one of the best summits to date. The LEL's also taught several of the afternoon breakout workshops.

Idaho had the unfortunate experience of losing two on-duty county sheriff's officers. Both were killed in car crashed, and both were unbelted. The LEL's were able to take this tragedy and turn it into a positive lesson by getting the TOPS curriculum incorporated into the POST Academy. Seat belt use is now an item on the academy's practical test. The 4 hour TOPS (course is also recognized by POST and officers that take the course will receive credits.

#### **Coalition Building – Section 402 SCP0904**

Funded Grant Total:      \$152,695              Expended:              \$47,075

#### Accomplishments include:

- Created a comprehensive website, [www.idahohighwaysafety.com](http://www.idahohighwaysafety.com), as a clearinghouse for coalition activities statewide. The costs of \$19,636 included website design, development and monthly hosting fees.
- Conducted an Idaho Highway Safety Coalition (IHSC) strategic planning session where key players and advocates from around the state came together to create the goals, vision and mission for the IHSC. The facilitated planning session was a one-day event, with attendees from around the state participating. Total expenditures were \$19,541.
- Developed the IHSC logo, to be used for the website and monthly newsletter. The IHSC took the place of the Idaho Seat Belt Coalition. Currently newsletters are distributed to at least 730 recipients. The newsletter is sent via email to law enforcement, engineers, highway safety professionals, educators and ITD employees.

### **Motorcycle Safety Program**

OHS sponsored an aggressive impaired driving campaign during the month of August. Section 402 Aggressive Driving funds expended were \$19,749. Section 402 funds were used for salary expenditures.

See Section 2010 Motorcycle Safety in the Incentive Program Section for more details.



**INCENTIVE  
GRANT  
PROGRAM  
HIGHLIGHTS**





## Section 410 Impaired Traffic Incentive Grant Program

The overall goal of the Section 410 Alcohol Traffic Incentive Grant Program is to reduce the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries.

### **Impaired Driving Statewide Services Grant – SK80901**

Funded Grant Total:           \$755,743           Expended:                 \$ 348,829

#### Accomplishments include:

- **\$35,731** funded the November 2008 statewide impaired driving enforcement mobilization. Federal funding for 35 agencies supported DUI overtime saturation or dedicated patrol hours. As a result, 273 officers made 7,078 traffic stops resulting in 321 DUI arrests. These results do not include the Idaho State Police efforts.
- **\$48,775** funded the December 2008 statewide impaired driving enforcement mobilization. Federal funding for 41 agencies supported DUI overtime saturation or dedicated patrol hours. As a result, 181 officers made 7,610 traffic stops resulting in 385 DUI arrests. These results do not include the Idaho State Police efforts.
- **\$56,486** funded the March 2009 statewide impaired driving enforcement mobilization. Federal funding for 55 agencies supported DUI overtime saturation or dedicated patrol hours. As a result, 434 officers made 11,900 traffic stops resulting in 463 DUI arrests.
- **\$70,950** funded the July 2009 statewide impaired driving enforcement mobilization. Federal funding for 55 agencies supported DUI overtime saturation or dedicated patrol hours. As a result, 728 officers made 3,775 traffic stops resulting in 162 DUI arrests. These results do not include the Idaho State Police efforts.
- **\$66,846** funded the Labor Day 2009 statewide impaired driving enforcement mobilization. Federal funding for 49 agencies supported DUI overtime saturation or dedicated patrol hours. As a result, 299 officers made 10,893 traffic stops resulting in 411 DUI arrests.
- **\$1,700** funded attendance by the State Drug Recognition Expert (DRE) Program coordinator at the annual DRE conference in Little Rock, Arkansas.
- **\$9,170** funded travel and registration expenses for approximately 30 judges and probation officers to attend the annual 2009 Idaho Conference on Alcohol and Drug Dependency which was held at Boise State University.
- **\$10,000** covered travel costs for 24 crash reconstructionists and prosecutors so they could attend the Lethal Weapon: DUI Course taught at the Idaho P.O.S.T. The course was sponsored

by the Idaho Prosecuting Attorney’s Association and taught by Idaho’s Traffic Safety Resource Prosecutor.

- **\$19,000** funded travel and meals for 6 DRE Instructors to assist in the 2009 DRE School. This took place from April through May and covered the two week school and travel out of state for the new students to perform evaluations.
- **\$8,300** funded the reimbursement of breath testing alcohol sensors purchased by law enforcement agencies that participated in the “Equipment Incentive” program.
- The following educational material was requested and distributed:

DUI DRINK COASTERS	27,500	.08 BAC BROCHURE ENGLISH	2,080
LITTER BAGS	15,000	.08 BAC BROCHURE SPANISH	1,052
ADULT DUI BROCHURE ENGLISH	9,470	IGNITION INTERLOCK INFO	880
ADULT DUI BROCHURE SPANISH	3,956	UNDER 21 DUI BROCHURE	8,700

**Traffic Safety Resource Prosecutor Grant – SK80902**

Funded Grant Total:        \$142,316        Expended:                \$ 123,830

Accomplishments include:

In the fight against impaired driving, adding more law enforcement officers doesn't always translate into more convictions or lead to fewer impaired drivers on Idaho highways. Jared Olson is Idaho's first Traffic Safety Resource Prosecutor (TSRP). He serves as a liaison and resource for prosecutors, judges, law enforcement officials and other stakeholders to draw on as they work to catch and convict impaired drivers across the state.

In 2009, Olson assessed and provided training for the Lethal Weapon: DUI Course taught at the Idaho P.O.S.T. which was attended by 24 Idaho prosecutors and crash reconstructionists. There were also attendees from Utah and Oregon.

Olson responded to approximately 529 requests for technical assistance compared to 445 in the previous fiscal year. Olson provided technical assistance to 38 county prosecutor offices, 17 city prosecutor offices, the Idaho Attorney General’s office, 39 law enforcement agencies, 23 states and all six regions of the Idaho State Police.

Olson provided four editions of “For the Road”, a quarterly newsletter mainly directed towards prosecutors, but also containing timely information for law enforcement officers as well.

### **Twin Falls County DUI Court Grant – SK80903**

Funded Grant Total:           \$19,472      Expended:               \$ 19,472

#### Accomplishments include:

This was the third and final year of a pilot program to bring about a reduction in DUI arrests and alcohol/drug related traffic deaths by implementing an innovative treatment-based “Fast-Track DUI Court”. This makes offenders accountable and creates behavioral changes that reduce DUI recidivism, and protects the public.

Participants in DUI court enter into a one year intense program including weekly court appearances, Alcoholics Anonymous (AA) attendance, close monitoring by a probation officer, and treatment if ordered by the court.

At the end of September 2009, 51 participants had graduated. When the court was first started, the capacity was set at 25, but has now been increased to 50. Because of the number of participants, a larger court room is being used since the old court room’s capacity has been exceeded.

Since starting the DUI Court in 2007, there have only been five instances of an offender receiving a new DUI charge.

Steve Conger is the DUI Court Probation Officer and has also been assigned as the DUI Court Coordinator. In 2008, Steve completed an “Intense Coordinator Training” at the National Drug Court Institute held at the National Judicial College.

### **Section 408 Data Programs**

Program funding is provided to identify priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. In the June 2006 Traffic Records Assessment, each of the systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance were evaluated to determine ways Idaho can more effectively gather and analyze the traffic crash data. Deficiencies were listed in the report, and a Strategic Plan was developed to address the deficiencies noted.

Of the systems developed for the collection, management, retrieval and analysis of crash data, the elmpact (electronic Idaho Mobile Program for Accident Collection) system utilized in collecting crash data from law enforcement agencies. Of Idaho’s 125 law enforcement agencies, 124 agencies submitted almost 99% of all crash reports electronically.

Projects are listed in the Strategic Plan and prioritized to address recommendations noted in the Traffic Records Assessment. Baseline values are set for each project and are used to determine whether measurable progress is being met. A grant application was completed and Idaho was awarded \$500,000 in 2009. The funding will be distributed by the Traffic Records Coordinating Committee (TRCC) based upon the strategic plan and the regular quarterly meeting.

Accomplishments include:

**Measurable Progress:**

EMS Patient Care Reporting System, ID-P-EMS ID-P-00601

Funded State Total:      \$250,000              Expended:              \$74,200

The Idaho EMS Patient Care Reporting (PCR) System is being upgraded to accommodate reporting of data utilizing the NHTSA 2.2.x Data Dictionary to the National EMS Information System (NEMSIS). This should improve uniformity, completeness and timeliness of pre-hospital data and its accessibility by injury prevention and researchers to assist with resource allocation. The measurement for the PCR program is the % of files submitted electronically with 129 fields of information, i.e. those submitted via PERCS, for the state fiscal year of July 1, 2008 through June 30, 2009.

- Oct 1, 2007 -May 28, 2008, 11,962 files submitted via PERCS, 53,263 total files  
 $11,962/53,263 = .22 \times 100 = 22\%$
- June 2008-March 3, 2009, 18,700 files submitted via PERCS, 54,186 total files  
 $18,700/54,186 = .35 \times 100 = 35\%$

Location Identification Project (CIRCA Google Mapping), ID-P-00201

Funded Grant Total:      \$250,000              Expended:              \$3,331

Prior to 2007, location coordinate information was not included on crash reports. Adding latitude and longitude to crash reports allowed the mapping of all crashes entered into the system. This was an improvement and enhancement to the current system where only those crashes on the state highway system could be mapped. The performance measure was the percent of locatable crash report records in the Crash System with a GPS location on the crash record, i.e. latitude/longitude (a change from the linear referencing system mentioned) based on a reporting period for the state fiscal year of July 1, 2008 to June 30, 2009.

- July 1, 2007-June 30, 2008, 23,894 crash reports with GPS location/25,074 total crash reports  
 $\times 100 = 95.3\%$
- July 1, 2008-April 30, 2009, 13,289 crash reports with GPS locations/13,290 total crashes  
 $\times 100 = 99.9\%$

Ada County Electronic Citation, ID-P-00501

Funded Grant Total:      \$80,000              Expended:              \$77,064

Ada County purchased electronic citation equipment to improve the accuracy of the county's citations. The project is now completed. A performance measure established the percentage of errors on citations issued over a specific time frame. The baseline value of a 15% error rate was established by Ada County Sheriff's Office. Later, all citations over a one-week time period verified the 15% estimation. During the one week where 183 citations were issued, there was only an 8.7% error rate. In the agency's final evaluation, all electronic citations issued by the pilot project officers for a four-month time frame were reviewed.

