



Montana Department of
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MONTANA

SECTION 402

Annual Report

for

Federal Fiscal Year 2012

Prepared by

Montana Department of Transportation

State Highway Traffic Safety Office

PO Box 201001, 2701 Prospect Ave

Helena, MT 59601

Online at www.mdt.mt.gov/safety/safetyprg.shtml



MISSION

To reduce
the number and severity
of traffic crashes, injuries and fatalities
on Montana highways.



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LETTER FROM THE DIRECTOR



Montana Department of Transportation

2701 Prospect Avenue
PO Box 201001
Helena MT 59620-1001

Timothy W. Reardon, Director
Brian Schweitzer, Governor

December 17, 2012

John Moffat, Administrator
Region 10
National Highway Traffic Safety Administration
915 Second Ave, Suite 3140
Seattle WA 98174-1079

Subject: FFY 2012 Annual Report to NHTSA

Dear Mr. Moffat,

MDT is pleased to submit the NHTSA Annual Report describing many of the projects we implemented in FFY 2012 with the goal of saving lives. The Department funded traffic safety related programs using National Highway Traffic Safety Administration grant monies by contracting the following organizations:

- Fifty-one state, local, and tribal law enforcement agencies to participate in the Selective Traffic Enforcement Program (STEP). These agencies conducted impaired driving prevention and occupant protection enforcement overtime activities to help reduce traffic fatalities and injuries throughout the state.
- The Montana Highway Patrol (MHP) to continue their strategic enforcement team. The team patrolled roads identified as high crash corridors with a history of fatalities related to alcohol and low seatbelt use. In FFY 2013 they will focus their time patrolling high visibility events such as rodeos, fairs, and rock concerts where alcohol use is prevalent.
- A Traffic Safety Resource Officer and Traffic Safety Resource Prosecutor to increase training opportunities for prosecutors and law enforcement to ensure consistent detection, apprehension, and prosecution of impaired drivers.
- Montana's five DUI courts that improve the accountability and treatment for some of the state's hard core repeat DUI offenders.
- Nine Buckle Up Montana (BUMT) coalitions that serve at the grassroots level to increase seatbelt and child restraint usage. These nine coalitions provide support to 26 of Montana's 56 counties covering 46% of the state's population.
- The Safe On All Roads (SOAR) Native American education program that focuses on impaired driving and seatbelt usage. The SHTSO has a full-time program manager that is currently expanding the SOAR program to all reservations.

MDT thanks you for the federal grant monies that have made this year's work possible. We appreciate your continued support for our highway safety program and for providing technical assistance to the State Highway Traffic Safety Office with the goal of reducing injuries and fatalities on our roads.

Sincerely,

Tim Reardon, Director
Governor's Representative for Highway Traffic Safety

copies: Lynn Zanto, Planning Division Administrator
Audrey Allums, Grants Bureau Chief
Priscilla Sinclair, State Highway Traffic Safety Officer

