



ALASKA HIGHWAY SAFETY OFFICE

2012 Annual Report

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Table of Contents

Executive Summary	1
Chapter 1: Highway Safety in Alaska	2
1.1 Measurable Progress.....	2
1.2 Accomplishments.....	3
1.3 Challenges	3
1.4 Legislative Efforts.....	6
Chapter 2: Performance Data - Alaska, 2003 to 2011.....	7
2.1 Crash Statistics Summary	7
Chapter 3: Program Areas	15
3.1 Impaired Driving Program Overview	15
3.2 Motorcycle Safety Program Overview	16
3.3 Occupant Protection Program Overview	17
3.4 Alaska Traffic Records Coordinating Committee (ATRCC) Program Overview	19
Chapter 4: Alaska Highway Safety Phone Survey - 2012.....	22
Chapter 5: Alaska Observational Surveys of Seat Belt Use - 2012.....	25
Chapter 6: Paid Media Report.....	26
Chapter 7: Training, Technical Assistance, Expertise, and Other Resources	29
Chapter 8: Financial Summary (HS 217).....	30

List of Figures

Figure 1:	Statewide Fatalities.....	8
Figure 2:	Statewide Fatality Rate	8
Figure 3:	Statewide Major Injuries.....	9
Figure 4:	Fatalities Involving Driver or Motorcycle Operator with Greater Than .08 BAC.....	9
Figure 5:	Unrestrained Passenger Vehicle Occupant Fatalities	10
Figure 6:	Speeding-Related Fatalities	10
Figure 7:	Motorcycle Fatalities	11
Figure 8:	Unhelmeted Motorcycle Fatalities.....	11
Figure 9:	Drivers Age 20 or Younger Involved in Fatal Crashes.....	12
Figure 10:	Pedestrian Fatalities	12
Figure 11:	Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	13
Figure 12:	Seatbelt Citations Issued During Grant-Funded Events	13
Figure 13:	DUI Arrests Made During Grant-Funded Events.....	14
Figure 14:	Speeding Citations Issued During Grant-Funded Events	14
Figure 15:	Percentage of Highway Safety Grant Funds by Program Area	30

List of Tables

Table 1:	Fatality Rate Comparison.....	2
Table 2:	Fatalities and Fatality Rates among NHTSA Region 10 States	3
Table 3:	Fatalities and Major Injuries Involving Speeding	4
Table 4:	Current Safety Corridors Performance.....	5
Table 5:	Alaska Traffic Safety Trends	7
Table 6:	Alaska Agencies using TraCS.....	21
Table 7:	FFY 2012 Paid Media – Alaska State Troopers Public Information Office	26
Table 8:	FFY 2012 Paid Media – Market-Wise, the Alaska Injury Prevention Center and Central Peninsula Hospital.....	27
Table 9:	Grant-Funded Equipment Purchased.....	29
Table 10:	Financial Summary.....	30

Executive Summary

The 2012 Annual Evaluation Report of the Alaska Highway Safety Office (AHSO) summarizes efforts that have made an impact on traffic safety issues in the State of Alaska. The AHSO administers federal funds to state, local, and nonprofit organizations who agree to work toward the shared goal of reducing death and serious injuries due to motor vehicle crashes through implementation of programs and projects that address driver behavior and improvements in the traffic records systems.

Successes can be attributed to the combined efforts of the many traffic safety partners throughout the State. Most notable were a decrease in young drivers involved in fatal crashes for the fourth consecutive year and a 53 percent reduction in fatal and major injury crashes on the four designated Safety Corridors. We thank our local, state, and federal partners for their commitment to our mission and are grateful for their support. It should be noted however that the Alaska State Troopers, one of our biggest allies in the fight to reduce fatalities and major injuries, was not funded in Federal Fiscal Year (FFY) 2012 due to lingering issues from a National Highway Traffic Safety Administration (NHTSA) Management Review the previous year.

After three consecutive years of downward trends in several key performance measures, Alaska experienced increases in 2011. Any life lost due to a motor vehicle crash is tragic and we are committed to reversing this increase. Our state's safety partners have adopted the shared goal of *Towards Zero Deaths – Everyone Counts on Alaska's Roadways* through joint implementation of our Strategic Traffic Safety Plan (STSP). The AHSO is a critical partner in this effort and will continue to support the national mobilizations and provide funding and support for effective state and local programs aimed at reducing the unnecessary motor vehicle related fatalities and injuries on our roadways.

Chapter 1: Highway Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the Highway Safety Annual Evaluation Report (AER) containing adequate project and system-specific information to demonstrate measurable progress, using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing federally funded highway safety projects in Alaska. The AHSO is also responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for the National Highway Traffic Safety Administration (NHTSA). The Department of Transportation and Public Facilities (DOT&PF) Transportation Data Services Office is responsible for the Highway Analysis System (HAS) which maintains the databases for all other motor vehicle traffic crash and injury data.

The performance goals and measures included in the AER are from the FFY 2012 Alaska Highway Safety Performance Plan (HSPP). All 2012 data are preliminary only and have not been included in the graphs and tables. Fatality data included in the report are complete through 2011 and major injury data are complete through 2010. Previous years' data have been revised where necessary.

Traffic fatalities in Alaska increased by 28.6 percent from 56 in 2010 to 72 in 2011. The AHSO is committed to reversing the increasing trend and implementing safety projects to bring down the number of fatalities and major injuries.

Table 1 compares the fatality rates¹ between Alaska and the United States (U.S.) from 2004 through 2010 and Table 2 compares fatalities and fatality rates among National Highway Traffic Safety Administration (NHTSA) - Region 10 states in 2010.

Table 1: Fatality Rate Comparison
U.S. versus Alaska (2004-2010)

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2004	1.44	2.02
2005	1.46	1.45
2006	1.42	1.49
2007	1.36	1.59
2008	1.26	1.27
2009	1.13	1.30
2010	1.11	1.17

Source: Alaska AHSO and FARS, 2012.

¹ Fatality rate is defined by number of fatalities per 100 Million Vehicle Miles Traveled (MVMT).

**Table 2: Fatalities and Fatality Rates among NHTSA Region 10 States
2010**

State	Fatalities	Fatality Rate (per 100 MVMT)
Alaska	56	1.17
Idaho	209	1.32
Oregon	317	0.94
Montana	189	1.69
Washington	458	0.80

Source: Alaska Highway Safety Office and FARS, 2012.

1.2 Accomplishments

1. Young drivers (age 20 years or less) involved in fatal traffic crashes in Alaska dropped from 17 in 2008 to 4 in 2011.
2. Speeding-related traffic fatalities continued to decline from 27 in 2008 to 25 in 2011 (7.4 percent).
3. Fatal and major injury crashes on the four designated Safety Corridors declined by 53 percent overall.²

1.3 Challenges

The AHSO identified four challenge areas in the FFY 2012 HSPP. These programs areas included:

- **Impaired Driving** – Percentage of statewide traffic fatalities related to alcohol impaired driving have decreased 34.3 percent in 2009 to 28.6 percent in 2010. Among the 64 traffic crash fatalities in 2009, 22 of them involved impaired drivers. In 2010 there were 56 traffic crash fatalities, of which 16 involved at least one impaired driver.
 - In 2010, alcohol was involved in 766 traffic crashes on Alaska’s roads, accounting for 6.1 percent of the total reported traffic crashes for 2010. Alcohol involved crashes resulted in 21 fatalities and injured 499 people.
- **Occupant Protection** – Percentage of statewide traffic fatalities which were unrestrained increased from 21.1 percent in 2009 to 25.0 percent in 2010.
- **Speeding (Aggressive) Driving** – Percentage of statewide traffic fatalities which resulted from speeding-related crashes increased 45.3 percent in 2009 to 46.4 percent in 2010. Table 3 shows the number of speeding fatalities and major injuries. It also indicates shows the speeding performance measures as a percent of statewide fatalities and major injuries.

² Central Region Traffic Safety Office.

- Safety Corridors** – Fatal and major injury crashes are a serious problem in Alaska’s designated Safety Corridors. A corridor is a segment of a state highway that has been identified as having a higher than average incidence of fatal and major injury crashes. The DOT&PF and Department of Public Safety (DPS) are tasked by law with the responsibility of reducing these crashes and their Commissioners have agreed to provide funding for effective education, enforcement, engineers, and support emergency response agencies to four designated corridors. Currently the Seward (May 2006), the Parks (October 2007), the Knik/Goose Bay Road, and the Sterling Highway (both in July 2009) are the four designated Safety Corridors in Alaska. It is recognized that these roads are at, or near, traffic volume capacity. Long-term, major road projects are needed to address traffic volume growth. In the immediate term, cost-effective solutions will be pursued to reduce severe crashes.