For the pilot project, only citations issued by the Ada County Sheriff's Office pilot project officers were measured. The Sheriff's office tracked the number of errors on each citation.

- June 16, 2008-June 20, 2008, 16 citations with errors out of 183 citations (all citations during this week),  $16/183 \times 100 = 8.7\%$
- April 30, 2009, 4 citations with errors,  $4/1,352 \times 100 = 0.3\%$  for citations issued electronically by the pilot project officers

Lewiston Police Department Scanner Project, ID\_P-00503

Funded Grant Total:        \$6,823            Expended:                \$6,823

Lewiston Police Department purchased scanners to improve the accuracy of citations, and increase speed in writing citations and crash reports. During the initial period, 100 crash reports, completed without the scanners, were reviewed. Of these 100 crash reports, 15 reports were found to have errors, or 15%. After the scanners were purchased and installed, 100 more crash reports were reviewed. Of those 100 crash reports, only 5 or 5%, contained errors.

**Project status update on remaining projects:**

**Section 408 Incentive Data Program SAFETEA-LU – SK90901**

Funded Grant Total:        \$731,264            Expended:                \$3,324

This project holds general obligation funding awaiting TRCC authorization to proceed with the distributing newly awarded funds of \$500,000, as designated in the Strategic Plan. Also included is funding related to the integration of all projects and systems with the crash system, and future Electronic Citation projects included in the Strategic Plan.

Sign, Signal, Illumination Project , ID\_P-00202

Funded Grant Total:        \$156,400            Expended:                \$51,265

The project is creating a centralized system of complete and accessible signs, signals and illumination data. A needs assessment was conducted to gather information, clarify the necessary elements of the project, and determine data requirements. During the assessment, historical documentation was reviewed and a determination made for data to be migrated. When the system improvements are fully implemented, access to data will increase, as well as data integrity with the newly centralized database. Migration is scheduled to be completed in December, 2009. Training is planned in January, 2010.

Twin Falls County Sheriff's Office eCitation, ID\_P-00502

Funded Grant Total:        \$45,000            Expended:                \$45,000

Twin Falls County Sheriff worked with Twin Falls City Police Department to purchase and install electronic citation equipment in agency vehicles. The equipment will improve the accuracy of data transmitted to the court system and crash database.

All equipment has arrived. Installation is pending receipt of mounting hardware for the equipment. This is projected to be delivered, scheduled for installation, and training to be completed by all law enforcement in October, 2009. The system is expected to be fully operational by November, 2009.

Orofino Police Department eCitation, ID-P-00504

Funded Grant Total: \$13,300      Expended: \$12,950

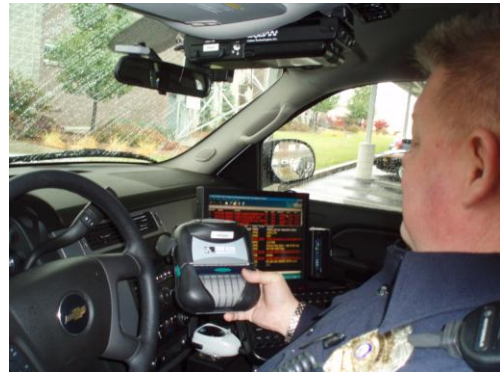
Orofino Police Department received funding to purchase electronic ticketing software for one patrol vehicle to process citation data with greater accuracy of driver's license and vehicle information. The project is expected to improve accuracy of the crash and citation data transmitted to the court system. Training and implementation are projected for December, 2009.

Post Falls Police Department eCitation, ID-P-00505

Funded Grant Total: \$18,749      Expended: \$18,740



The purchase of electronic ticketing software and equipment for 13 patrol vehicles will allow more accurate citation data to be transmitted to the court system for driver's license and vehicle information. Training has been completed. During testing, one of the officers reported a valuable benefit of the equipment was being able to keep closer eye contact with



the vehicle during issuance of a citation. Installation of equipment was scheduled for October, 2009, and the equipment inspected shortly afterward. Photos are of an equipment demonstration at Post Falls Police Department.

Rathdrum Police Department eCitation, ID-P-00506

Funded Grant Total: \$10,115      Expended: \$10,100

Rathdrum Police Department was funded to purchase electronic ticketing equipment for patrol vehicles to process citation data with greater accuracy of driver's license and vehicle information. The project is projected to be completed in November, 2009.

Courts-Driver-CDLIS Integration Project, ID-P-00403

Funded Grant Total: \$111,000      Expended: \$1,659

The project was funded to automate the reporting of Idaho driver convictions to other states. A contract programmer has begun the process of modifying ITD screens, to allow AAMVA Code Dictionary (ACD) entries coming from other states to be on the Idaho records and be retained without conversion of the ACD code. This is a compliance issue for Federal Motor Carrier Safety Administration (FMCSA) requirements. The project will reduce errors and improve timeliness of posting convictions.

Idaho Trauma Registry Enhancement, ID-P-00603

Funded Grant Total: \$138,000      Expended: \$27,600

The project funds the Emergency Medical Services (EMS) Bureau for a project to provide software enhancements for the Idaho Trauma Registry (ITR), increasing the number of data records available for analysis, and pursuing the use of trauma bands. The Idaho Hospital Association (IHA) is the subcontractor for this project. Software vendors have submitted bids, and selection is now in progress. Training on the importance of trauma band use has begun with emergency room staff at eight participating ITR hospitals.

The ITR data dictionary has been updated for hospitals by adding 16 data elements required by the National Trauma Data Bank. Included in the update is the deletion of 38 elements collected elsewhere, not available or difficult to find in medical charts. Twelve pairs of elements are now combined to reduce the number by six, and one data element is changed from required to optional. With 14 data fields being calculated or assigned, the total number of elements in the new dataset that hospitals are required to report is now 92.

WebCars Mapping Solution, ID-P-00101

Funded Grant Total: \$150,000      Expended: \$36,584

With the implementation of the new version of elmpact, the process has begun to enhance the existing WebCars system with user-friendly crash mapping of “hot spots” and increased criteria selection in high accident locations. The improvement will allow mapping as a tool for location identification and analysis.

MMUCC Compliance and Idaho Vehicle Collision Training Manual Revision, ID-P-00110

Funded Grant Total: \$240,000      Expended: \$4,772

A review is in process for adding elements and attributes to the crash report, to maximize the inclusion of MMUCC (Model Minimum Uniform Crash Criteria) data requirements. Measurable progress will be met during the next fiscal year. The drivers license classification is now being collected in the new version known as elmpact.

CIRCA Enhancements Automated Vehicle Data Link, ID-P-00301

Funded Grant Total: \$25,000      Expended: \$11,134

The project has completed the first phase of the project to link CIRCA with the vehicle records. The second phase will link with the commercial vehicles registered in Idaho. The testing is in progress for the second phase.

Unbiased Policing – Ada County Sheriff, ID-P-00510

Funded Grant Total: \$538,352      Expended: \$447,579

Unbiased Policing – Boise Police Department, ID-P-00512

Funded Grant Total: \$254,170      Expended: \$0

Unbiased Policing – Orofino Police Department, ID-P-00511

Funded Grant Total: \$200,000      Expended: \$122,125

See Section 1906 for project details.

Idaho State Police Electronic Ticketing, ID-P-00521

A grant proposal has been submitted for the TRCC to consider in the new federal fiscal year to fund the purchase of electronic equipment for the Idaho State Police District 5.

Idaho State Police Accident Reconstruction Equipment, ID-P-00522

The project is in the application process.

DMV / County System Stabilization (CFER), ID-P-00401

The current project is being revised. FMCSA grant funding may no longer be available, and the project will need to consider other sources of funding.

**Completed or Removed Projects:**

Idaho Trauma Registry Pilot, ID\_P-00602 (Completed)

Ada County Sheriff, ID-P-00501 (Completed)

Funded Grant Total: \$80,000      Expended: \$77,064



## Section 408 Strategic Plan Project Schedule and Costs

### Update for FFY 2009 Annual Evaluation

October 1, 2008 through September 30, 2009

Priority	Project Description	System	Year 3 Current Funding Budget				Year 3 Expenditures			
			Federal 408	Federal 402	Federal/ FMCSA or Other Grant	State/City or County	Federal 408	Federal 402	Federal FMCSA or Other Grant	State/ City or County
1	Twin Falls County eCitation	Citation/Adjudication	\$45,000	\$38,100	\$50,000	\$46,844	\$45,000	\$39,014	\$48,152	\$44,645
2	Lewiston Police eCitation	Citation/Adjudication	\$6,823				\$6,823			
3	Orofino Police eCitation	Citation/Adjudication	\$13,300				\$12,950			
4	Post Falls Police eCitation	Citation/Adjudication	\$18,749				\$18,740			
5	Rathdrum Police eCitation	Citation/Adjudication	\$10,115				\$10,100			
6	Idaho Trauma Registry Enhancement Project	Injury Surveillance	\$138,000			\$168,200	\$27,600			
7	WebCars Mapping Solution	Crash	\$188,083	\$30,000		\$5,000	\$36,584	\$30,000		\$9,000
8	Sign & Signal Database	Roadway	\$156,400				\$51,265			
9	CIRCA Enhancements Automated Vehicle Data Link	Crash/Vehicle	\$25,000				\$8,987			
10	MMUCC Compliance & Idaho Vehicle Collision Training Manual Revision	Crash	\$240,000				\$4,772			
11	Electronic Citation Projects to be implemented	Citation/Adjudication	\$193,181							
12	DMV / County System Stabilization (COMET)	Driver	\$0		\$500,000	\$1,657,000				
13	EMS Patient Care Reporting System	Injury Surveillance	\$0			\$250,000				\$74,200
14	Unbiased Policing Ada County Sheriff's Office	Citation/Adjudication	\$0	\$538,352				\$447,579		\$140,588
15	Unbiased Policing Boise Police Dept.	Citation/Adjudication	\$0	\$317,712				\$0		
16	Unbiased Policing Orofino Police Dept.	Citation/Adjudication	\$0	\$250,000				\$122,125		\$2,630
17	Idaho State Police Electronic Ticketing	Citation/Adjudication	\$0		\$1,674,735					
18	Idaho State Police Accident Reconstruction Equipment	Citation/Adjudication	\$0		\$189,117					\$0
19	Courts-Driver-CDLIS Enhancement Project	Driver	\$111,000				\$1,659			
	New NHTSA Award & Integration		\$583,083				\$3,324			
<b>Total Current Projects</b>			<b>\$1,645,651</b>	<b>\$1,174,164</b>	<b>\$2,413,852</b>	<b>\$2,127,044</b>	<b>\$226,627</b>	<b>\$638,718</b>	<b>\$48,152</b>	<b>\$271,063</b>
	Ada County eCitation	Citation/Adjudication	\$80,000				\$77,064			
	Location Identification	Roadway	\$50,000				\$3,331			
	Idaho Trauma Registry Pilot Phase	Injury Surveillance				\$250,000				
<b>Total Completed Projects</b>			<b>\$130,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$250,000</b>	<b>\$80,395</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Program Match</b>										<b>\$56,500</b>

## Section 2010 Motorcycle Safety Grant Program

Motorcycle safety training and motorcycle awareness programs focus on reducing the number of single- and multi-vehicle crashes involving motorcycles and promoting public awareness of the motorcyclist in order to move towards zero traffic related deaths. Funding for the motorcycle safety program includes Sections 402, 410 and 2010.