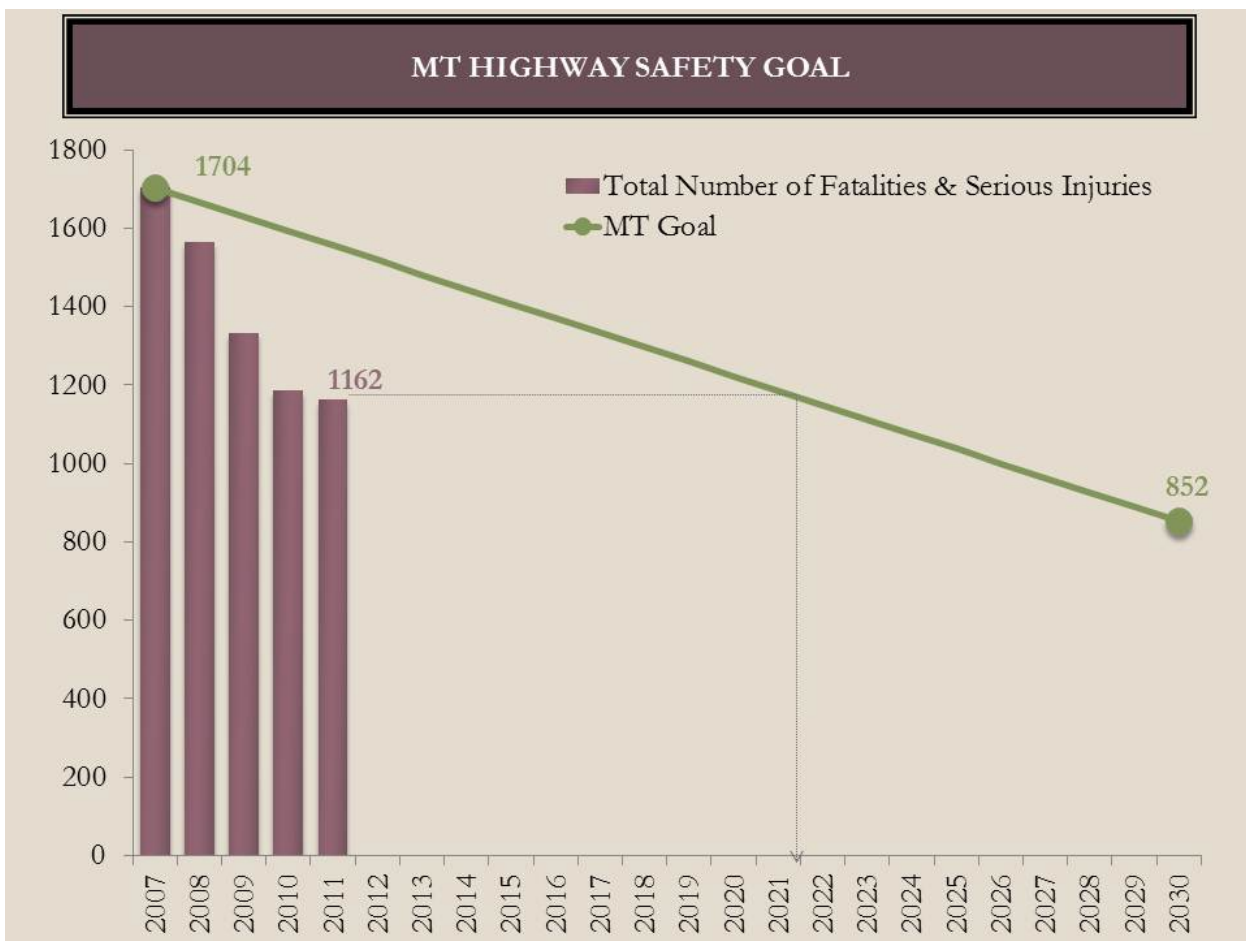
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INTRODUCTION

In 2012, the State of Montana saw an increase in fatal crashes by 8 statewide in comparison to 2011 (January 1 through December 17, 2012). We believe this increase was caused by mainly non-seatbelt usage and drinking and driving. The relatively small number of fatalities Montana each year can cause some concerns, thus Montana's Comprehensive Safety Plan was developed that focuses on both fatalities and incapacitating injuries. The goal of the Montana CHSP is, "to reduce fatalities and incapacitating injures in the State of Montana by half in two decades, from 1,704 in 2007 to 852 by 2030" that continues to trend downward. At this time we are well ahead of where we expected to be at this time.



We believe that impaired driving prevention and intervention projects funded by NHTSA contributed to this overall reduction. This includes continued funding of law enforcement overtime, Montana Highway Patrol (MHP) Roving Patrols, implementation of DUI courts, and other DUI related programs. Media publicity that focuses on DUI and the significant DUI laws passed by the 2011 Legislature, also played a significant role. Based on the decline in alcohol-related crashes and the recent changes in laws, it appears that Montana's culture around alcohol use is beginning to shift, with positive results for traffic safety.