Table 3: Fatalities and Major Injuries Involving Speeding
2005-2011

	2005	2006	2007	2008	2009	2010	2011
Speeding Fatalities	28	30	34	27	29	26	25
Speeding Major Injuries	157	114	85	95	69		
Speeding Fatalities as a Percent of All Fatalities	38%	41%	41%	41%	44%	46%	35%
Speeding Major Injuries as a Percent of All Major Injuries	27%	26%	20%	24%	18%		

Source: Fatal data are from the Fatality Analysis Reporting System (FARS) National Highway Traffic Safety Administration, U.S. Department of Transportation. Major Injury data are from the Highway Analysis System (HAS), Department of Transportation and Public Facilities, State of Alaska.

The Safety Corridor – 2012 Annual Review Results

Staff from DOT&PF Traffic Safety Section, DPS Alaska State Troopers Bureau of Highway Patrol BHP and the AHSO reviewed the status of Safety Corridors in November 2012. The audit’s purpose was to review Safety Corridor crashes and ongoing efforts to reduce fatal and major injury crashes.

Results:

- Serious crashes³ are down by 53 percent overall.
- Fatal crashes on the Seward Highway have dropped in 2010-2012 but continue to occur.
- Major injury crashes are down significantly based on Dispatch information available.
- Many factors affect the severity of a crash, including roadway geometrics and roadway conditions, seatbelt use, vehicle type, impairment, fatigue, aggressive driving, and emergency response abilities.
- Decommissioning of Safety Corridors is planned for the future as roadway projects are completed.

³ Serious injury crashes are defined as fatal plus major injury crashes.

Recommendations:

- Crashes may increase without shared funding and frequent coordination. Agency staff will pursue the plan for projects, media, and enforcement. No public and legislative meetings were held during the 2012 audit. New suggestions and ideas are added to the Safety Corridors Audit for ongoing tracking and investigation.

The information in Table 4 was presented with the 2012 Annual Review Results report. The table provides detailed information on each corridor, the number of fatal, major injury, and serious injury crashes per year and per 100 MVMT before and after the roadway was designated a Safety Corridor.

Table 4: Current Safety Corridors Performance

SEWARD HIGHWAY Mile Post 87-117	Designated 5/26/06 Extended 10/30/07		3.0 Mi S of Girdwood to Potter Rifle Range		L=30.6 mi
	BEFORE (1/1/96-5/26/06)		AFTER		OVERALL^a
	Crashes Per Year	Crashes Per 100 MVMT ^a	Crashes Per Year	Crashes Per 100 MVMT	
Fatal Crashes (F)	2.0	2.1	2.3 (+13%)	2.3 (+7%)	
Major Injury Crashes (MI)	7.0	7.3	3.5 (-50%)	3.5 (-53%)	
Serious Crashes (F+MI)	9.0	9.5	5.8 (-36%)	5.7 (-40%)	-38%
PARKS HIGHWAY Mile Post 44.5-53	Designated 10/16/06		Church Road, Wasilla to LaRae Road, Houston		L=8.5 mi
	BEFORE (1/1/96-10/16/06)		AFTER		OVERALL^a
	Crashes Per Year	Crashes Per 100 MVMT	Crashes Per Year	Crashes Per 100 MVMT	
Fatal Crashes (F)	1.5	3.6	1.1 (-24%)	2.4 (-35%)	
Major Injury Crashes (MI)	4.7	11.5	1.9 (-59%)	4.1 (-65%)	
Serious Crashes (F+MI)	6.2	15.2	3.0 (-51%)	6.4 (-58%)	-54%
KNIK-GOOSE BAY ROAD Mile Post 0.6-17.2	Designated 7/1/09		Palmer-Wasilla Highway to Point MacKenzie Road		L=16.4 mi
	BEFORE (1999-2008)		AFTER		OVERALL^a
	Crashes Per Year	Crashes Per 100 MVMT	Crashes Per Year	Crashes Per 100 MVMT	
Fatal Crashes (F)	1.2	3.4	0.3 (-77%)	0.6 (-82%)	
Major Injury Crashes (MI)	3.9	10.8	1.1 (-71%)	2.5 (-77%)	
Serious Crashes (F+MI)	5.1	14.2	1.4 (-72%)	3.1 (-78%)	-75%

Table 4: Current Safety Corridors Performance (continued)

STERLING HIGHWAY Mile Post 83-93	Designated 7/01/09		Sterling to Soldotna		L=9.8 mi
	BEFORE (1999-2008)		AFTER		OVERALL ^a
	Crashes Per Year	Crashes Per 100 MVMT	Crashes Per Year	Crashes Per 100 MVMT	
Fatal Crashes (F)	1.0	3.0	0.6 (-40%)	1.7 (-42%)	
Major Injury Crashes (MI)	1.9	5.9	0.6 (-70%)	1.7 (-71%)	
Serious Crashes (F+MI)	2.9	8.9	1.2 (-60%)	3.4 (-61%)	-61%
WEIGHTED TOTAL = 53%					

^a This rate helps compare all roads equally.

Source: Alaska Highway Safety Office and FARS, 2012.

Note: Interpret results with caution. One-year results are too short to be sustained, and three-year results are limited. Five or more years are desirable to for a trend to be sustained. Figures are rounded to the tenths place.

1.4 Legislative Efforts

During the legislative session in FFY 2012, House Bill (HB) 255 sponsored by Representative Les Gara was passed in April 2012 and signed by the Governor Sean Parnell in May 2012. The bill prohibits the driver of a motor vehicle from reading or typing a text message or other non voice message or communication on a cellular telephone, computer or personal data assistant while driving a motor vehicle.

A related bill, HB 128, which would prohibit the use of a cell phone while driving a motor vehicle by a person under the age of 18, was introduced in the House Transportation Committee. HB 128 was later moved to the House Judicial Committee but did not pass and will have to be reintroduced in the 2013 legislative session.

Chapter 2: Performance Data – Alaska, 2003 to 2011

2.1 Crash Statistics Summary

In Alaska, fatalities resulting from motor vehicle crashes increased by 28.6 percent from 56 in 2010 to 72 in 2011. Details on Alaska’s highway safety trends between 2003 and 2011 are provided in Table 5. Figures 1 through 14 illustrate select performance measures shown in Table 5. Year 2008 is considered as the baseline for all performance measures illustrated in the tables and figures of this section.

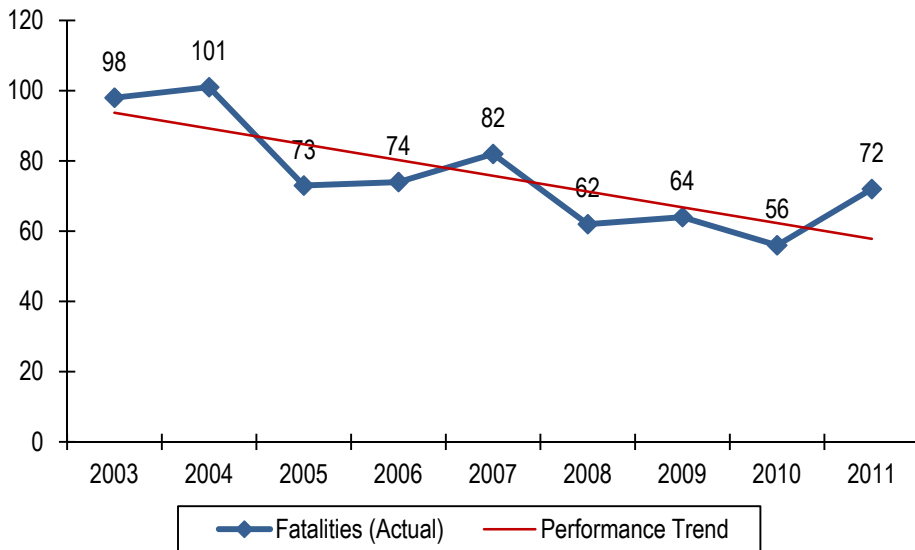
**Table 5: Alaska Traffic Safety Trends
2003 to 2012**

Crash Data/Trends	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities (Actual)	98	101	73	74	82	62	64	56	72	
Fatality Rate (per 100 MVMT)	2.0	2.0	1.5	1.5	1.6	1.3	1.3	1.2	1.6	
Number of Major Injuries	655	584	580	437	433	391	452	488		
Number of Fatalities Involving Driver or Motorcycle Operator with Greater Than .08 BAC	29	27	29	19	25	21	20	15	21	
Number of Unrestrained Passenger Vehicle Occupant Fatalities	30	34	22	17	28	23	12	12	20	
Number of Speeding-Related Fatalities	41	38	28	30	34	27	29	26	25	
Number of Motorcyclist Fatalities	12	8	4	9	6	8	7	9	10	
Number of Unhelmeted Motorcyclist Fatalities	6	5	1	2	1	2	2	6	1	
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	21	17	13	17	21	17	10	7	4	
Number of Pedestrian Fatalities	9	10	7	9	13	3	10	6	9	
Percentage of Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants	79%	77%	78%	83%	82%	85%	86%	87%	89%	88%
Number of Seatbelt Citations Issued During Grant-Funded Events							4,100	1,726	1,526	547
Number of DUI Arrests Made During Grant-Funded Events							1,896	1,474	1,330	783
Number of Speeding Citations Issued During Grant-Funded Events							3,376	1,985	2,067	1,089

Source: Alaska Highway Safety Office and FARS, 2012.