### Accomplishments include:

- Motorcycle fatalities stayed at 29 from 2007 to 2008. In 2009, there have been 32 fatalities through November.
- OHS secured motorcycle safety program funding with an application for Section 2010 Motorcycle Safety in July. An award for \$100,000 was funded for FFY09.
- OHS developed and sponsored a public safety paid media message campaign during the month of July to increase motor vehicle operators' awareness of motorcyclists. The slogan for this campaign was "*Look Twice Save a Life. Motorcycles are Everywhere*". OHS contributed \$64,274 for the summer campaign with Section 2010 funding.
- For the second consecutive year, OHS sponsored a Motorcycle Impaired and Aggressive campaign in August. This was an enforcement and educational project with seven agencies within Region 3. Participating agencies were: Nampa Police Department, Owyhee County Sheriff, Boise Police Department, Canyon County Sheriff, Boise County Sheriff, Washington County Sheriff, and Fruitland Police Department. During this enforcement period, the following was accomplished: 17 impaired driver arrests, 101 speeding citations, 9 seat belt citations, and 62 uninsured motorists. Section 402 provided funding of \$19,749 from the Aggressive Driving Program for the August campaign.
- Through the partnership between the OHS and the Idaho STAR program, funds were used to sponsor a public awareness campaign, directed at Impaired Motorcyclists. OHS created & developed a public announcement for radio in cooperation with American Motorcyclist Association (AMA). Idaho STAR developed and produced a television public service announcement with an Impaired Riding message. Posters were also printed and distributed with the message, "*What are you Drinking? Make the Right Choice. Ride Sober.*" For this campaign, there were 279 television ads purchased and 3,949 radio spots. OHS contributed \$34,286 for the April campaign. Funding was provided by Sections 402 and 410 Impaired Driving Program. See Impaired Driving Paid Media for more details.
- Although the number of motorcycle crashes increased in 2008 by 10.2%, from 615 in 2007, to 678, the number of fatalities remained the same, from 29 in 2007 to 29 in 2008.

## Section 1906 Racial Profiling Grant Program

Idaho applied for and received Section 1906 grant funds in FFY 2007 and 2008.

### **Ada County Sheriff's Office Unbiased Racial Profiling – SK10901**

Funded Grant Total:     \$538,352            Expended:            \$447,578

#### Accomplishments include:

- A Racial Profiling Grant was awarded at the end of FFY07, and was programmed in the FFY 2009 Performance Plan.
- This grant was implemented to ensure that law enforcement agencies have racial profiling policies and procedures in place, and that officers are following those policies and procedures when making traffic stops. Ada County Sheriff's Office was selected to develop the pilot program to capture race and ethnicity data on traffic stops, analyze the data, and make reports available to the public who request the information.
- The Ada County Sheriff's Office negotiated a contract with Washington State University (WSU) to determine how to successfully capture the data, analyze it, and identify problem areas. As of October 1, 2009 the first batch of data had been sent to WSU, was in the analysis process.
- This grant made it possible for Ada County to purchase electronic ticketing equipment and in-car video cameras to support the data captured.
- Ada County Sheriff's Office completed this project within the designated timeline with a completion date of September 30, 2009.

### **Boise Police Department Unbiased Racial Profiling – SK10902**

Funded Grant Total:     \$254,170            Expended:            \$0

#### Accomplishments include:

- The Racial Profiling grant was awarded to Boise Police Department at the close of FFY09 and is included in the FFY10 Performance Plan.
- Boise Police Department will implement the e-ticketing program for the Motor Unit.
- Grant project will begin on November 1, 2009. Boise Police Department has been laying the groundwork for this project since the early part of June.

**Orofino Police Department Unbiased Racial Profiling – SK10903**

Funded Grant Total:     \$200,000            Expended:                 \$122,125

Accomplishments include:

- The Racial Profiling grant was awarded to Orofino Police Department at the close of FFY09, and was included in the FFY10 Performance Plan.
- Project implementation date was June 1, 2009, Orofino is still in the initial planning process of this project.
- As of December 1, 130.50 hours of officer time have been dedicated to this project

# **FHWA**

# **FUNDING**



## Section 163 Program

Section 163 funds were used for the purpose of reducing deaths and serious injuries on Idaho roadways in FFY 2009.

### **Law Enforcement Liaison Program –Section 163 V079880, Section 402 SCP0902**

<u>Funded Grant Total:</u>	\$65,354	<u>Expended:</u>	\$44,328
V079880	\$15,354		\$8,695

Accomplishments include:

The LEL’s were instrumental in the increased participation and effectiveness of law enforcement agencies and officers in the ITD’s six statewide districts.

See section 402 Law Enforcement Liaison Program for more details.

### **Paid Media Campaigns – V069730**

<u>Funded Grant Total:</u>	\$70,120	<u>Expended:</u>	\$26,172
Planning	\$17,851		\$735
Aggressive Driving	\$17,769		\$110
Child Passenger Safety	\$500		\$375
Bicycle/Pedestrian	\$34,000		\$24,952

Accomplishments include:

These funds were instrumental in funding the OHS paid media campaigns during FFY 2009. A summary of the types of paid media purchases are provided by program area below. See Paid Advertising Program section for more details on the paid media campaigns.

Program Area	Media purchases
Planning	Media firm fees
Aggressive Driving	Radio and outdoor mobilization advertising
Child Passenger Safety	Media firm fees
Bicycle/Pedestrian	Radio and television advertising
<b>TOTAL</b>	<b>\$26,172</b>

**Media Awareness – V069760**

Funded Grant Total:        \$12,199        Expended:                    \$7,500

Accomplishments include:

Educational materials were purchased and distributed to the public to raise traffic safety awareness.

**Impact – V069780**

Funded Grant Total:        \$1,261        Expended:                    \$1,261

Funding was expended on eImpact enhancements. See Section 402 Traffic Records section for more details.

**XTR4 Website – V069740**

Funded Grant Total:        \$61,749        Expended:                    \$1,200

Accomplishments include:

During the next fiscal year, a major update is planned. The XTR4.com website continues to be promoted with partners, such as the annual statewide Driving Instructor’s Workshops.

**Mobilizations – V079850**

Funded Grant Total:        \$44,462        Expended:                    \$31,013

Accomplishments include:

In an effort to reduce deaths and serious injuries resulting from motor vehicle crashes, statewide campaigns with OHS partners in law enforcement were emphasized. These mobilizations coordinate paid media campaigns beginning the week before a mobilization, to advertise and enhance the effectiveness of each campaign. These campaigns are designed to directly address driver behavior. See the Mobilization Section for more details.



## **FLEX HSIP Funding**

Idaho is one of the lowest funded states from NHTSA, for its highway safety program. This is largely because Idaho cannot qualify for seat belt incentive grant funds due to the law requirements for Section 405 and Section 406 funding. This inability to obtain the passage of more effective seat belt and child passenger safety laws has reduced funding for occupant protection projects under SAFETEA-LU as compared to funding received under TEA-21. The result has been a decrease in seat belt use in Idaho.

To address this shortfall and bolster other programs, Idaho was able to flex a portion of the Highway Safety Improvement Program funding as provided by the Federal Highway Administration into the behavioral safety program. This took great support from our Idaho Federal Highway Administration Division office (FHWA) and the Executives of the Idaho Transportation Department (ITD). The Flex funds, totaling \$1,592,000 are being spent on; paid media and enforcement for the statewide mobilizations, teen project intended to change attitudes and develop decision-making skills, child passenger safety, and traffic records enhancements. Although Idaho qualified for 10 percent, it was decided to use only 5 percent of the flex funds, with the rest used on infrastructure projects.

The majority of the funds will supplement NHTSA funds to build upon the successful format of the Click It or Ticket mobilizations. In FFY 2009, Idaho will conduct ten mobilizations geared toward reducing impaired driving, aggressive driving, and increasing the use of seat belts. Idaho has been increasing the number of statewide mobilizations starting in 2006.

### **Statewide Mobilization – V099470**

<u>Funded Grant Total:</u>	\$830,000	<u>Expended:</u>	\$185,440
Aggressive Driving (H911)	\$385,000		\$63,512
Seat Belt (H961)	\$250,000		\$121,928
Youthful Driver (H912)	\$70,000		\$0
Teen Partner Project (H903)	\$100,000		\$0
Bicycle Pedestrian (H981)	\$25,000		\$0

### Accomplishments include:

See Mobilization Section for more detail.

**Behavioral Education – V099480**

<u>Funded Grant Total:</u>	\$762,000	<u>Expended:</u>	\$93,831
Year Round Taglines/Strategic Highway Safety Plan			
Safety Plan	\$112,000		\$0
Impaired Driver Paid Media (H911)	\$30,000		\$30,000
Aggressive Driver Paid Media (H921)	\$180,000		\$63,831
Seat Belt Paid Media (H961)	\$200,000		\$54,590
Bicycle Pedestrian Paid Media/Education (H981)	\$65,000		\$0
Child Passenger Safety Paid Media	\$50,000		\$10,100

Accomplishments include:

- Planned Year-Round Taglines funding was moved to the planning for the Strategic Highway Safety Plan (SHSP). Funding will be expended for the SHSP in the next fiscal year.
- **\$30,000** of Flex fund was combined with **\$45,000** of 410 for the December campaign. See December 410 Paid Media for more details.
- For the Aggressive Driving Spring campaign, Flex Funding from project V099470 was expended for overtime reimbursement. In addition, funding from Project V099480 was used for the media buy. For more details, see Section 402 Paid Media.
- Flex Funds were coordinated with Section 402 Paid Media for both Seat Belt and Child Passenger Safety. For more details, see Section 402 Paid Media.
- For Bicycle & Pedestrian Safety, Section 163 expenditures were utilized before Flex Fund was planned for expenditure.