Montana recognizes substantial progress has not been made in meeting its priority goals in increasing safety belt

usage during 2012. Like NHTSA, we recognize that increasing seatbelt usage is an important element in our traffic safety program to reduce the number of people injured and killed on our roads. Many of Montana's law enforcement agencies are committed to enforcing seatbelt usage, including the Montana Highway Patrol's Strategic Enforcement Team. These officers focused their attention on Montana's high-risk roadways identified as having a history of alcohol-related crashes and high rates of non-seatbelt usage.

We are confident that Montana's next Governor's Representative (GR) for Highway Safety will continue to advocate traffic safety throughout the state at our annual Comprehensive Highway Safety Planning meetings and other venues.

The GR approves traffic safety related projects funded by NHTSA. Some of these projects are also included as strategies in support of some of the emphasis areas identified in Montana's *Comprehensive Highway Safety Plan*. These emphasis areas include Safety Belt Use, Alcohol & Drug Impaired Crashes, Native American Crashes, Traffic Records Management, Reduction of Young Driver Crashes, and more. For additional information about our *Comprehensive Highway Safety Plan* please visit www.mdt.mt.gov/safety/plans-programs/chsp.shtml

When analyzing the state's fatal and incapacitating injury crash data for the past calendar year, we see our major traffic safety challenges are still impaired driving and non-seatbelt use. We believe continuing our partnerships with other traffic safety stakeholders such as our 34 local DUI Task forces, the Montana Sheriff's & Peace Officers Association, local police and tribal law enforcement agencies, the Montana Highway Patrol, the Department of Public Health & Human Services, the Department of Revenue, the Office of Court Administrator, and others will help us continue making significant strides in reducing traffic-related fatalities.

We will continue working with our NHTSA Regional Office to determine other strategies that will help us further reduce our fatality and injury rates.

MONTANA CRASH DATA

The following section provides a listing of crash data and trends that impact traffic safety in Montana, based on the minimum data elements as required by NHTSA. More detailed information can be found in the Montana Traffic Safety Problem Identification document. A glossary of terms immediately follows these tables to provide Montana-specific definitions. The data is collected from multiple sources:

- NHTSA State Traffic Safety Information, Montana, Years 2006-2010.
- Montana Department of Transportation Safety Management System
- Fatality Analysis Reporting System
- Montana State Agency Reports

NOTE: All 2011 figures are based on preliminary data and are subject to change as more information becomes available.

Current goals follow in the Performance Goals and Trends section.

General Crash Information

Year	Major Crash Elements			Measures of Crash Exposure			Statewide Rates		
	Total Crashes	Fatal Crashes	Injury Crashes	VMT (100M Miles)	Licensed Drivers	Registered Motor Vehicles	Fatality Rate (100M VMT)	Injury Rate (1M VMT)	Crash Rate (1M VMT)
2002	23,527	232	6,479	104.86	694,743	1,108,236	2.57	0.96	2.24
2003	23,160	239	6,229	108.97	704,509	1,327,909	2.40	0.88	2.13
2004	21,783	209	6,000	111.77	712,880	1,351,804	2.05	0.83	1.95
2005	22,376	224	6,066	111.27	715,512	1,985,139	2.26	0.83	2.01
2006	22,186	226	6,245	112.65	723,976	1,550,713	2.33	0.84	1.97
2007	21,829	249	5,990	113.06	735,753	1,560,464	2.45	0.80	1.93
2008	21,971	208	5,793	107.82	738,982	1,620,064	2.12	0.79	2.04
2009	20,967	198	5,227	110.10	737,964	1,603,332	2.01	0.67	1.90
2010	20,146	161	4,972	111.85	743,611	1,576,824	1.69	0.63	1.80
2011	20,275	187	4,920	116.66	752,483	1,802,271	1.79	0.58	1.74