Figure 1: Statewide Fatalities

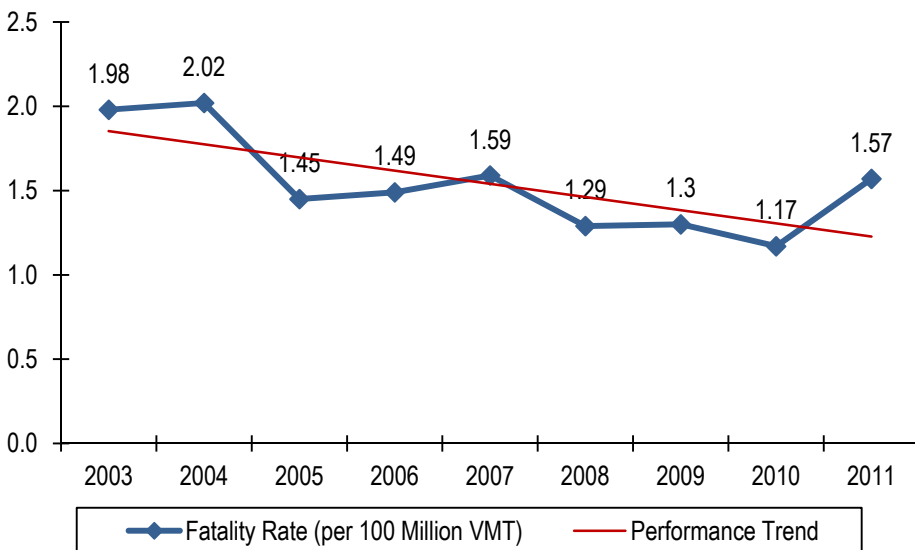
Observed a 28.6 percent increase between 2010 and 2011



Source: Alaska Highway Safety Office, 2012.

Figure 2: Statewide Fatality Rate

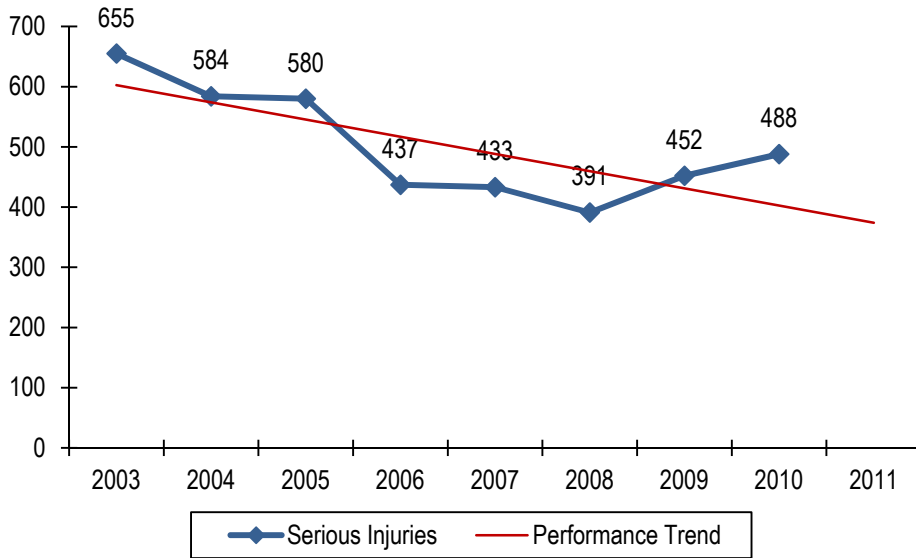
Observed a 34.2 percent increase between 2010 and 2011



Source: Alaska Highway Safety Office, 2012.

Figure 3: Statewide Major Injuries

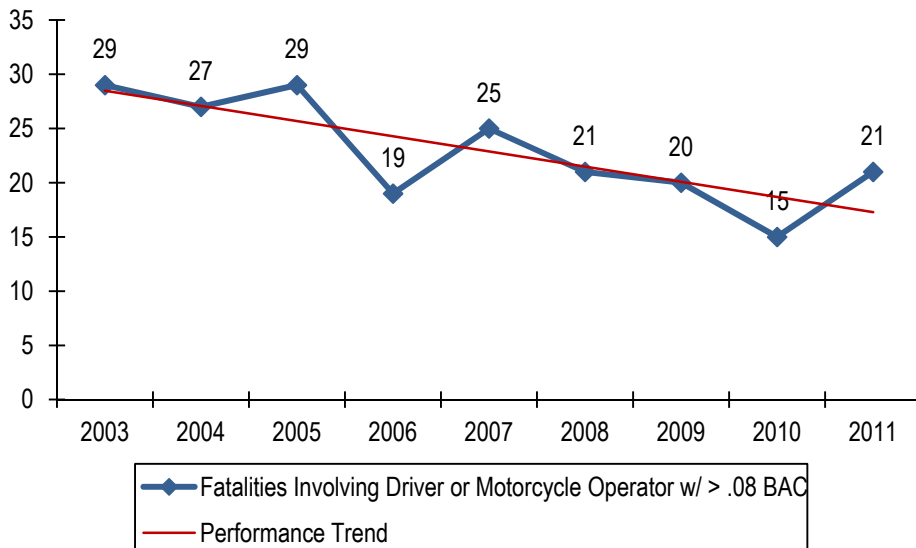
Observed an 8.0 percent increase between 2009 and 2010



Source: Alaska Highway Safety Office, 2012.

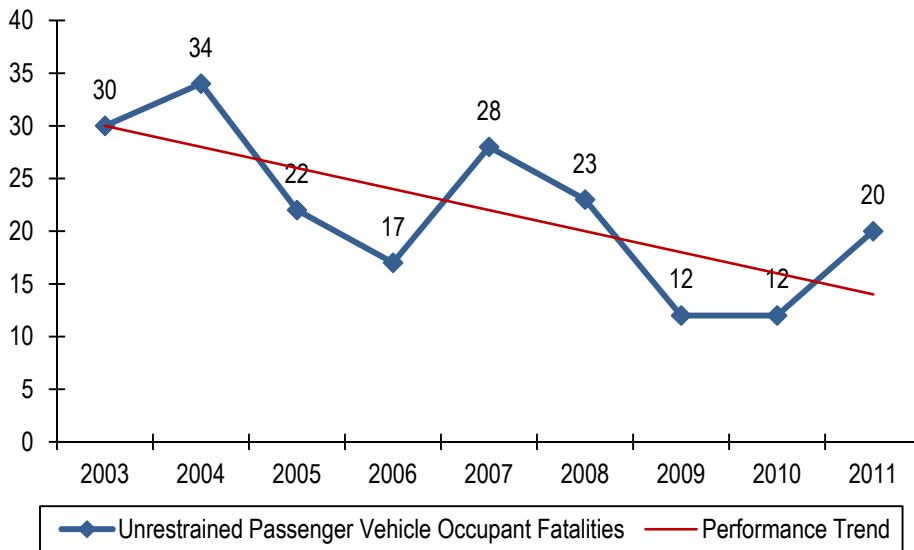
Figure 4: Fatalities Involving Driver or Motorcycle Operator with Greater Than .08 BAC

Observed a 40.0 percent increase between 2010 and 2011



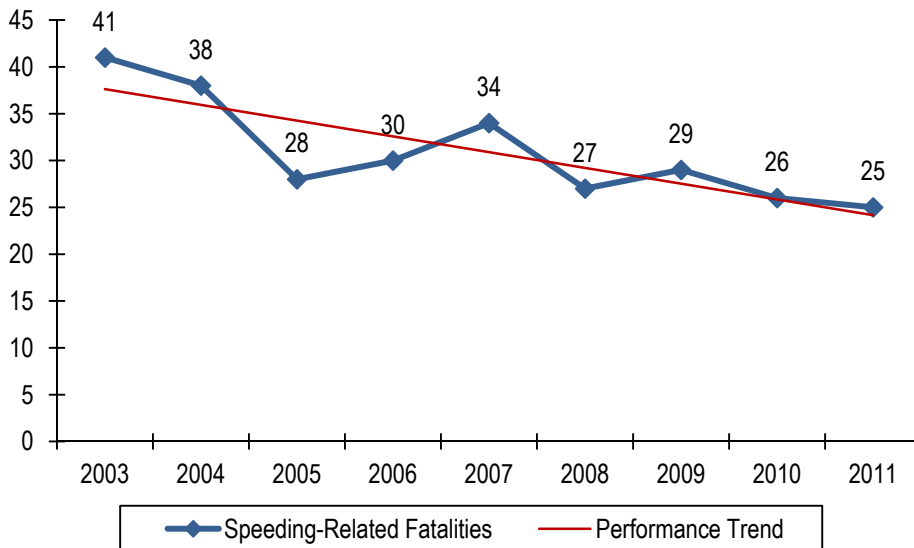
Source: Alaska Highway Safety Office, 2012.