**ICAAP, Idaho Chapter of the American Academy of Pediatrics Child Passenger Safety Program – V099490**

<u>Funded Grant Total:</u>	\$75,000	<u>Expended:</u>	\$62,064
V099490	\$25,000		\$12,740

Accomplishments include:

For details, see ICAAP Section 402.

**Traffic Records – V099500**

<u>Funded Grant Total:</u>	\$100,000	<u>Expended:</u>	\$30,572
----------------------------	-----------	------------------	----------

Flex funding was expended for the implementation of eImpact. See Section 402 Traffic Records Statewide Services project for more detail.

**PAID**

**ADVERTISING**

**PROGRAM**



## Paid Advertising

The overall goal of the Paid Advertising Program is to enhance the effectiveness of highway safety programs through paid media buys. Our public relations contractors, Levy Group and then Davies Moore, worked hard to bring earned media to our highway safety issues. Strategic purchase of mass multi-media including radio, television, cinema, billboard, traffic/weather/news reports, and other printed medium were conducted to enhance public awareness and motivate behavioral changes to promote safe driving habits. Eleven campaigns were conducted in seven highway safety focus areas during FFY 2009.

### Impaired Driving Paid Advertising

#### Impaired Driving – Section 402 SPM0901 (H911), Section 410 SK809PM, Flex Funds V099480 (H911)

<u>Funded Grant Total:</u>	\$490,008	<u>Expended:</u>	\$440,741
SPM0901 (H911)	\$110,000		\$108,349
SK809PM	\$350,008		\$302,392
V099480 (H911)	\$30,000		\$30,000

Accomplishments include:

#### Section 402

- **\$70,000** of Section 402 funding was combined with the **\$16, 374** of Section 410 for the **July** campaign. See Section 410 July, 2009 Paid Media for more details.
- **\$38,350** of Section 402 funding went used for the impaired motorcycle television and radio ads in **April and May**, 2009. See Motorcycle Safety Paid Media for details.

#### Flex Funds

- **\$30,000** of Flex fund was combined with **\$45,000** of Section 410 for the **December**, 2008 campaign. See December Section 410 Paid Media for details.

#### Section 410

- **\$5,000** of Section 410 funding was used for three weeks of impaired motorcycle television and radio ads in **August** 2009. See Motorcycle Safety Paid Media for details.
- **\$74,920** of Section 410 funding was used for the **November**, 2008 Impaired Mobilization for the purchase of television, radio, and outdoor advertising, with the message “Over the Limit Under Arrest.” The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	169	273	RADIO	1419	1400	OUTSIDE	28	4

- **\$45,000** of Section 410 and **\$30,000** of Section 163 funding was used for the **December 2008** impaired driving mobilization to purchase television, radio, and outdoor advertising featuring the message, “Over the Limit Under Arrest.” The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
<b>TV</b>	47	106	<b>RADIO</b>	556	644	<b>OUTSIDE</b>	24	3

- **\$70,000** of Section 410 funding was used for the **March 2009** impaired driving mobilization for television, radio, and outdoor advertising, with the message, “Over the Limit Under Arrest.” The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
<b>TV</b>	194	392	<b>RADIO</b>	490	500	<b>OUTSIDE</b>	17	3

- **\$16,374** of Section 410 and **\$70,000** of Section 402 funding was used for the **July 2009** impaired driving mobilization to purchase television, radio, and outdoor advertising, featuring the message, “Over the Limit Under Arrest.” The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
<b>TV</b>	1834	1695	<b>RADIO</b>	1114	1400	<b>OUTSIDE</b>	24	9

- **\$89,500** of Section 410 funding was used for the **August/September 2009** impaired driving mobilization for television, radio, and outdoor advertising, with the message “Over the Limit Under Arrest.” The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
<b>TV</b>	1781	2421	<b>RADIO</b>	1350	1558	<b>OUTSIDE</b>	24	7

### Safety Restraint Paid Advertising

#### Safety Restraints – Section 402 SMP0901, Flex Funds V099480

<u>Funded Grant Total:</u>	\$260,000	<u>Expended:</u>	\$201,724
SPM0901 (H961)	\$160,000		\$147,134
V099480 (H961)	\$200,000		\$54,590

#### Accomplishments include:

The February Seat Belt Traffic Enforcement Mobilization media campaign included 2513 radio spots, 2513 free radio spots, 130 television airings, and 141 free television airings. The television and radio spots began during the week prior to the start of the mobilization and continued through the event. The billboards ran for 30 days beginning February 1.

- Paid media campaign consisted of television and radio advertising. The television ad featured ISP Trooper Robert Rausch explaining that the features of a vehicle are built with a safety cage for the occupants. In a roll-over crash, the safest place to be is buckled up in the vehicle where there is “room to live”. Since it was February and close to Valentine’s Day the ad ended with the message “Buckle Up For Those Who Love You.”

The May mobilization paid media campaign consisted of billboard, television, radio, and online airtime. The paid media campaign cost \$149,950.

- Billboards featured the truck ad “Seat Belt Enforcement Under Way – Buckle Up Idaho.” The billboards were up for the entire month of May. Television and radio spots began one week prior to the scheduled traffic enforcement. Television ads used a combination of the rolling pickup and the “Friendly Officer.” During this period, there were 2,215 paid TV airings, 3,035 free TV airings, 2,389 radio spots, 2,554 free radio spots, 21 billboards, and 4 free billboards. The online media purchased 1,272,727 paid spots and received the same amount in free online spots. There was approximately one online hit for every three views for a total of 424,000 viewings. Earned media included two press conferences, one TV news story, 8 print news stories.
- Spanish radio ads were developed and air time purchased. Of the radio air spots purchased, 288 were on Spanish radio and we also received 273 free Spanish radio spots.
- Seat belt education packets were mailed to every high school. They included posters encouraging the school to include a seat belt message in their newspapers, newsletters, text for their reader boards and daily announcements. School feedback was positive, and every school that received posters hung them in the school.

### **Child Passenger Safety Paid Advertising**

**Child Passenger Safety – Section 402 SPM0901 (H963), Section 163 V069730 (H963), Flex Funds V09948 (H963)**

<u>Funded Grant Total:</u>	\$90,500	<u>Expended:</u>	\$51,287
SPM0901 (H963)	\$40,000		\$39,940
V069730 (H963)	\$500		\$375
V099480 (H963)	\$50,000		\$10,972

Accomplishments include:

A media campaign was conducted in conjunction with the National Seat Check Saturday and the Child Passenger Safety Week in September 2009. A new radio ad was recorded in both English and Spanish. The ad included a message to parents from the child, reminding them to buckle up too! The statewide media buy included 1,025 radio spots with 1,108 free radio spots, and 144 Spanish radio spots with 144 free Spanish radio spots. Also purchased were 29 billboards, with 16 free billboards provided including seven that were digital. The digital billboards switch between the 4 Steps for Kids message and the “Children are gifts. Wrap them securely. Smart choices save lives” message.

The OHS provided an opportunity for TV media to educate the public on the virtues of properly buckling up children. The opportunity included interviews, and demonstrations from CPS technician instructors through SafeKids Treasure Valley. Four local TV stations aired stories. Posters, similar to the billboards, were distributed to all of Idaho’s child passenger safety technicians. Posters were also made available to the public for distribution. During the National Seat Check Saturday, Idaho had 10 sites offer child passenger safety seat checks.

### **Aggressive Driving Paid Advertising**

**Aggressive Driving – Section 402 SPM0901 (H921), FLEX Funds V099480, Section 163 V069730 (H921)**

<u>Funded Grant Total:</u>	\$350,110	<u>Expended:</u>	\$147,964
SPM0901 (H921)	\$170,000		\$84,023
V099480	\$180,000		\$63,831
V069730	\$110		\$110

Accomplishments include:

The OHS conducted two aggressive driving campaigns, one from April 10 -19, 2009 and one from June 12-21, 2009. The ads for both of these mobilizations were “*Drivers Chill or Pay the Bill. We’re getting aggressive with aggressive drivers.*” This was the second year that this message was broadcast.

The media buy for the April mobilization was coordinated through the Levy Group, to include the following:

- Coeur d’ Alene/Sandpoint – Radio: 536 paid adult radio ads, 2 digital panels.
- Moscow/Lewiston – Radio: 288 paid adult radio ads, 4 poster billboards.
- Boise-(Treasure Valley) - Radio: 912 paid adult radio ads, 7 digital panels, and 6 poster billboards.
- Twin Falls/Magic Valley - Radio: 524 paid adult radio ads, and 7 poster billboards.
- Pocatello/Blackfoot/Idaho Falls - Radio: 652 paid adult radio ads, and 6 poster billboards.
- Salmon - Radio: 160 paid adult radio ads

Radio spots for this campaign aired from April 2 – 15, 2009. Digital outdoor boards were on display for 30 days, from April 1, 2009 until April 30, 2009. Outdoor poster boards were up from April 5, 2009 until May 4, 2009.

The media buy for the June mobilization was coordinated through Davies Moore and included the following: 1,773 radio spots (2,116 matching spots), 27 outdoor billboards, 6 billboard faces for Mobile media, and 2,211,565 impressions for on-line media. In 2009, this was the first year that on-line advertising and mobile advertising was used as part of our paid media campaign. In addition, a Spanish radio ad was developed and aired on several stations throughout southwestern Idaho. It was estimated that 77% of the population was reached through radio ads, and there were more than 4,423,130 impressions for the online advertising. Paid media for the campaign cost \$83,983.



## Youthful Driver Paid Advertising

### Youthful Driver – Section 402 SPM0901 (H912)

Funded Grant Total:      \$45,000      Expended:                      \$42,841

#### Accomplishments include:

Paid media was purchased for television to promote safe driving behaviors. The focus of the ad encouraged youthful drivers to slow down and wear seat belts. Television advertising purchased totaled \$38,814 with \$4,027 in media firm administrative charges. The media campaign was statewide with the purchase of 1,199 media spots and 1,151 matching spots aired.