Crash Information by County

2011 Data County	Population	Crash Numbers			Crash Rate per 100K Population		
		Total	Fatal	Injury	Total	Fatal	Injury
Beaverhead	9,253	163	3	50	1,762	32	540
Big Horn	12,914	170	4	56	1,316	31	434
Blaine	6,507	71	3	27	1,091	46	415
Broadwater	5,629	121	1	31	2,150	18	551
Carbon	10,085	205	2	50	2,033	20	496
Carter	1,154	16	1	4	1,386	87	347
Cascade	81,519	2154	8	466	2,642	10	572
Chouteau	5,803	88	1	27	1,516	17	465
Custer	11,703	211	1	42	1,803	9	359
Daniels	1,758	35	1	7	1,991	57	398
Dawson	8,936	282	3	67	3,156	34	750
Deer Lodge	9,294	85	1	29	915	11	312
Fallon	2,887	23	1	5	797	35	173
Fergus	11,582	261	3	48	2,253	26	414
Flathead	90,901	1553	13	480	1,708	14	528
Gallatin	89,658	1558	10	352	1,738	11	393
Garfield	1,192	16	1	5	1,342	84	419
Glacier	13,451	122	6	46	907	45	342
Golden Valley	884	12	1	5	1,357	113	566
Granite	3,082	103	1	39	3,342	32	1,265
Hill	16,152	391	3	47	2,421	19	291
Jefferson	11,424	343	7	86	3,002	61	753
Judith Basin	2,068	60	4	21	2,901	193	1,015
Lake	28,766	398	2	103	1,384	7	358
Lewis & Clark	63,620	1586	7	328	2,493	11	516
Liberty	2,344	8	0	4	341	0	171
Lincoln	19,670	259	4	76	1,317	20	386
Madison	7,691	139	7	36	1,807	91	468
McCone	1,741	25	1	7	1,436	57	402
Meagher	1,887	23	1	11	1,219	53	583
Mineral	4,219	239	2	65	5,665	47	1,541
Missoula	109,494	2249	15	597	2,054	14	545
Musselshell	4,560	74	3	19	1,623	66	417
Park	15,608	383	4	66	2,454	26	423
Petroleum	495	26	1	12	5,253	202	2,424
Phillips	4,249	95	4	33	2,236	94	777

2011 Data County	Population	Crash Numbers			Crash Rate per 100K Population		
		Total	Fatal	Injury	Total	Fatal	Injury
Pondera	6,160	90	2	25	1,461	32	406
Powder River	1,741	42	0	14	2,412	0	804
Powell	7,022	188	2	50	2,677	28	712
Prairie	1,189	43	3	12	3,616	252	1,009
Ravalli	40,308	616	4	169	1,528	10	419
Richland	9,759	414	6	81	4,242	61	830
Roosevelt	10,453	164	4	66	1,569	38	631
Rosebud	9,254	142	3	43	1,534	32	465
Sanders	11,382	179	3	66	1,573	26	580
Sheridan	3,377	84	0	20	2,487	0	592
Silver Bow	34,234	576	2	138	1,683	6	403
Stillwater	9,121	174	2	41	1,908	22	450
Sweet Grass	3,622	97	3	26	2,678	83	718
Teton	6,081	93	1	32	1,529	16	526
Toole	5,337	129	0	31	2,417	0	581
Treasure	713	24	0	6	3,366	0	842
Valley	7,359	82	1	27	1,114	14	367
Wheatland	2,166	33	1	13	1,524	46	600
Wibaux	1,008	39	0	13	3,869	0	1,290
Yellowstone	148,432	3519	20	926	2,371	13	624
MONTANA	990,898	20,275	187	5,146	2,046	19	519

Major Crash Problem Area: Driver Demographics

Driver Gender

2011 Data Driver Gender	Driver Numbers by Crash			Licensed Drivers	
	Total	Fatal	Serious Injury	Total	Percent
Male	17,305	187	844	382,046	50.8%
Female	12,269	74	451	370,437	49.2%
Unknown	1,064	1	6	0	0.0%

Driver Age

2011 Data Driver Age	Driver Numbers by Crash			Licensed Drivers		Crash Rate per 1K Licenses		
	Total	Fatal	Injury	Total	Percent	Total	Fatal	Injury
Under 21	5,422	24	1,371	49,855	6.6%	109	0.48	27.5
21-24	3,172	21	847	47,783	6.4%	66	0.44	17.7
25-29	3,156	27	868	66,863	8.9%	47	0.40	13.0
30-34	2,544	22	692	61,085	8.1%	42	0.36	11.3
35-44	4,279	49	1,137	111,118	14.8%	39	0.44	10.2
45-54	4,476	38	1,204	139,459	18.5%	32	0.27	8.6
55-64	3,843	44	1,001	143,216	19.0%	27	0.31	7.0
65-74	1,906	20	501	83,958	11.2%	23	0.24	6.0
75+	1,210	16	333	49,146	6.5%	25	0.33	6.8