Figure 5: Unrestrained Passenger Vehicle Occupant Fatalities
Observed a 66.7 percent increase between 2010 and 2011



Source: Alaska Highway Safety Office, 2012.

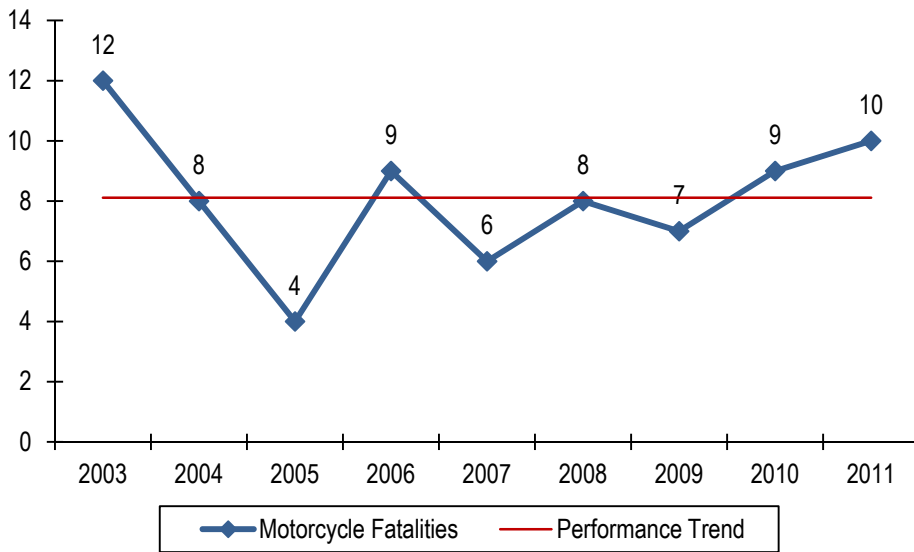
Figure 6: Speeding-Related Fatalities
Achieved a 3.8 percent decrease between 2010 and 2011



Source: Alaska Highway Safety Office, 2012.

Figure 7: Motorcycle Fatalities

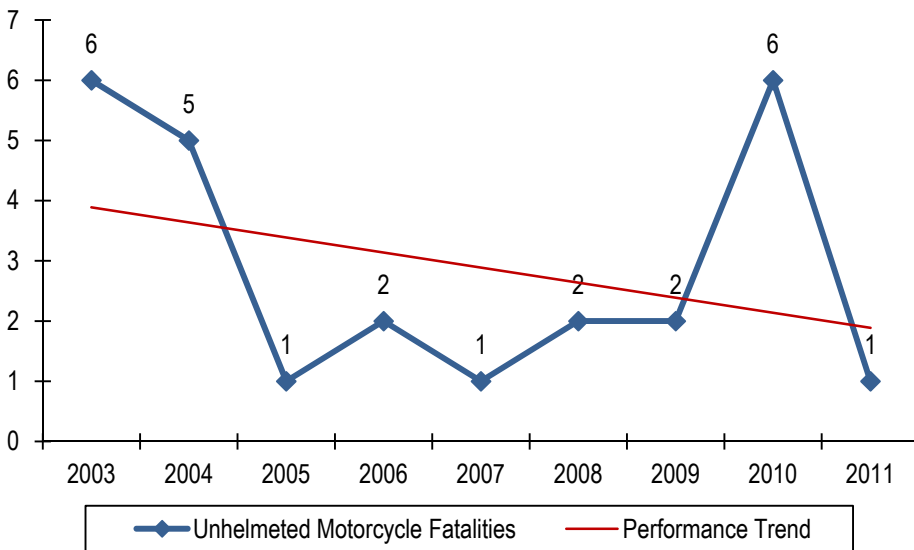
Observed an 11.1 percent increase between 2010 and 2011



Source: Alaska Highway Safety Office, 2012.

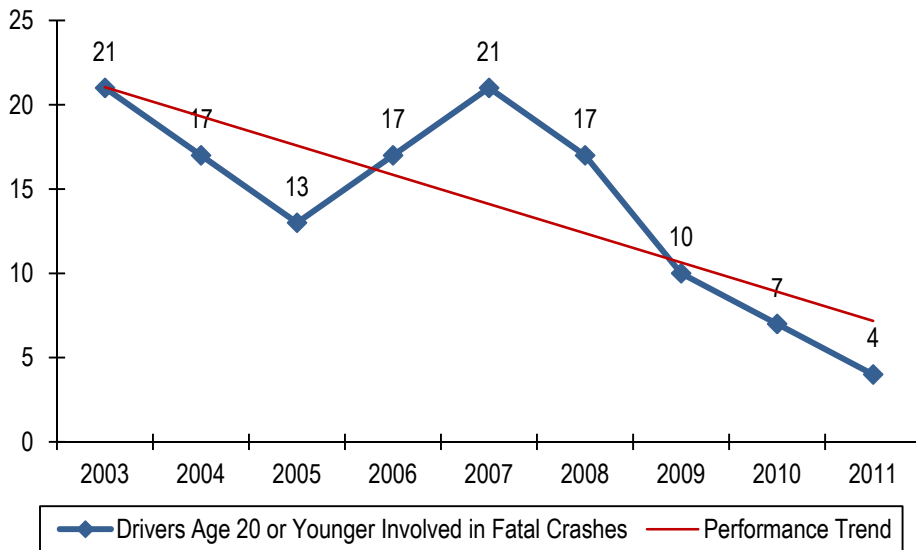
Figure 8: Unhelmeted Motorcycle Fatalities

Achieved an 83.3 percent decrease between 2010 and 2011



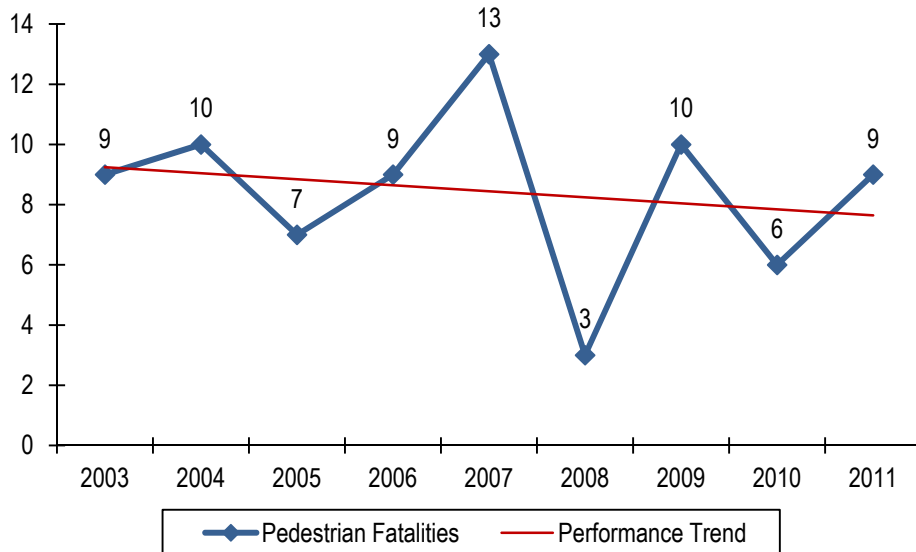
Source: Alaska Highway Safety Office, 2012.

Figure 9: Drivers Age 20 or Younger Involved in Fatal Crashes
 Achieved a 42.9 percent decrease between 2010 and 2011



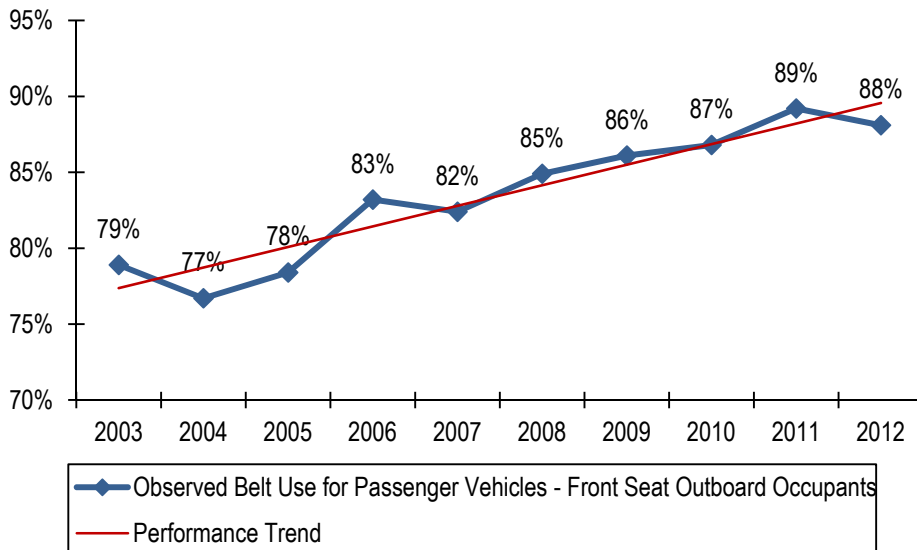
Source: Alaska Highway Safety Office, 2012.