Featured in the advertisement, and shown at the right, were Capt. Mark Cowley from the Bingham County Sheriff's Office and teen, Brandon Ibarra, from the Bingham/Blackfoot Teen Advisory. The television ad also made the public aware of the National Teen Driver Safety Week.



## Bicycle and Pedestrian Safety Paid Advertising

### Bicycle/Pedestrian Safety – Section 402 SPM0901 (H981)

Funded Grant Total:      \$44,000      Expended:                      \$34,952  
SPM0901 (H981)              \$10,000                              \$10,000  
V069730 (H981)              \$34,000                              \$24,952

#### Accomplishments include:

During the campaign, 2,136 radio ads were purchased which were aired during June through August. OHS received 3,086 free radio spots for a total of 5,222 30-second radio spots throughout Idaho. OHS purchased 49 television spots which aired June through August and received 292 free television spots. The television spots were shown in Boise Meridian, Nampa, and Caldwell.

## Motorcycle Safety Paid Advertising

### Motorcycle Safety – Section 2010 SK60902, Section 402 SPM0901, Section 410 SK809PM

<u>Funded Grant Total:</u>	\$115,000	<u>Expended:</u>	\$98,557
SK60902	\$80,000		\$64,274
SPM0901 (H921)	\$30,000		\$29,283
SK809PM	\$5,000		\$5,000

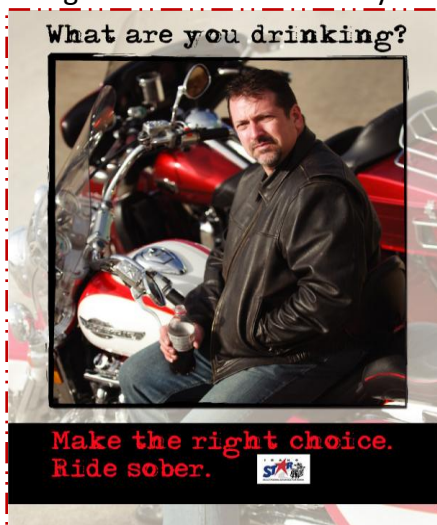
Accomplishments include:

Through the partnership between the OHS and the Idaho STAR program, the funds were used to create a radio public service announcement titled *“Live to Ride.”* Also funded was a television ad created by Idaho STAR which focused on raising awareness regarding impaired riding. This campaign included 10 digital billboards, 22 poster boards, 140 paid television spots, and 2,248 radio spots. As part of this campaign, Idaho STAR distributed posters in different sizes throughout the state, with the message *“Make the Right Choice. Ride Sober.”* The OHS funded \$34,282 for the motorcycle media campaign and Idaho STAR contributed \$26,163 towards the April Impaired Riding campaign. (Funding for this program was provided by the Impaired Driving Paid Media.)

The Office of Highway Safety (OHS) coordinated another media campaign in July, with a different focus. The summer media campaign was targeted at all motorists. The slogan for this campaign was *“Look Twice Save a Life. Motorcycles are Everywhere.”* which ran from July 6 – August 20. As part of this media campaign, 1,072 radio spots were aired, 665 television spots were purchased, 26 billboards throughout the state, and 204 pump toppers located in 51 different locations. It was estimated that 67% of the population was reached through radio and 55% were reached through television ads.

In addition to the Motorcycle Awareness campaign in May, OHS sponsored an Impaired/Aggressive campaign during August 7-21, targeted directly at motorcycle riders. Seven agencies within Region 3 participated in this campaign. Participating agencies were: Boise Police Department, Canyon County Sheriff, Washington County Sheriff, Owyhee County Sheriff, Boise County Sheriff, Nampa Police Department, and Fruitland Police Department.

204 Pump Topper posters were added to the media buy plan for Fiscal Year 2009, and placed in 516 locations throughout the state from July 6-August 20.



### FFY 2009 Paid Advertising Summary

Focus Area	Section 402		Section 410		Section 2010		Section 163		Flex Funds		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving Total	\$70,000	\$70,000	\$350,008	\$302,392			\$0	\$0	\$30,000	\$30,000	\$450,008	\$402,392
Youthful Driver Total	\$70,000	\$42,841					\$0	\$0	\$0	\$0	\$70,000	\$42,841
Aggressive Driving Total	\$170,000	\$84,023					\$17,769	\$110	\$180,000	\$63,831	\$367,769	\$147,963
Safety Restraints Total	\$160,000	\$147,134					\$0	\$0	\$200,000	\$54,590	\$360,000	\$201,724
Child Passenger Safety	\$40,000	\$39,940					\$500	\$375	\$50,000	\$10,100	\$90,500	\$50,415
Bicycle/Pedestrian Total	\$10,000	\$10,000					\$34,000	\$24,952	\$15,000	\$0	\$59,000	\$34,592
Overall Planning	\$0	\$0					\$17,851	\$735	\$32,000	\$0	\$49,851	\$735
Motorcycle Safety	\$0	\$0			\$80,000	\$64,658	\$0	\$0	\$0	\$0	\$80,000	\$64,658
<b>Total Paid Advertising</b>	<b>\$520,000</b>	<b>\$393,938</b>	<b>\$350,008</b>	<b>\$302,392</b>	<b>\$80,000</b>	<b>\$65,643</b>	<b>\$70,120</b>	<b>\$26,172</b>	<b>\$507,000</b>	<b>\$158,521</b>	<b>\$1,527,128</b>	<b>\$945,321</b>

### FFY 2009 Media Summary of Activities

Program	Media	Flight Dates	Markets	Avg. Frequency	Avg. Reach	Paid Spots	Matching Spots	Media Costs
<b>Youth</b>	Television/ Cable	10/13/08 – 10/26/08	Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	3.7	45.5%	1,199	1,151	\$38,814
<b>Seatbelt</b>	Television/ Cable	5/4/09 – 5/25/09	Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/	7.1	65.3%	2394	3176	\$69,949
	Radio		Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	19.2	80.2%	4947	5193	\$97,033
	Outdoor		Boise, Nampa, Caldwell, Lewiston, Moscow, Twin Falls, Burley, Rupert, Paul, Idaho Falls, Pocatello, CDA, Post Falls	34 Boards	5,980,338 Impressions	30 boards	4 boards	\$27,125
	On-Line		Targeted Online Banners – Statewide	Targeted Online Banners	2,545,454 Impressions	1,272,727 Impressions	1,272,727 Impressions	\$7,618
<b>Impaired Drivers</b>	Radio	Flight #1 Nov-Dec Flight #2 6/29 – 7/12 Flight #3 8/17 – 9/6	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	18.95	73.0%	4,439	4,899	\$122,647
	Television/ Cable	8/17 – 9/6	Boise, Idaho Falls/ Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	7.92	69.0%	3,515	4,781	\$180,076
	Outdoor	Nov-Dec	Boise, Nampa, Caldwell, Pocatello/Idaho Falls, Twin Falls, Lewiston, Moscow, Burley, Rupert, Kellogg/Wallace, CDA	59 boards	4,007,178 Impressions	52	7	\$100,115
	Outdoor	Flight #1 6/29 – 7/26	Boise, Nampa, Caldwell, Pocatello/Idaho Falls, Twin Falls, Lewiston, Moscow, Burley, Rupert, Kellogg/Wallace, CDA	31 boards	4,007,178 Impressions	20	11	\$24,199
	Outdoor	Flight #2 8/17 – 9/13	Boise, Nampa, Caldwell, Pocatello/Idaho Falls, Twin Falls, Lewiston, Moscow, Burley, Rupert, Kellogg/Wallace, CDA	32 boards	4,007,178 Impressions	21	11	\$26,375

**FFY 2009 Media Summary continued**

Program	Media	Flight Dates	Markets	Avg. Frequency	Avg. Reach	Paid Spots	Matching Spots	Media Costs
<b>Aggressive Driving</b>	Radio	6/8 – 6/28	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	16.5	76.6%	3,375	3,687	\$68,784
	Outdoor	6/8 – 7/5	Boise, Nampa, Caldwell, Pocatello, Idaho Falls, CDA, Twin Falls, Lewiston/Moscow	27 boards	7,907,592 Impressions	49	11	\$50,465
	Mobile Advertising	6/8 – 6/28	Ada	6 Billboard Faces	NA	3 Billboard Faces	3 Billboard Faces	\$3,654
	On-Line Specific Media	6/8 – 6/28	Targeted Online Banners - Statewide	Targeted Online Banners	4,423,130 Impressions	2,211,565 Impressions	2,211,565 Impressions	\$13,237
<b>Child Restraint</b>	Radio	9/8 – 9/28	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	10.23	55.7%	1,025	1,108	\$22,005
	On-Line Specific Media		Targeted Online Banners - Statewide	Targeted Online Banners	1,545,458 Impressions	772,729	772,729	\$4,625
	Outdoor		Boise, Nampa, Caldwell, Lewiston, Moscow, Twin Falls, Burley, Rupert, Paul, Idaho Falls, Pocatello, CDA, Post Falls	38 boards	7,806,390 Impressions	29	16	\$23,270
<b>Motorcycle</b>	Radio	7/13 – 8/2	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	9.98	67.3%	2,630	2,864	\$52,397
	Television/Cable	7/13 – 8/2	Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston	4.17	55.1%	749	1,315	\$43,917
	Outdoor	7/6 – 8/20	Boise, Nampa, Caldwell, Pocatello, Idaho Falls, CDA, Twin Falls, Lewiston/Moscow	26 boards	6,160,784 Impressions	18	8	\$15,737
	Pump Toppers	7/6 – 8/20	Boise, Meridian, Nampa, Caldwell, Pocatello, Idaho Falls	50 locations	NA	50 locations for 1 month	50 locations for 2 weeks	\$12,667
<b>Bike/Ped Safety</b>	Radio – Statewide, Rexburg and Sandpoint	Flight #1 6/15–6/28 Flight #2 8/10–8/30	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	14.78	79.0%	2,136	3,086	\$27,918
	Television	6/8 – 8/23	Boise, Meridian, Nampa/Caldwell	9	22.6%	49	292	\$6,938



## Summary of Paid Advertising Survey Results

The University of Idaho, Social Science Research Unit, has been contracted to conduct a public opinion survey since 2003. In 2009, a modification was made to the study design. Previous studies used a simple random sample of Idaho telephone landlines to examine driving behaviors among Idaho residents. To address growing concerns over the number of wireless telephone (cell phone) only households, a random digit dial cell phone sample was added to the contract. Research shows the wireless-only households tend to be younger (18-29 years) are more likely to be male, and have more education. A total of \$16,348 was paid for the data collection and analysis. The survey was designed to assess the efficacy of the public awareness campaigns concerning seat belt use, driving behavior, child safety restraint use, aggressive and impaired driving.