Major Crash Problem Area: Alcohol Involvement

Multi-Year Trends

Year	Alcohol/Drug Related Crashes		Severe Night Crashes	Alcohol Related Convictions
	Total	Percent		
2002	2,288	9.7%	634	5,764
2003	2,173	9.4%	647	5,906
2004	2,113	9.7%	620	6,197
2005	2,182	9.8%	588	6,356
2006	2,243	10.1%	631	6,931
2007	2,273	10.4%	559	7,027
2008	2,313	10.5%	537	7,165
2009	2,138	10.2%	460	6,954
2010	1,935	9.6%	426	6,664
2011	1,945	9.6%	376	5,917

Note: Complete DUI arrest data is not currently available. In lieu of arrest data for Montana, conviction data that impacts a driver's record is provided. This data includes out-of-state convictions for Montana licensed drivers. For more detailed information regarding this data, see the Montana Traffic Safety Problem Identification document

Alcohol-Related Crashes and Driver Age

2011 Data Driver Age	Driver Numbers by Crash		
	Total	Fatal	Injury
Under 21	312	7	158
21-24	413	10	187
25-29	362	15	176
30-34	296	14	133
35-44	389	27	199
45-54	341	11	147
55-64	215	13	108
65-74	64	8	37
75+	21	2	11

Major Crash Problem Area: Occupant Protection

Safety Belt Use

Year	Interstate	Observed Usage				Usage by Occupants	
		Primary	City	Other	All Roads	Fatalities	Injuries
2002	94.3%	82.5%	60.8%	69.7%	78.4%	23.7%	61.7%
2003	93.6%	82.3%	65.1%	71.7%	79.5%	27.9%	63.4%
2004	93.0%	83.3%	67.7%	73.1%	80.9%	25.1%	62.2%
2005	92.6%	82.4%	66.9%	72.6%	80.0%	24.6%	63.8%
2006	92.6%	81.7%	64.9%	70.6%	79.0%	29.2%	65.0%
2007	92.2%	82.1%	67.4%	70.5%	79.6%	26.3%	66.1%
2008	92.1%	81.7%	66.6%	70.7%	79.3%	26.4%	65.2%
2009	82.9%	83.8%	64.9%	75.6%	79.2%	33.3%	68.7%
2010	87.0%	81.2%	64.7%	74.1%	78.9%	34.4%	67.7%
2011	84.4%	80.9%	67.7%	68.8%	76.9%	32.3%	68.6%

Note: Motorcycle helmet usage is a secondary part of the observational seat belt survey conducted by Montana, usage data is not statistically valid and not included here. Also, safety belt usage information is not currently summarized for vehicle occupants involved in non-injury crashes.

Injury Severity by Usage

2007 - 2011 Data	All Injuries				Children			
	Belted	Unbelted	Unkn	Total	Belted	Unbelted	Unkn	Total
Fatal	261	663	32	956	20	18	0	38
Incapacitating	2,530	2,120	261	4,911	120	81	11	212
Non-Incapacitating	8,202	3,446	778	12,426	593	233	29	855
Other	13,352	2,277	2,934	18,563	1,166	196	174	1,536
Total	24,345	8,506	4,005	36,856	1,899	528	214	2,641