Figure 10: Pedestrian Fatalities
 Observed a 50.0 percent increase between 2010 and 2011



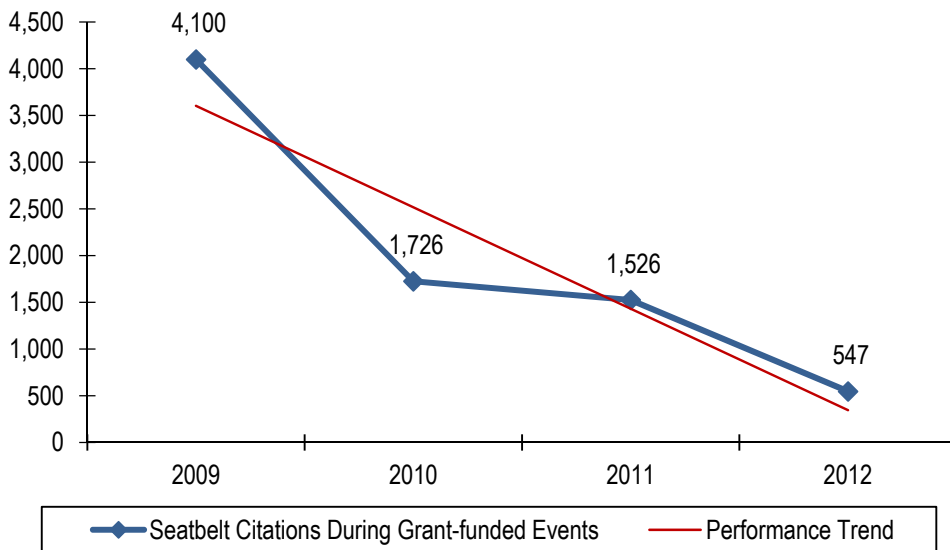
Source: Alaska Highway Safety Office, 2012.

Figure 11: Observed Belt Use for Passenger Vehicles – Front Seat Outboard Occupants
Observed an 1.1 percentage point decrease between 2011 and 2012



Source: Alaska Highway Safety Office, 2012.

Figure 12: Seatbelt Citations Issued During Grant-Funded Events
*Number of Citations decreased by 64.2 percent between 2011 and 2012**

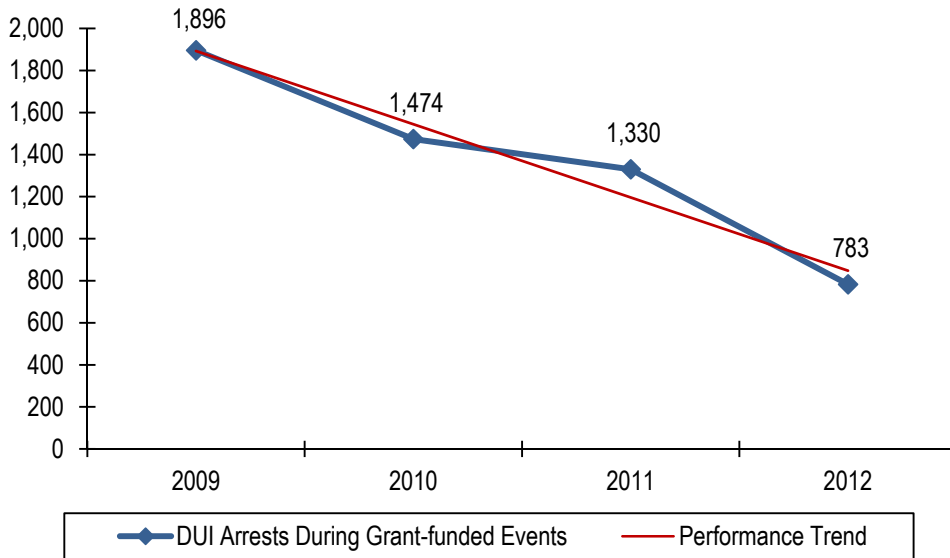


Source: Alaska Highway Safety Office, 2012.

* The Alaska State Troopers did not receive grant funding in FFY 2012.

Figure 13: DUI Arrests Made During Grant-Funded Events

*Number of Arrests decreased by 41.1 percent between 2011 and 2012**

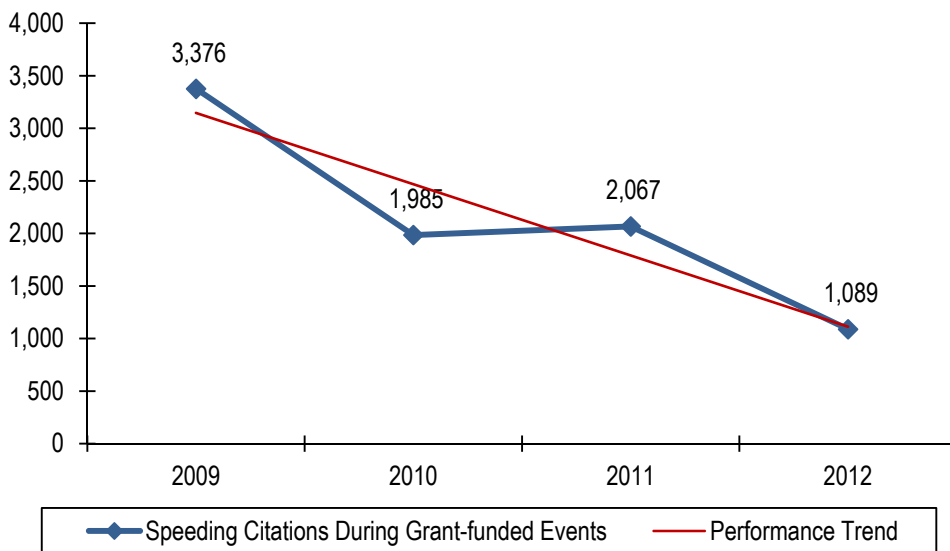


Source: Alaska Highway Safety Office, 2012.

* The Alaska State Troopers did not receive grant funding in FFY 2012.

Figure 14: Speeding Citations Issued During Grant-Funded Events

Number of Citations decreased by 47.3 percent between 2011 and 2012



Source: Alaska Highway Safety Office, 2012.

Chapter 3: Program Areas

3.1 Impaired Driving Program Overview

Goals

- Decrease fatalities at .08 or above from 21 in 2008 to 15 by 2012.
- Increase impaired driving arrests during grant-funded events by 10 percent annually from 1,896 in 2009 to 2,524 in 2012.

Impediments to Achievements

- Reduced Federal funding and increased restrictions.

Alaska Strategic Traffic Enforcement Partnership (ASTEP)

In 2012, the ASTEP consisted of nine police agencies and the DPS, and resulted in 9,125 DUI contacts statewide. DUI enforcement and education played an effective role in the reduction of alcohol-related fatalities and injuries

The sharing of data between state and local traffic engineers, law enforcement agencies and AHSO make it possible to determine when, where and how to enforce Alaska's traffic laws for the best results. Law enforcement agencies also continue to participate in the multijurisdictional operations.

Statewide Drug Recognition Experts (DRE)

The DRE program provides training and recruitment of DREs. The role of the DRE is to assist in the identification and prosecution of those individuals who are driving impaired under the influence of drugs, or a combination of alcohol and drugs. When a person fails the Standard Field Sobriety Test (SFST), but they do not have any apparent signs of alcohol intoxication a DRE is called to administer a series of advanced tests which help to further categorize the type of impairment. DREs are also trained to be able to eliminate some medical conditions that could otherwise be mistaken for drug impairment. Alaska currently has 26 active DREs.

Law Enforcement Liaisons (LELs)

The AHSO and NHTSA's Pacific Northwest Office work with the Juneau, Fairbanks, Wasilla, and Kenai Police Departments to foster Alaska's LEL program. Trained LEL Officers serve as a bridge of communication between the AHSO and the state and local law enforcement agencies to develop and improve implementation of statewide initiatives focusing on traffic safety, education and law enforcement.

Purpose of the LEL program:

- Enable constant communication between the AHSO and the law enforcement community.
- Communicate the traffic safety priorities of Alaska.