A random sample of 2,600 Idaho households was used for the sample. Of the sample, 600 landline households were telephoned, and 2,000 wireless number exchanges telephoned. The survey instrument was modified from the previous year. Wording for questions was retained so that data could be compared across years, however some questions were omitted, and a few new questions added. Pre-notification postcards were mailed to each household on July 8, 2009 to let the respondents know they would be contacted over the phone. The postcard listed the toll free number of the SSRU in case the respondent had any questions about the survey, wished to schedule an appointment, or refuse the survey.

All telephone interviews were begun July 13, 2009 and continued until July 30, 2009. Each number in the sample was telephoned at least eight times, in an attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays between 10 a.m. and 2 p.m. PST. A Spanish-language speaking interviewer was employed. Spanish calls began on July 2, 2009 and continued until the end of the survey.

In the survey of landlines, 193 completed interviews, 195 were not able to be contacted, 74 were disconnected numbers, 34 ineligible households (households or respondents had lived in Idaho for less than six months, were deceased, did not have a valid driver's license, were fax numbers or businesses, or spoke a language other than English or Spanish), 94 refusals, 10 individuals who were too ill or hard of hearing to complete the survey. The final response rate is 38.8%, the cooperation rate is 64.3%, and the refusal rate is 18.9%.

For the survey of mobile phone lines, 236 completed interviews, 470 households were not able to be contacted, 701 disconnected numbers, 48 ineligible households (households or respondents that had lived in Idaho for less than six months, were deceased, did not have a valid driver's license, or spoke a language other than English or Spanish), 38 individuals did not live in Idaho, 417 refusals, 2 individuals who were too ill or hard of hearing to complete the survey. The final response rate is 20.6%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted is 35.5%, and the refusal rate is 36.89%.

The final response rate for the combined survey is 26.2%, the final cooperation rate is 44.5%, and the final refusal rate is 31.3%. Six interviews were completed in Spanish.

This study provides valuable information about driving behavior in the State of Idaho. In addition, this study presents quantitative data about preferences regarding legislation and regulations affecting Idaho's drivers. Several key findings from this study are:

- 82% of Idaho drivers report they always wear a seat belt when driving or riding in a vehicle. This estimate is not statistically different than the survey estimate from the 2008 telephone study (86%), or from a 2009 statewide observational study of seat belt use indicating similar findings from the three studies;
- Over half of respondents (56%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seat belt, even if that was the only reason for which they were pulled over. This is not significantly different from the 2008 estimate. Only 35% oppose primary enforcement.
- Only 38% of Idaho drivers state they “never” drive more than 5 miles over the speed limit on a road with a speed limit of 25 miles per hour, but that number climbs to 46% for roads with a 65 mile per hour speed limit;
- 57% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit;
- Over half (62%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, which is slightly higher, though not statistically different, than in 2008;
- Nearly all respondents (99%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws, and 42% of respondents feel that a person arrested for DUI will receive punishment. In addition, 66% of drivers would support roadblocks to check for drivers who had been drinking;
- 87% of all drivers “agree” or “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seat belt, could result in additional medical costs and increased health insurance premiums for all Idahoans.



## 2009 Paid Advertising Survey Results

**How often do you drive a motor vehicle?**

Response	Frequency	Percent
A few times a year	2	0.8
A few times a month	18	5.3
Almost every day	94	22.7
Every day	309	71.2
Total	423	100.0

**How often do you wear a seat belt when you are driving or riding in a motor vehicle? (required question B-1)**

Response	Frequency	Percent
Never	6	1.3
Rarely	11	2.4
Occasionally	19	4.1
Usually	42	9.9
Always	346	82.2
Total	424	100.0

**In the past 60 days, have you recently seen or heard messages about seat belt law enforcement? (required question B-2)**

Response	Frequency	Percent
No	136	32.1
Yes	279	65.3
Don't know -- don't read	9	2.6
Total	424	100.0

**What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)**

Response	Frequency	Percent
Very likely	94	22.8
Likely	109	26.2
Neutral	62	13.8
Unlikely	105	24.4
Very unlikely	43	10.5
Don't know	9	2.3
Total	422	100.0

**Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that was the only reason for which you were pulled over?**

Response	Frequency	Percent
Definitely not support	94	21.8
Probably not support	60	13.7
I am neutral	28	7.2
Probably support	83	20.0
Definitely support	153	36.4
Don't know -- don't read	3	0.7
Total	421	100.0

**On a local road with a speed limit of 25 miles per hour, how often do you drive faster than 30 miles per hour? (required question S1-a but should be 30 mph)**

Response	Frequency	Percent
Never	153	37.7
Rarely	188	43.2
Occasionally	64	14.9
Usually	17	3.8
Always	2	0.5
Total	424	100.0

**On a local road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (required question S-1b)**

Response	Frequency	Percent
Never	190	46.1
Rarely	151	35.6
Occasionally	61	13.6
Usually	17	3.8
Always	4	0.9
Total	423	100.0

**What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)**

Response	Frequency	Percent
Very likely	87	20.6
Likely	156	36.6
Neutral	61	13.8
Unlikely	88	21.6
Very unlikely	25	6.2
Don't know	5	1.1
Total	422	100.0

**Within the last 30 days, have you read, seen, or heard anything about speed enforcement by local law enforcement? (required question S-2)**

Response	Frequency	Percent
No	253	60.0
Yes	165	38.5
Don't know	5	1.4
Total	423	100.0

**Are inappropriate driving behaviors of teenagers a problem in your community?**

Response	Frequency	Percent
I don't notice a problem	131	31.9
Minor problem	93	22.0
Moderate problem	132	30.9
Major problem	62	14.1
Don't know -- don't read	5	1.1
Total	423	100.0

**Would you support legislation that would require children to be restrained using a child safety seat or booster seat until they reach eight years old?**

Response	Frequency	Percent
No	123	29.4
Yes	270	62.9
Don't know -- don't read	29	7.8
Total	422	100.0

**In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question A-1)**

Response	Frequency	Percent
Once	30	6.8
Twice	13	2.9
Three times	11	2.4
More than three times	12	2.6
Never	205	47.9
I don't drink alcohol	147	36.7
Don't know	1	0.2
Refused	2	0.4
Total	421	100.0

**What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)**

Response	Frequency	Percent
Very likely	128	30.1
Likely	166	39.4
Neutral	58	13.6
Unlikely	51	13.1
Very Unlikely	9	2.0
Don't know	7	1.8
Total	420	100.0

**In the past 30 days, have you seen or heard messages about not drinking and driving? (required question but may need rewording A-2)**

Response	Frequency	Percent
No	93	23.7
Yes	325	75.6
Don't know	3	0.7
Total	421	100.0

**Where did you see or hear this message?**

Response	Frequency	Percent
Billboard	128	28.6
Radio	105	24.8
Television	241	56.4
Poster	9	2.0
Brochure	3	0.7
Newspaper	42	10.7
Law enforcement officer	3	0.7
News stories	16	3.9
Don't know	6	1.6
Other	16	3.5

**Would you support the police setting up roadblocks to check for drivers who had been drinking?**

Response	Frequency	Percent
No	133	30.8
Yes	272	66.0
Don't know -- don't read	13	3.3
Total	418	100.0

**Have you recently seen or heard messages about motorcycle awareness?**

Response	Frequency	Percent
No	143	34.9
Yes	276	64.9
Don't know -- don't read	1	0.2
Total	420	100.0

**Have you recently seen or heard the message "Make the Right Choice, Ride Sober"?**

Response	Frequency	Percent
No	164	59.4
Yes	101	36.8
Don't know -- don't read	11	3.8
Total	276	100.0

**Do you feel that risky driving behavior such as speeding, driving under the influence, and not wearing a seat belt, could result in additional medical costs and increased health insurance premiums for all Idahoans?**

Response	Frequency	Percent
Strongly agree	208	49.7
Agree	156	37.3
Neutral	28	6.8
Disagree	16	3.9
Strongly disagree	7	1.6
Don't know	3	0.7
Total	418	100.0

**In what year were you born?**

Response	Frequency	Percent
18-19	13	2.9
20-24	22	4.9
25-34	56	12.8
35-44	64	15.2
45-54	79	18.4
55-59	34	8.2
60-64	47	11.5
65-74	58	15.1
75-84	33	8.6
85 +	6	2.4
Total	412	

**TRAFFIC  
ENFORCEMENT  
MOBILIZATION  
PROGRAM**





## Mobilizations

### **Mobilizations – Section 402 Impaired SAL0901, Safety Restraint SSB0901, Aggressive SPT0901, Pedestrian Safety SPS0901, Section 410 Impaired SK80901, Section 163 V079850**

The traffic enforcement mobilization program is a concerted effort to reduce deaths, serious injuries and economic loss in traffic crashes by funding dedicated overtime enforcement hours and an incentive program that provide a means for agencies to acquire traffic safety equipment by working regular duty hours dedicated to the Traffic Enforcement Mobilization.

One to two weeks prior to each mobilization, a paid and earned media campaign is conducted using TV, radio, print and billboards. It is designed to address driver behavior by increasing the visibility of the enforcement effort to enhance effectiveness.

Participating law enforcement agencies provide commissioned officers to enforce impaired driving, aggressive driving, and safety restraint use laws with the mobilization emphasis designated by OHS. Some agencies also work regular duty hours dedicated to the mobilizations. The hours are tracked and OHS reimburses the agency at a rate of \$20/hour for purchase of approved traffic safety equipment. Each agency is asked to work with local media to publicize the enforcement effort to increase its effectiveness and to provide education to the public. OHS provides promotional materials and draft press releases. Some agencies also participate in statewide highway safety paid media campaigns and all agencies accept the benefits of having the ads run in their local communities.

Eleven traffic enforcement mobilizations were conducted. When possible, the mobilization efforts were held in conjunction with the NHTSA national mobilizations. Idaho has a total of 130 law enforcement agencies. There were 140 days of enhanced traffic enforcement during FFY 2009 as a result of the mobilization program.