Safety Belt Usage by Age Group

2007 - 2011 Data					
Age	Belted	Unbelted	Unkn	Total	% Belted
0-4	520	208	41	769	67.6%
5-9	606	126	69	801	75.7%
10-14	678	285	94	1,057	64.1%
15-19	3,611	1,890	626	6,127	58.9%
20-24	3,089	1,627	598	5,314	58.1%
25-29	2,114	995	465	3,574	59.1%
30-34	1,707	622	308	2,637	64.7%
35-39	1,511	519	269	2,299	65.7%
40-44	1,541	507	274	2,322	66.4%
45-49	1,755	481	295	2,531	69.3%
50-54	1,749	415	239	2,403	72.8%
55-59	1,518	299	218	2,035	74.6%
60-64	1,144	192	156	1,492	76.7%
65-69	819	115	103	1,037	79.0%
70-74	621	81	57	759	81.8%
75-79	449	62	53	564	79.6%
80-84	339	59	59	457	74.2%
85+	240	24	37	301	79.7%
Total	24,011	8,507	3,961	36,479	65.8%

Note: Vehicle occupants with unknown age are not included.

Major Crash Problem Area: Motorcycle Crashes

Note: The number of motorcycle-licensed riders and motorcycle registrations is unavailable. The motorcycle information provided below will be raw numbers, not normalized by number of licensed riders or registrations.

Motorcycle Crashes

Year	Crashes	Percent of All Crashes	Fatal Crashes	Percent of All Fatal Crashes	Injury Crashes	Percent of All Injury Crashes
2002	347	1.5%	24	10.3%	251	3.9%
2003	375	1.6%	12	5.0%	314	5.0%
2004	400	1.8%	20	9.6%	325	5.4%
2005	473	2.1%	28	12.5%	362	6.0%
2006	501	2.3%	25	11.1%	402	6.4%
2007	522	2.4%	33	13.3%	424	7.1%
2008	523	2.4%	38	18.3%	386	6.7%
2009	435	2.1%	24	12.1%	333	6.4%
2010	419	2.1%	25	15.5%	330	6.6%
2011	398	2.0%	19	10.2%	293	6.0%

Motorcycle Rider Injury Severity

Note: The number of injured motorcyclist by age and by helmet use is not currently summarized by injury severity. Rather, the information is provided in two separate tables, below.

Age	Used	Not Used	% Usage
14 & Under	23	21	52.3%
15-17	25	19	56.8%
18-19	56	53	51.4%
20-24	148	157	48.5%
25-34	157	209	42.9%
35-64	750	803	48.3%
65 & Over	102	48	68.0%
Not Stated	5	32	13.5%
Total	1,266	1,342	48.5%

Injury	Used	Not Used	% Usage
Fatal	60	81	42.6%
Incapacitating	361	372	49.2%
Non-Incapacitating	460	398	53.6%
Possible	138	146	48.6%
No Injury	208	223	48.3%
Total	1,227	1,220	50.1%

Glossary of Montana Traffic Safety Related Terms

ALCOHOL-IMPAIRED

Crashes or fatalities that involve at least one driver or motorcycle operator with a BAC of 0.08 grams per deciliter (g/dL) or higher.

ALCOHOL-RELATED

A crash, fatality or injury is alcohol-related if at least one driver involved in the crash is determined to have had a BAC of 0.01 g/dL or higher OR if police indicate on the police accident report that there is evidence of alcohol present. This does not necessarily mean that a driver was tested for alcohol. The term alcohol-related does not indicate that a crash, fatality or injury was caused by the presence of alcohol.

BLOOD ALCOHOL CONCENTRATION (BAC)

The BAC is measured as a percentage by weight of alcohol in the blood (g/dL). A positive BAC level (0.01 g/dL and higher) indicates that alcohol was consumed by the person tested; a BAC level of 0.08 g/dL or more indicates that the person was alcohol-impaired.

CRASH

An event that produces injury and/or property damage, involves a motor vehicle in transport and occurs on a traffic way, or while the vehicle is still in motion after running off the traffic way traffic way.

Fatal Crash A law enforcement-reported crash involving a motor vehicle in transport on a traffic way in which at least one person dies within 30 days of the crash.

Injury Crash A law enforcement-reported crash involving a motor vehicle in transport on a traffic way in which no one died but at least one person was reported to have an injury.

Property Damage Only Crash A law enforcement-reported crash involving a motor vehicle in transport on a traffic way in which no one in the crash suffered any injuries.