- Promote traffic law enforcement of DUI and seatbelt laws, aggressive driving and child passenger safety.
- Help identify traffic law enforcement tactics and communicate the best practices to law enforcement agencies.

Therapeutic Court Programs (Alaska Wellness Court)

Alaska's Therapeutic Courts operate in Anchorage, Fairbanks, Juneau, and Ketchikan. These programs are designed to reduce the recidivism rate of DUI's and other alcohol-related misdemeanors and felonies through a diversion process. Repeat offenders addicted to alcohol benefit from a combination of incentives, sanctions, treatment and long-term monitoring. The 18-month programs focus on people charged with multiple DUI offenses and the most dangerous DUI offenders. Under the court model, a single judge works closely with a team consisting of prosecutors, the public defender, defense lawyers, case coordinator, corrections officers and treatment providers.

Traffic Safety Resource Prosecutor Program

The Alaska Department of Law and Municipality of Anchorage Traffic Safety Resource Prosecutors improve the successful adjudication of impaired driving-related offenses and violations by providing education and support to law enforcement and prosecutors as well as public outreach to nonprofit and private businesses and schools.

Dept of Public Safety Alaska Scientific Crime Detection Laboratory – Toxicology Services

Alaska's law enforcement agencies collect the blood evidence from traffic-related drug impaired driving offenses and submit the evidence to the Alaska Crime Laboratory. It is then repackaged and sent to the Washington Laboratory for forensic drug toxicology analysis. When requested, expert testimony service for criminal prosecution is provided by toxicologists from the Washington Laboratory. Three hundred eighty-two samples were sent to the Washington Laboratory for forensic drug toxicology analysis during FFY 2012.

3.2 Motorcycle Safety Program Overview

Goals

- Maintain motorcyclist fatalities from eight in 2008 to eight in 2012.
- Maintain unhelmeted motorcycle fatalities at two by 2012.

Achievements

- Unhelmeted motorcycle fatalities reduced to one in 2011.

Alaska Motorcycle Safety Advisory Committee

The Alaska Motorcycle Safety Advisory Committee (AMSAC) was established by the DOT&PF Commissioner as means to use knowledge and experienced individuals in the issues of motorcycle safety and roadway operations. AMSAC advises the AHSO and the DOT&PF on rider education and training, impaired motorcycle driver enforcement, motorist awareness of safety. Funds are used by AMSAC members outside of Anchorage to attend committee meetings and to allow members to attend the International Rider Education Training System Conference and the National Association of State Motorcycle Safety Administrators Conference. Alaska Motorcycle Safety Foundation (MSF), Alaska Bikers Advocating Training and Education (ABATE), Motorcycle Dealers Association, the Department of Motor Vehicles (DMV), the AHSO, and state and local law enforcement agencies are all part of the AMSAC.

3.3 Occupant Protection Program Overview

Goals

- Decrease unrestrained fatalities from 23 in 2008 to 12 by 2012.
- Increase in observed belt use from 84.9 percent in 2008 to 87.6 percent in 2012.
- Increase seat belt citations during grant-funded events by 10 percent annually from 4,100 in 2009 to 5,457 in 2012.

Impediments to Achievements

- Reduced Federal funding and increased restrictions.

Alaska Injury Prevention Center (AIPC) Safe Community Project

AIPC's Safe Community Project promotes the proper use of Child Passenger Restraints and Seatbelts using media and education. The AIPC addresses Teen Driving, Impaired driving, Distracted Driving, Safe Bike and Pedestrian Behaviors. The AIPC also conducted the National Occupant Protection Survey (NOPUS) and uses national recognized standards to conduct observational surveys of seatbelt use in the State of Alaska. AIPC has made progress or met each of its goals in FFY 2012. Highlights include:

- Completed The Alaska Highway Safety Phone Survey.⁴
- Completed the Annual NOPUS survey.
- Partnered with Anchorage School District to produce Raise Your Voice, a program to change the perceived norm that it is okay for teens to drink alcohol. A hundred youth participated this year.
- Provided reflective material and clothing to 500 pedestrians.

⁴ Details in Chapter 4.

- Designed a multipronged evaluation methodology for Headlight Use Media Campaign.
- Conducted car seat checks for 130 people.

Central Peninsula Hospital (CPH) Safe Kids Coalition and Safe Kids Coalition Media

The CPH increased awareness of child passenger safety (CPS) to the community through educational events in schools, community safety events and childbirth classes. Print, radio and Internet were used to reach a wide range of community members. The CPH also provided ongoing training to Child Passenger Safety (CPS) technicians for the Kenai Peninsula. The CPH made progress or met each of its grant-funded goals in FFY 2012.

Southeast Alaska Regional Health Consortium (SEARHC) Southeast Alaska Passenger Safety Program

The SEARHC seeks to improve passenger safety through education, marketing, technician training, technical assistance, car seat distribution and evaluation in communities served by SEARHC. The SEARHC provides staff to coordinate and implement program activities. Funds were used to purchase child passenger safety devices, educational equipment, provide training and services throughout the region. The distribution program targets low-income families. Highlights for the year include:

- One hundred thirty-eight car seats distributed to low-income families.
- Certification of one CPS instructor.

Providence Health and Services – Alaska Safe Kids Alaska Buckle-Up (Safe Kids)

Safe Kids endeavors to decrease childhood fatality and injury caused by the misuse of child restraint systems. Safe Kids provides training for CPS technicians and works to reach low-income and rural or remote communities. Safe Kids administered and maintains the CPS web site (www.carseatsak.org). Safe Kids made progress or met all of its goals for FFY 2012.

Mat-Su Services for Children and Adults (MSSCA) Child Passenger Safety Program

MSSCA serves one of Alaska's fastest growing populations. MSSCA provided community car seat checks and individual car seat checks by appointment. MSSCA partnered with Mat-Su regional Center (MSRMC) to provide car seat information and hands on training to parents delivering at the MSRMC birthing center. MSSCA was able to meet most of their goal for FFY 2012. Highlights of the year include:

- Completed 413 car seat inspections.
- Reached over 1,182 Children and 1,519 parents/caregivers.

Fairbanks Memorial Hospital (FMH) Safe Rider Program

FMH's Safe Rider Program focuses on occupant protection (seatbelt) and child passenger safety (CPS). FMH provides outreach to low-income families and low-use populations in the North Star Borough and surrounding communities (Healy, Delta Junction, and Valdez). FMH has a permanent CPS fitting station. Community and individual home fittings are possible with the use of a mobile car seat check van. FMH met or made progress in all of its goals for FFY 2012.

Department of Health and Social Services (DHSS)

To disseminate child passenger restraint information, the DHSS collaborated with Alaska Native Health Consortium, the Trauma Program, the Alaska Trauma Registry, and Safe Routes to School. DHSS developed a relationship with the Mexican consulate in Anchorage this year. DHSS met or made progress in each of its goals and objectives in FFY 2012.

3.4 Alaska Traffic Records Coordinating Committee (ATRCC) Program Overview

With guidelines from NHTSA and eligible Federal funding, The ATRCC was created to bring people together who are interested in reducing traffic fatalities and injuries by improving the timeliness, accuracy and consistency of traffic crash data. The ATRCC meets at least once each month to discuss ongoing and upcoming projects.

Mission: The mission of the ATRCC is to facilitate the integration and exchange of traffic records data between Federal, state, and local traffic-related agencies and organizations in an effort to reduce fatalities, crashes, and injuries.

Objective: The objective of the ATRCC is to provide strong leadership and coordinate resources to address the timeliness, completeness, reliability, interoperability, accessibility, and utility of traffic records data.

Goals: The ATRCC is committed to providing direction and coordination support towards the following goals:

- To improve the timeliness, accuracy, completeness, consistency, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs.
- To assist in the development of tools and procedures for comprehensive collection, maintenance, and dissemination of traffic safety data.
- To assist with the implementation of traffic safety improvement projects.

Membership: Voting member agencies include: Alaska Highway Safety Office, DOT&PF, DMV, Department of Administration (DOA), Alaska Court System, Measurement Standards and Commercial Vehicle Enforcement (MSCVE - a division of DOT&PF), AIPC, Anchorage Police Department (PD), DHSS, and University of Alaska. Nonvoting members include FHWA and NHTSA.

Traffic and Criminal Software (TraCS)

TraCS is application software that combines with laptop computers, one or more personal computers (PCs) in a central office, and data communications to provide officers with all of the functionality necessary to record and retrieve incident information wherever and whenever an incident occurs. Officers respond to many traffic incidents every day, and each incident requires paperwork and other administrative duties which detract from valuable patrol time. The TraCS software was developed in response to the need for a well-designed information management tool for field officers to simplify the data collection process and ease the administrative burden on Officers.

Alaska is one of over 20 other states, two provinces and the U.S. Virgin Islands who hold a TraCS license.