### **Mobilization Calendar for FFY 2009**

<b>Mobilization, Date</b>	<b>Focus Area</b>	<b>Number of Agencies Participating</b>	<b>Overtime Hours</b>	<b>Dedicated Regular Duty Hours</b>	<b>Number of Officers Participating</b>
School Zone: Oct. 18-26, 2008	Youthful Driver	22	816	850	336
Thanksgiving: Nov. 17-30, 2008	Impaired Driving	37	1,053	749	273
New Years: Dec. 22, 2008-Jan. 3, 2009	Impaired Driving	34	1,277	683	181
Valentine's Day: February 12-25, 2009	Seat Belts	41	1,307	8,185	1,017
St. Patrick's: March 8-22, 2009	Impaired Driving	46	1,664	1,528	434
Spring: April 10-19, 2009	Aggressive Driving	47	1,598	1,907	313
Click It: May 18-31, 2009	Seat Belts	49	1,827	14,032	1,632
Summer: June 12-21, 2009	Aggressive Driving	89	2,109	1,964	351
Independence Day: July 1-12, 2009	Impaired Driving	49	2,069	1,516	501
Motorcycle Aug 7-21, 2009	Aggressive Driving	7	386	201	42
Labor Day: Aug. 22-Sept. 4, 2009	Impaired Driving	35	1,815	0	299

The following is a list of approved traffic safety equipment purchased by the law enforcement agencies and reimbursed using grant funds for their work in association with the mobilizations:

<b>Equipment</b>	<b>Quantity</b>
Speed Trailer	2
Operation Trailer (with Custom Lettering)	1
Radars	41
Bicycle Helmets	7
Digital Cameras with required accessories	20
Portable Alcohol Testing Equipment	34
Window Tint Meters	7
Crash Data Retrieval System	1
Crash Measurement Accessories	33
Video Camera Systems	6
Digital Voice Recorders + Mic	81
Radios	8
Warning Devices	82
Electronic Ticketing Equipment	2
Body Work/Lighting Systems	6
Computer &/or Software/Req. accessories	7

### **Impaired Driving Mobilizations**

#### **Impaired Driving – Section 402 SAL0901, Section 410 SK80901**

<b>Funded Grant Total:</b>	\$516,531	<b>Expended:</b>	\$374,964
SAL0901	\$105,029		\$78,536
SK80901	\$411,502		\$296,428

#### Accomplishments include:

- 5 DUI mobilizations averaging two-week periods held in FFY09:
  - November 2008
  - December 2008
  - March 2009
  - July 2009
  - Aug-Sept 2009

#### Highlights include:

- Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to impaired driving enforcement;
- An average of 47 participating law enforcement agencies;
- Nearly 7,800 hours of DUI enforcement;
- 2,000 DUI arrests.

## Safety Restraint Mobilizations

### Safety Restraints – Section 402 SSB0901, Flex Funds V099480 (H961)

<u>Funded Grant Total:</u>	\$395,205	<u>Expended:</u>	\$289,424
SSB0901	\$195,205		\$167,496
V099480 (H961)	\$200,000		\$121,928

#### Accomplishments include:

A seat belt mobilization was conducted from February 12-25, 2009.

Highlights include:

- Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to seat belt enforcement;
- 41 participating law enforcement agencies;
- 2,512 seat belt enforcement hours; and
- 2,104 seat belt and child passenger safety citations.

A seat belt mobilization was conducted May 18-31, 2009 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402 and FHWA Flex funds. Highlights include:

- Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to seat belt enforcement;
- 49 participating law enforcement agencies;
- 4,279 seat belt enforcement hours; and
- 4,179 seat belt and child passenger safety citations.

## Aggressive Driving Mobilizations

### Aggressive Driving – Section 402 SPT0901, Section 163 V079850 (H921)

<u>Funded Grant Total:</u>	\$678,113	<u>Expended:</u>	\$224,700
SPT0901	\$293,113		\$161,188
V099470 (H921)	\$385,000		\$63,512

#### Accomplishments include:

The two aggressive driving campaigns were conducted on April 10-19, and June 12-21, 2009. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$69,760 toward overtime, and \$73,279 toward incentive of traffic enforcement equipment.

During the month of August, OHS sponsored an Aggressive/Impaired Motorcycle enforcement campaign. This was open to agencies within Region 3, there were 7 participating agencies. Funding was used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$17,005 for overtime, and \$2,744 for equipment incentive.

The law enforcement agency participation level increased from 37 agencies in FFY 08 to 56 agencies in FY 09.

Total agency participation during the mobilization timeframe resulted in; 6,712 speeding tickets, 77 reckless driving tickets, 228 DUI arrests, 1,075 seat belt tickets, 37 felony arrests, 1,398 uninsured motorist violations, 358 suspended license violations, 195 youthful driver speeding citations, and 53 child passenger safety tickets. (A total of 10,368 tickets were issued during the mobilizations).

### **Youthful Driver Mobilization**

#### **Youthful Driver – Section 402 SPT0921**

<u>Funded Grant Total:</u>	\$78,212	<u>Expended:</u>	\$47,503
SPT0921	\$33,750		\$16,490
V079850 (H912)	\$44,462		\$31,013

#### Accomplishments include:

- Funding was provided for agencies to participate in School Zone enforcement. The campaign was held from October 15 – 25, 2008, and coincided with the National Teen Driver Safety Week. Effective July 1, the 2008 Idaho legislature set a \$75 minimum fine for speeding violations in school zones, with an addition of \$41.50 for court costs. This provided an added reason for teens and all drivers to slow down for school children.
- Law enforcement officers from Lewiston Police Department organized a vehicle safety inspection for teen drivers. Partners from Napa Auto Parts, Hall Ford, Tyler-Kelly Chevrolet, Les Schwab, and Perfection Tire joined Lewiston Police Department in the event. The purpose was to provide equipment safety education for teens. The check included tire tread depth and pressure, all lights, turn signals, oil level (and where to add the oil for those who did not know), horn, and fluid check for water, antifreeze and brakes. Thirty vehicles were checked, and time was spent explaining the importance of periodic vehicle checks. Items were given away to the teens by participating companies and other local merchants including; key chains, flashlights, hats, t-shirts and air fresheners. All of those sharing their expertise were excited about participating again next year. For those interested in organizing such an event, Sgt. Ted Piche' reported the half-day he used to make contacts and follow through were time well-spent. About 75 teens not yet licensed stopped by to talk about safety.
- Boise Police Department organized a vehicle safety event at a local high school. Held during Teen Driver Safety Week, police officers talked with teens about what could be potential vehicle hazards. The officers checked teen vehicle headlights, high beams, turn signals, tire tread depth, tail lights, and making sure the license plates were securely fastened. A mechanic from the city's motor pool helped teens with general vehicle safety checks under the hood to check belts and fluid levels. The 15-20 minutes spent on each vehicle included explaining why it is important to periodically check their vehicles. Both the officers and mechanic enjoyed the time talking with teen drivers. The officers suggest making sure items are available to give away to the teens.

- Twenty-two agencies participated in the campaign. \$49,270 in grant funds were reimbursed to participating agencies. Officers specifically focused efforts on enforcing school zone speed limits and seat belt enforcement. Here are other additional benefits to public safety; 4 felons arrested, 8 fugitives apprehended, 69 drivers with suspended licenses were not allowed to continue driving, and 420 uninsured motorists were cited.
- This year, paid media focused on encouraging teens to slow down and wear seat belts. Captain Mark Cowley and Brandon Ibarra from Bingham County were featured in the traffic safety ad.

### **Pedestrian Safety Mobilization**

#### **Pedestrian Safety – Section 402 SPS0901**

Funded Grant Total:      \$15,000              Expended:              \$13,169

Accomplishments include:

A Memorandum of Understanding (MOU) for crosswalk enforcement funded 54 overtime hours for Sandpoint Police officers resulting in a total reimbursement of \$1,768. Between June 18, 2009 and September 17, 2009, 91% of observed vehicles yielded to pedestrians. During this mobilization, 184 vehicles did not yield to pedestrians, and 148 drivers were cited.

Rexburg Police Department participated in a crosswalk enforcement campaign as well. Overtime cost \$4,961 while 172 dedicated regular duty hours funded the purchase of incentive equipment.



## Mobilization Expenditure Summary

FFY 2009

Focus Area	Section 402		Section 410		Section 163		Flex Funds		Total Mobilizations		Focus Area Mobilization Total for Overtime & Equipment
	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equipment	
Impaired Driving Total	\$0	\$78,537	\$265,903	\$5,561	\$0	\$0	\$0	\$0	\$265,903	\$84,098	\$350,001
Youthful Driver Total	\$0	\$16,490			\$31,013		\$0	\$0	\$31,013	\$16,490	\$47,503
Aggressive Driving Total	\$86,765	\$74,423					\$63,512	\$0	\$150,277	\$74,423	\$224,700
Safety Restraint Total	\$0	\$72,687					\$121,928	\$0	\$121,928	\$72,687	\$194,615
Pedestrian Safety Total	\$4,961	\$8,208					\$0	\$0	\$4,961	\$8,208	\$13,169
<b>Total Mobilizations</b>	<b>\$91,726</b>	<b>\$250,345</b>	<b>\$265,903</b>	<b>\$5,561</b>	<b>\$31,013</b>	<b>\$0</b>	<b>\$185,440</b>	<b>\$0</b>	<b>\$574,082</b>	<b>\$255,906</b>	<b>\$829,988</b>

## Mobilization Arrest/Citation Summary for FFY 2009

*Total agency results during the traffic enforcement mobilization periods*

Performance	School Zone	Impaired	Impaired	Seat Belt	Impaired	Aggressive	Seat Belt	Aggressive	Impaired	Motorcycle	Impaired	TOTAL
	Oct 18-26	Nov 21-30	Dec 22 - Jan 3	Feb 12-25	March 8-22	April 10-19	May 18-31	June 12-21	July 1-12	Aug 7-21	Aug 22-Sept 4	Mobilization
DUI Arrests	281	321	385	192	463	169	320	228	419	113	411	3,302
Seat Belt Citations	446	355	277	1,915	561	348	4,362	519	692	204	829	10,508
Youth Seat Belt Citations	47	12	10	158	28	20	139	28	12	3	11	468
Child Safety Seat Citations	27	63	20	66	39	29	103	32	49	8	62	498
Felony Arrests	150	109	148	138	292	108	293	145	172	79	162	1,796
Recovered Stolen Vehicles	9	11	4	3	12	10	12	6	8	6	9	90
Fugitives Apprehended	87	66	118	114	166	119	170	93	202	22	197	1,354
Suspended Licenses	263	264	295	364	595	244	516	291	525	91	497	3,945
Uninsured Motorists	1,183	761	970	1,178	1,616	950	1,992	1,203	1,260	634	1,277	13,024
Speeding Citations	2,959	2,129	1,224	1,988	2,947	2,967	4,089	2,976	3,141	854	3,597	28,871
Youth Speeding Citations	68	23	9	32	62	73	67	51	38	12	47	482
Reckless Driving Citations	56	36	42	43	58	44	162	46	69	42	99	697
Drug Arrests	192	97	182	148	381	117	213	196	154	84	256	2,020
Underage Alcohol Arrests	113	64	76	87	99	73	140	124	121	38	143	1,078
Parent Notifications	92	27	24	50	29	35	38	24	36	1	18	374
											TOTAL	68,507