DRIVER

An occupant of a vehicle who is in physical control of a motor vehicle in transport, or for an out-of-control vehicle, an occupant who was in control until control was lost.

Older Driver A driver over the age of 64 years.

Young Driver A driver under the age of 21 years.

FATALITY ANALYSIS REPORTING SYSTEM (FARS)

A national database that contains data on fatal crashes.

INJURY

Fatal An injury that results in the person dying within 30 days of the crash.

Incapacitating/Serious Any injury, other than a fatal injury, which prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing.

Severe A fatal or incapacitating injury.

Non-Incapacitating Any injury other than a fatal or incapacitating injury, which is evident to observers at the scene of the crash..

Possible/Other Any claim of injuries not evident, complaint of pain, etc.

LARGE VEHICLE (TRUCK)

Vehicle with a truck body-type and over 10,000 pounds gross vehicle weight rating, including single unit trucks and truck tractors. Not limited to commercial vehicles, but all trucks.

LOCATION

Rural Any location not specifically marked as urban.

Urban Any location either identified as a city or identified as an urban traffic way by the Montana Department of Transportation.

MOTORCYCLE

A two- or three-wheeled motor vehicle designed to transport one or two people, including motor-scooters, minibikes and mopeds. This excludes ATVs and snowmobiles.

NIGHT

From 6 PM to 5:59 AM.

OCCUPANT

Any person who is in or upon a motor vehicle in transport. This includes the driver, passengers, and persons riding on the exterior of a motor vehicle.

RUN-OFF-THE-ROAD CRASHES

Crashes where the first harmful event was overturn, immersion, other non-collision, collisions with motor vehicle on another roadway and collision with any fixed object, since these objects would be off the roadway.

TRAFFIC WAY

Any land way open to the public as a matter of right or custom for moving persons or property from one place to another.

VEHICLE MILES TRAVELED (VMT)

The estimated number of total miles driven by all vehicles on public roads.

MONTANA FFY2012 GOALS

The following section provides the specific information surrounding the goals the State Highway Traffic Safety Office (SHTSO) was aiming for in the FFY2012 Highway Safety Plan. Each of these measures a specific traffic safety area where the SHTSO and its partners through the *Comprehensive Highway Safety Plan (CHSP)* focus. The tables provide the *2007/2008 baseline* and *2013 goal* for each performance measure, the historical data for the goal, and the current value (**highlighted** if it meets or is below the goal). It is important to note that some goals measure annual numbers while others measure a three- or five-year average.

The data is collected from multiple sources:

- ◆ NHTSA State Traffic Safety Information (Years 2006 – 2010)
- ✦ Montana Department of Transportation, Traffic Safety Problem Identification, Safety Management System, FARS queries, and Contractor reports

NOTE: All 2011 figures are based on preliminary data and are subject to change as more information becomes available.

General Traffic Safety

- Reduce the three-year average number of **fatalities** from 257 in 2008 to 220 by 2012.
- Reduce the total annual number of **incapacitating injuries** from 1,336 in 2008 to 1,200 by 2013.
- Reduce the annual **fatality rate** per 100 million vehicle miles travelled from 2.45 in 2007 to 2.00 by 2013.
 - Reduce the annual **urban fatality rate** per 100 million vehicle miles travelled from 0.52 in 2007 to 0.45 by 2013.
 - Reduce the annual **rural fatality rate** per 100 million vehicle miles travelled from 3.05 in 2007 to 2.40 by 2013.
- Reduce the five-year average number of **pedestrian fatalities** from 13 in 2008 to 11 by 2013.

General Traffic Safety	2007	2008	2009	2010	2011	2012	2013
Fatalities, 3-Year Average	264	257	243	213	206	220	
Incapacitating Injuries, Annual Total	1,427	1,336	1,110	996	953		1,200
Fatality Rate, Annual Rate	2.45	2.12	2.01	1.69	1.79		2.00
Urban Fatality Rate, Annual Rate	0.52	0.69	0.67	0.43	0.93		0.45
Rural Fatality Rate, Annual Rate	3.05	2.57	2.44	2.11	2.10		2.40
Pedestrian Fatalities, 5-Year Average	12	13	14	12	13		11

Seat Belt Use

- Increase the annual statewide **seat belt use for outboard, front seat vehicle occupants** from 79.2% in 2009 to 87% by 2013.
- Increase the annual statewide **seat belt use for vehicle drivers** from 79.1% in 2009 to 87% by 2013.
- Reduce the five-year average number of **unrestrained vehicle occupant fatalities** from 143 in 2008 to 135 by 2013.