TraCS increases traffic safety by:

- Significantly decreasing the amount of time it takes an officer to write a traffic ticket or collect collision report information. The less time officers and motorists spend parked along busy roads, the less chance of collision, injury, or traffic disruption.
- Greatly improving the accuracy of police-collected collision and ticket data.
- Reducing the time officers spend on paperwork, thus increasing their availability for patrol.
- Reducing duplicate data entry by police, DMV and the Courts; saving time and minimizing errors.
- Accelerating the flow of collision and ticket data to traffic safety managers, allowing agencies to deploy their limited resources to high-risk collision areas based on the most current and accurate data.
- Ticket and collision form information can be scanned directly in the TraCS system from the bar code on drivers' licenses and vehicle registrations.
- A diagram tool allows officers to create clear, accurate depictions of collision scenes. Templates of problematic intersections or roadways can be saved for repeated use.
- Disposition data will flow electronically from the police agency to the Courts, DMV, and DOT&PF.

Alaska TraCS Steering Committee

The TraCS Steering Committee was formed to oversee TraCS implementation in Alaska. This committee includes agency personnel from Alaska DOT&PF, Alaska Court System, DMV, DPS, DHSS, the Alaska Railroad Corporation Police, the Soldotna PD, and the Anchorage PD. The Alaska agencies using TraCS are identified in Table 6.

Table 6: Alaska Agencies using TraCS

Agency Name	Agency Name (continued)	Agency Name (continued)
Anchorage Airport Police	Soldotna Police Department	Fairbanks AST
Bethel Police Department	Univ. of Alaska Fairbanks Police Department	Cantwell AST
Fairbanks Airport Police	Whittier Police Department	Tok AST
Haines Police Department	Wasilla Police Department	Fairbanks ABHP
Homer Police Department	Crown Point AST	Palmer ABHP
Kenai Police Department	Delta Junction AST	Soldotna ABHP
Kodiak Police Department	Glennallen AST	DOT&PF, Measurement Standards and Commercial Vehicle Enforcement
Nome Police Department	Haines AST	Alaska Railroad Police Department
North Slope Borough DPS	Nome AST	Juneau Police Department.
Palmer Police Department	Palmer AST	Ketchikan Police Department ^a
Seward Police Department	Talkeetna AST	Klawock Police Department ^a

^a Agencies not yet trained.

Source: Alaska Highway Safety Office, 2012.

Chapter 4: Alaska Highway Safety Phone Survey – 2012

The AIPC designed and implemented a phone survey, in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions in the five-minute phone survey. The questions addressed driver attitudes, awareness of highway safety enforcement and communication activities and self-reported driving behavior. The questions addressed the following topics: safety efforts, seatbelt use, drinking and driving, headlight use, cell phone usage.

The interviews were conducted in August 2012 and averaged five minutes in length. The random sample of 400 (n = 400) was drawn from drivers in the Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau area. The respondents were screened to ensure they were all drivers, and the ratio of men to women and of age-group levels was kept in proportion to state population figures. The sample is similar to that taken in 2010 and 2011.

Highlights

- In 2012, 31 percent respondents drove fewer than 50 miles per week, compared to about a quarter in 2010 and 28 percent in 2011.
- The percentage of respondents who drive a car, as opposed to a larger vehicle, is lower in 2012 (42.3 percent) than in 2011 (43 percent).
- Drivers in the Matanuska Susitna area drive the most miles per week. Males drive more miles than women, and women are more likely to drive a smaller vehicle.

Awareness on Safety Efforts

- Most people (77 percent) had heard of safety corridors, which are up from 69 percent in 2011. Among those who have heard of the safety corridors, there is a perception that safety has improved.
- Twenty-nine percent believe that safety has improved in corridors.
- Drivers in the Matanuska Susitna are the most knowledgeable about safety corridors.
- Drivers 25-34 have the greatest perception that safety has improved in the safety corridors.

Other Safety Findings

- The greatest motivator to drive safely is fear or hurting oneself, or hurting someone else.
- Rumble strips, seeing trooper and signs showing how fast a person is driving were the next most important motivators.
- Message boards are twice as likely to motivate drivers 45 and older than younger drivers.

Seatbelt Usage

- Twenty-seven percent of people said it was very likely or almost certain that a person would get a ticket for not wearing a seatbelt.
- Women believe the risk of an unbelted injury is higher than men, and are more likely to wear seatbelts.

Drinking and Driving

- Being arrested for driving after drinking is considered at least very likely by 55 percent of drivers surveyed in 2012, an increase from 30 percent in 2011 and 44 percent in 2010.
- The perception of how the courts treat drunk driving has decreased to 62 percent in 2012, who believe the courts are somewhat very tough, compared to 69 percent in 2011 and 70 percent in 2010.
- In 2012, there was a 14 percent decrease from 2011 and 2010, with the percent of people (58 percent) who said they had read, seen or heard something about drunk-driving in Alaska within the last 60 days.
- Similar to last year, only 18 percent admit to having a drink within two hours of driving in the last 60 days, compared to 27 percent in 2010.
- As in the past two years, 70 percent of surveyed Alaskans think underage drinking is a serious problem in Alaska.

Speeding

- Eighty-one percent of the drivers admitted to driving faster than 35 mph in a 30 mph speed zone at least occasionally, a small increase from 79 percent in 2010.
- Two-thirds (66 percent) said they occasionally drive faster than 70 mph in a 65 mph speed zone, a 14 percent increase from 2010. Interestingly, only 26 percent had read, seen or heard anything about speed enforcement by police in the last 60 days. In 2010, the figure was 44 percent, representing an 18 percentage point decrease.
- Only 29 percent of the respondents thought getting a speeding ticket was “almost certain” or “very likely” which matched the response in 2010.

Headlights

- As in 2010 and 2011, more than half of the drivers (56 percent) always use headlights in daylight, and 15 percent do so most of the time.
- Drivers in Southeast Alaska use their headlights during the day more than any other area in the State; however, they have the lowest perception that it makes them safer.

Cell Phone Usage

- The percentage of drivers who admit to regularly talking on a cell phone while driving (at least every two or three times they drive) has risen in the last in the last two years from 19 percent in 2010 and 24 percent in 2011 to 30 percent in 2012.
- Forty-one percent believe it is very dangerous to talk on a cell phone while driving. Ninety-five percent believe it is very dangerous to text while driving. (*Perceived danger questions were not asked in previous years.*)
- Eighteen percent admitted to texting while driving, at least sometimes, down from 23 percent in 2011 and up from 14 percent in 2010. In the group which most frequently texts, those that do not, are significantly more likely to be concerned about hurting someone. Drivers in the age group 18-34 and 45-54 years do the most talking on their cell phones and text while they drive. Drivers in the age group 35-44 and 55-64 years do the least talking on cell phones while driving.

Demographics

- Fifty-one percent of the sample is male and 49 percent is female.

Chapter 5: Alaska Observational Surveys of Seat Belt Use - 2012

The AHSO, with support from the NHTSA, participates in nationwide observational surveys of occupant restraint usage on an annual basis. The AHSO provided funding for the AIPC to conduct the 2012 observational surveys of seat belt use in Alaska. AIPC contracted with Ron Perkins to direct the project.

The observations took place from June 4-13, 2012. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, SUVs, vans. A total of 33,111 vehicle occupants: 26,295 drivers and 6,816 outboard passengers were observed. Thirty percent of the observed vehicles were cars, 31 percent sport utility vehicles (SUV), and 31 percent trucks, and 8 percent were vans. A statistical sample of major and rural (i.e., local) roads in communities encompassing 85 percent of the State's population was selected for the surveys.

Findings

- Occupants wearing seat belts in Alaska in 2012 was 88.1 percent, 1.1 percentage point decrease over the observed rate in 2011.
- Nearly 90 (89.8 percent) of the front seat outboard “car” occupants, 91 percent of SUV occupants, 88 percent of van occupants, and 84 percent of truck occupants were using seat belts during these observations.
- Truck occupants, once again, had the lowest rate for any of the vehicle categories.

Chapter 6: Paid Media Report

Alaska’s Highway Safety Coordinated Media program is managed through grants to the Alaska State Troopers Public Information Office. Audio, Video, Print and Web ads are produced and released to media outlets. The media campaigns are coordinated to coincide with the Local and National Impaired Driving Mobilizations and Local and National Occupant Protection Campaign. Table 7 details the FFY 2012 paid media buys coordinated by the Alaska State Troopers Public Information Office which includes media type, audience size, evaluation results, funding source and total paid by media source.