*Results from officers who received overtime or worked incentive equipment hours during the mobilizations*

Performance	School Zone	Impaired	Impaired	Seat Belt	Impaired	Aggressive	Seat Belt	Aggressive	Impaired	Motorcycle	Impaired	TOTAL
	Oct 18-26	Nov 21-30	Dec 22 - Jan 3	Feb 12-25	March 8-22	April 10-19	May 18-31	June 12-21	July 1-12	Aug 7-21	Aug 22-Sept 4	Mobilization
DUI Arrests	4	164	195	79	237	104	106	124	282	17	129	1,441
Seat Belt Citations	262	99	57	1,929	94	488	3,995	587	496	9	64	8,080
Youth Seat Belt Citations	43	5	5	126	6	16	114	27	13	0	7	362
Child Safety Seat Citations	12	9	3	49	1	24	70	29	28	0	8	233
Felony Arrests	4	17	23	12	37	11	32	13	28	3	27	207
Recovered Stolen Vehicles	1	2	0	0	0	1	16	14	3	0	0	37
Fugitives Apprehended	8	18	32	41	34	32	85	30	47	6	9	342
Suspended Licenses	69	97	71	208	133	168	271	190	231	20	73	1,531
Uninsured Motorists	420	221	248	726	310	581	1,038	817	545	62	190	5,158
Speeding Citations	1,490	201	118	1,516	334	3,236	3,092	3,476	2,247	101	213	16,024
Youth Speeding Citations	62	6	6	18	52	118	66	77	18	0	22	445
Reckless Driving Citations	12	9	13	24	11	39	52	38	32	1	6	237
Drug Arrests	4	11	52	45	66	67	82	55	64	1	31	478
Underage Alcohol Arrests	0	35	41	10	26	13	5	11	29	0	28	198
											TOTAL	34,773



**PROGRAM  
PLANNING  
AND  
ADMINISTRATION**



## **Program Planning and Administration**

The Planning and Administration Grant provided the necessary resources to develop and administer the activities of the FFY 2009 Highway Safety Plan (HSP). These tasks included:

- Analyzing Idaho's highway safety problems, identifying projects to respond to highway safety needs in specific program areas, and setting performance goals and evaluation criteria;
- Developing and organizing the Strategic Highway Safety Plan (SHSP) which will assist in efficiently directing highway safety programs;
- Organizing Idaho Traffic Safety Commission meetings to address the development, review, and approval of Idaho's highway safety program and the Highway Safety Performance Plan, as well as other traffic safety issues;
- Awarding funds to carry out program area projects, with specific goals and objectives written for each grant;
- Providing fiscal controls for budgets, task reimbursement, fund monitoring, and federal and state reporting;
- Maintaining property records, audit reports, and procedural manuals to meet federal requirements;
- Monitoring and oversight of funded projects;
- Conducting legislative activity to support highway safety issues and to assure requirements for federal funding are met; and
- Providing public information on highway safety issues.

Statewide services grants are written to support the management activities of the individual program areas of the HSP. Management activities include project development, monitoring, evaluation, and technical assistance to the projects, as well as overall coordination of the program area.

## **Planned versus Actual Costs**

The table on the following page shows the planned HSP costs, the actual FFY 2009 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 42 percent, whereas, actual expenditures show the benefits to local entities at 49 percent.



### Comparison of FFY 2009 Planned versus Actual Costs

Program Area	Planned Costs*			Actual Costs^			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/ Local	Federal	Local Benefit
Alcohol Traffic Safety	121,141	393,344	192,029	68,141.51	240,011.42	182,867.40	52,999.16	153,332.95	9,161.60
Youth Alcohol Safety	36,967	30,029	15,462	12,681.20	25,502.15	15,462.00	24,285.47	4,526.35	0.00
Emergency Medical Services	28,677	89,974	78,474	27,619.46	82,854.95	74,174.00	1,057.87	7,119.05	4,300.00
Motorcycle Safety	4,167	12,500	-	3,663.66	10,991.68	-	503.01	1508.32	0.00
Occupant Protection	116,833	323,705	192,000	50,755.25	184,217.37	122,505.78	66,078.08	139,487.63	69,494.22
Child Passenger Safety	1,833	85,500	52,304	1,514.51	58,789.27	47,304.03	318.82	26,710.73	5,000.00
Pedestrian/Bicycle Safety	3,100	72,414	29,293	2,744.76	65,911.36	29,293.00	355.24	6,502.64	0.00
Police Traffic Services	221,543	437,952	366,952	172,910.50	307,242.95	242,592.16	48,632.83	130,709.05	124,360.84
Police Traffic Services (Youth)	11,667	321,629	109,500	10,945.95	135,790.34	55,448.11	720.72	185,838.16	54,051.89
Traffic Records	7,167	111,500	-	4,646.18	103,925.88	-	2,520.49	7,574.02	0.00
Community Traffic Safety Project	9,833	360,590	52,000	5,381.16	123,221.99	30,031.63	4,452.17	237,368.01	21,968.37
Roadway Safety	967	52,900	-	39.50	50,087.96	-	927.17	2,812.04	0.00
Paid Advertising	-	526,350	152,500	-	456,917.74	147,133.90	0.00	69,432.26	5,366.10
Planning & Administration	67,461	112,100	-	43,751.10	72,701.13	-	23,710.01	39,398.87	0.00
<b>NHTSA 402 Total</b>	<b>631,355.78</b>	<b>2,930,485.95</b>	<b>1,215,514.03</b>	<b>404,794.74</b>	<b>1,918,166.29</b>	<b>946,812.01</b>	<b>226,561.04</b>	<b>1,012,319.66</b>	<b>293,703.02</b>
Program Benefit to Local			42%			49%			-7.03%
410 Planning & Administration	22,324	37,095	-	3,784.97	6,289.41	-	18,538.69	30,805.78	0.00
410 Alcohol SAFETEA-LU	1,132,462	958,160	225,000	635,916.00	518,808.00	199,944.00	496,546.00	439,352.17	25,056.00
410 Alcohol Paid Advertising SAFETEA-LU	-	350,008	-	-	302,391.78	-	0.00	47,616.22	0.00
408 Data Program	286,415	1,145,651	-	61,038.32	233,214.38	-	225,376.68	912,436.38	0.00
2010 Motorcycle Safety	-	32,811	-	-	984.46	-	0.00	31,826.89	0.00
2010 Motorcycle Safety Paid Advertising	-	80,000	-	-	64,658.36	-	0.00	15,341.64	0.00
1906 Prohibit Racial Profiling	175,181	992,522	-	143,218.00	569,704.00	-	31,963.00	422,818.00	0.00
<b>Total Incentive Programs</b>	<b>1,616,381.66</b>	<b>3,596,247.47</b>	<b>225,000.00</b>	<b>843,957.29</b>	<b>1,696,050.39</b>	<b>199,944.00</b>	<b>772,424.37</b>	<b>1,900,197.08</b>	<b>25,056.00</b>
<b>Grand Total</b>	<b>2,247,737.44</b>	<b>6,526,733.42</b>	<b>1,465,514.03</b>	<b>1,248,752.03</b>	<b>3,614,216.68</b>	<b>1,146,756.01</b>	<b>998,985.41</b>	<b>2,912,516.74</b>	<b>318,758.02</b>

\* Using HCS 20, 22, &36

^ Using Voucher 32



# **ADDENDUM**





# Governors Highway Safety Association 2008 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2001	2002	2003	2004	2005	2006	2007	2008
<b>Fatalities</b>	259	264	293	260	275	267	252	232
<b>Serious Injuries (Defined as: Incapacitating Injury)</b>	1,615	1,750	1,607	1,667	1,812	1,689	1,806	1,503
<b>Fatalities &amp; Serious Injuries Combined</b>	1,874	2,014	1,900	1,927	2,087	1,956	2,058	1,735
<b>Fatality Rate per 100 million AVMT</b>	1.81	1.85	2.03	1.75	1.84	1.75	1.59	1.52
<b>Fatality &amp; Serious Injury Rate per 100 million AVMT</b>	13.11	14.08	13.19	13.00	13.94	12.82	12.99	11.35
<b>Fatality Rate per 100K population</b>	19.61	19.68	21.44	18.66	19.24	18.21	16.81	15.22
<b>Fatality &amp; Serious Injury Rate per 100K population</b>	141.86	150.17	139.06	138.31	146.04	133.38	137.25	113.86
<b>Alcohol Related Fatalities</b>	94	97	115	103	100	110	101	96
<b>Alcohol Related Fatalities as a percentage of All Fatalities (%)</b>	36.3%	36.7%	39.2%	39.6%	36.4%	41.2%	40.1%	41.4%
<b>Alcohol Related Fatality Rate per 100 million AVMT</b>	0.66	0.68	0.80	0.69	0.67	0.72	0.64	0.63
<b>Alcohol Related Fatality Rate per 100K population</b>	7.12	7.23	8.42	7.39	7.00	7.50	6.74	6.30
<b>Percent of Population Using Safety Belts</b>	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restrained*</b>	29.3%	37.4%	37.7%	42.3%	40.0%	38.8%	34.8%	32.9%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Unrestrained*</b>	67.4%	59.8%	59.4%	54.1%	57.3%	56.3%	61.0%	64.0%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restraint Use Unknown*</b>	3.3%	2.8%	2.9%	3.6%	2.7%	4.9%	4.2%	3.1%
 AVMT (millions)	14,299	14,303	14,400	14,825	14,969	15,259	15,837	15,281
Population (thousands)	1,321	1,341	1,366	1,393,262	1,429	1,466	1,499	1,524

\* Includes Use, Non-use and Unknown Use of Child Safety Seats