Table 7: FFY 2012 Paid Media – Alaska State Troopers Public Information Office

Media	Audience Size	Evaluation/ Results	Funding Source	Total
BUZZED DRIVING IS DRUNK DRIVING - NOVEMBER 27 TO DECEMBER 11, 2011				
TV - 460 Paid; 11,083 Bonus Radio - 246 Paid; 53 Bonus	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154PM	TV: \$16,189 Radio: \$4,206
DRUNK DRIVING. OVER THE LIMIT, UNDER ARREST. - DECEMBER 16, 2011 TO JANUARY 2, 2012				
TV - 8,343 Paid; 8,590 Bonus Radio - 1,316 Paid; 751 Bonus Print - 10 Paid Other Media - 8.3 million web impressions; 8,528 web click-throughs	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154PM	TV: \$51,066 Radio: \$16,709 Internet: \$7,000 Print: \$2,000
NHL SEASON - JANUARY 2012 TO JUNE 2012				
TV - 5 Paid; 104 Bonus	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154 PM	TV: \$8,000
BUZZED DRIVING IS DRUNK DRIVING - MARCH 8-17, 2012				
TV - 547 Paid; 8,057 Bonus Radio - 331 Paid; 232 Bonus Other Media - 503,008 web impressions; 2,786 web click-throughs	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154 PM	TV: \$19,414 Radio: \$4,055 Internet: \$1,000
CLICK IT OR TICKET - MAY 14-28, 2012				
TV - 10,660 Paid; 399 Bonus Radio - 763 Paid; 655 Bonus Other Media - 2,616,982 web impressions; 1,460 web click-throughs	Statewide: 679,720	Alaska’s Seat Belt Use decreased 1.1% from 89.2% in 2011 to 88.1% in 2012	Section 402 PM	TV: \$38,431 Radio: \$8,995 Internet: \$1,500
DRIVE SOBER OR GET PULLED OVER - JUNE 20 TO JULY 4, 2012				
TV - 596 Paid; 3,763 Bonus Radio - 277 Paid; 91 Bonus Other Media - 326,879 web impressions; 1,707 web click-throughs	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154 PM	TV: \$19,339 Radio: \$4,000 Internet: \$1,500
DRIVE SOBER OR GET PULLED OVER - AUGUST 17 TO SEPTEMBER 3, 2012				
TV - 1,041 Paid; 6,418 Bonus Radio - 957 Paid; 798 Bonus Other Media - 2,586,558 web impressions; 5,550 web click-throughs	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 154 PM	TV: \$47,378 Radio: \$13,649 Internet: \$3,395

Table 7: FFY 2012 Paid Media – Alaska State Troopers Public Information Office (continued)

Media	Audience Size	Evaluation/ Results	Funding Source	Total
CLICK IT OR TICKET - AUGUST 17 TO SEPTEMBER 3, 2012				
TV - 866 Paid; 14,881 Bonus				
Radio - 608 Paid; 586 Bonus	Statewide:	Alaska's Seat Belt Use		TV: \$36,522
Print - 3 Paid	679,720	decreased 1.1% from 89.2%	Section 402 PM	Radio: \$9,000
Other Media - 2,484,536 web impressions; 5,501 web click-throughs		in 2011 to 88.1% in 2012		Internet: \$3,213
GRAND TOTALS: TV \$547,969. Radio/Print Ads \$130,325. Web Ads \$29,420				

Source: Alaska Highway Safety Office, 2012.

Using grant funding Market Wise and the Alaska Injury Prevention Center and Central Peninsula Hospital released Audio, Video, Print or Web media focusing on the areas of Distracted Driving, Child passenger Safety, Teen Driving and Pedestrian safety. Details about these media buys are in Table 8 which also includes which includes media type, audience size, evaluation results, funding source and total paid by media source.

Table 8: FFY 2012 Paid Media – Market-Wise, the Alaska Injury Prevention Center and Central Peninsula Hospital

Media	Audience Size	Evaluation/ Results	Funding Source	Total
DUI - ALASKA ADVENTURE MEDIA				
Print - 14 Paid	33,600		Section 154PM	Print: \$11,800
CLICK IT OF TICKET - ALASKA ADVENTURE MEDIA				
Print - 3 Paid	33,600		Section 402PM	Print: \$3,800
DUI - WEB ADVERTISING				
Other Media - 1,240,119 web impressions; 5,167 web click-throughs	N/A	Impressions and click-through data are not available for October, November, or December of 2012. As many as 600,000 additional impressions may have been delivered.	Section 154PM	Internet: \$19,503
CLICK IT OF TICKET - WEB ADVERTISING				
Other Media - 619,662 web impressions; 3,832 web click-throughs	N/A	Reporting error in May that did not account for all the impressions/clicks actually delivered.	Section 402PM	Internet: \$6,501
DUI - NFL				
TV - 1,549 Paid; 351 Bonus	N/A	GCI Cable - 150,000 households statewide using 240,000 cable boxes	Section 154PM	TV: \$82,733

Table 8: FFY 2012 Paid Media – Market-Wise, the Alaska Injury Prevention Center and Central Peninsula Hospital (continued)

Media	Audience Size	Evaluation/ Results	Funding Source	Total
DUI - HALLOWEEN				
TV - 468 Paid; 5,884 Bonus Radio - 339 Paid; 133 Bonus Other Media - 7,377,594 web impressions; 4,261 web click-throughs	293,554	KTUU - Grps 128.5, Reach 56.3, Freq 2.3, Population 53,816; KTBV - Grps 39.5, Reach 23.2, Freq 1.7; KTVA - Grps 76.0, Population 53,816; KYUR - Grps 55.3, Reach 30.3, Freq 1.8; GCI Cable - 150,000 households statewide using 240,000 cable boxes	Section 154PM	TV: \$21,437 Radio: \$4,505 Internet: \$4,000
DUI - NASCAR				
TV - 800 Paid; 60,562 Bonus Other Media - None	N/A	GCI Cable - 150,000 households statewide using 240,000 cable boxes	Section 154PM	TV: \$8,000
DUI - SUMMER OLYMPICS				
TV - 95 Paid; 22 Bonus	N/A	KTUU-1489.7 Grps, Reach 97.8, Freq 15.2, Net Reach 152,158, Pop. 155,600; Alaska indexes 30% higher in almost all Olympics.	Section 154PM	TV: \$40,000
CLICK IT OF TICKET - SUMMER OLYMPICS				
TV - 17 Paid; 5 Bonus	N/A	KTUU-300.7 Grps, Reach 92, Freq 3.3, Net Reach 143,211, Pop. 155,600; Alaska indexes 30% higher in almost all Olympics.	Section 402PM	TV: \$6,725
CHILD PASSENGER SAFETY				
TV - 2,912 Paid	N/A		Section 2011 K3	Print: \$8,382
CHILD PASSENGER SAFETY				
Print - 8 Paid; 1 full page CPS	5,300 - 23,400		Section 2011 K3	Print: \$2,891
CHILD PASSENGER SAFETY				
Radio - 28 PSAs Print - 28 news community sections	358,400		Section 2012 K3	N/A
IMPAIRED DRIVING				
TV - 1,122 Paid; 1,122 Bonus Radio - 8,148 Paid; 8,148 Bonus Print - 6 Paid	508,009		Section 154PM	TV: \$2,244 Radio: \$16,296
GRAND TOTALS: TV \$161,139. Radio/Print Ads \$47,674. Web Ads \$30,004.				

Source: Alaska Highway Safety Office, 2012.

Chapter 7: Training, Technical Assistance, Expertise, and Other Resources

Table 9 identifies the equipment purchased in FFY 2012 and details the subgrantee receiving the equipment, their grant number, a description of the equipment, the amount the agency was reimbursed and the total cost of the equipment.

The AHSO did not fund any training in FFY 2012.

Table 9: Grant-Funded Equipment Purchased

Grantee Name	Grant Number	Equipment	Reimbursed	Full Acquisition Price
Alaska State Troopers-Visual Media Specialist and DUI Media	154 AL-12-01-06	Dell Precision T7600 Video Editing System	\$10,200.00	\$11,311.01
AIPC-Safe Community Project	402SA 12-17-03	Canon Color Image Runner 2020 Model IR-C2020	\$4,702.50	\$7,237.00

Source: Alaska Highway Safety Office, 2012.

Chapter 8: Financial Summary (HS 217)

Table 10: Financial Summary

Program Area	Highway Safety Grants						Total
	402	405	410	408	2011	154	
P&A	\$119,550		\$51,630			\$233,629	\$404,809
Traffic Records				\$590,203			\$590,203
Impaired Driving			\$312,300			\$1,592,934	\$1,905,234
Occupant Protection	\$115,188	\$82,078					\$197,266
Child Seats					\$65,849		\$65,849
CTSP/Safe Communities	\$454,282						\$454,282
Motorcycles	\$4,824						\$4,824
Police Traffic Services	\$114,645						\$114,645
High Visibility			\$203,432				\$203,432
Paid Media	\$147,560				\$8,507	\$732,030	\$888,097
Total							\$4,828,641

Source: Alaska Highway Safety Office, 2012.

Figure 15: Percentage of Highway Safety Grant Funds by Program Area