- Reduce the five-year average number of **unrestrained vehicle occupant fatalities** as a percent of all vehicle occupant fatalities from 71.1% in 2008 to 67.5% by 2013.

Seat Belt Use	2007	2008	2009	2010	2011	2012	2013
Seat Belt Use, Outboard, Front Seat Occupants, Annual Total	79.6%	79.3%	79.2%	78.9%	76.9%		87.0%
Seat Belt Use, Drivers, Annual Total	79.1%	79.1%	79.1%	78.8%	76.5%		87.0%
Unrestrained Occupant Fatalities, 5-Year Average	151	143	138	126	120		135
All Occupant Fatalities, % Unrestrained, 5-Year Average	70.7%	71.1%	69.6%	67.3%	67.2%		67.5%

Alcohol & Impaired Driving Fatalities

- Reduce the three-year average number of **fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+)** from 105 in 2007 to 99 by 2013.
- Reduce the three-year average **alcohol-impaired (driver or motorcycle operator with BAC 0.08+) fatality rate** per 100 million vehicle miles travelled from 0.93 in 2007 to 0.88 by 2013.
- Reduce the three-year average number of **fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+** from 125 in 2007 to 110 by 2013.
- Reduce the three-year average number of **fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+** as a percent of all fatalities from 47.4% in 2007 to 42% by 2013.

Alcohol & Impaired Driving Fatalities	2007	2008	2009	2010	2011	2012	2013
Fatalities Involving BAC 0.08+, 3-Year Average	105	100	92	81	75		99
Alcohol-Impaired Fatality Rate, 3-Year Average	0.93	0.90	0.84	0.74	0.67		0.88
Fatalities Involving BAC 0.01+, 3-Year Average	125	118	111	96	90		110
% of Fatalities Involving BAC 0.01+, 3-Year Average	47.4%	46.2%	45.7%	45.1%	42.5%		42.0%

Native American Fatalities

- Reduce the five-year average number of **Native American fatalities** from 40 in 2008 to 30 by 2013.
- Reduce the five-year average number of **Native American fatalities** as a percent of all fatalities from 15.7% in 2008 to 13% by 2013.

Native American Fatalities	2007	2008	2009	2010	2011	2012	2013
Native American Fatalities, 5-Year Average	43	40	37	36	31		30
Native American Fatalities, % of All, 5-Year Average	16.5%	15.7%	14.8%	15.2%	14.0%		13.0%

Single Vehicle, Run-Off-The-Road Crashes

- Reduce the total annual number of **single vehicle, run-off-the-road crashes** from 6,740 in 2008 to 6,000 by 2013.
- Reduce the three-year average number of **single vehicle, run-off-the-road fatal crashes** from 137 in 2008 to 120 by 2013.

Single Vehicle Run-Off-the-Road Crashes	2007	2008	2009	2010	2011	2012	2013
Single Vehicle ROTR Crashes, Annual Total	6,406	<i>6,740</i>	6,054	5,875	6,196		6,000
Single Vehicle ROTR Fatal Crashes, 3-Year Average	144	<i>137</i>	130	110	105		120

Young Driver Crashes (Age 20 and Below)

- Reduce the three-year average **crash rate per 1,000 licensed drivers age 20 and below** from 118 in 2008 to 115 by 2013.
- Reduce the three-year average **fatal crash rate per 1,000 licensed drivers age 20 and below** from 0.61 in 2008 to 0.57 by 2013.
- Reduce the three-year average **number of fatal crashes involving drivers age 20 and below** from 34 in 2008 to 28 by 2013.

Young Driver Crashes (Age 20 and Below)	2007	2008	2009	2010	2011	2012	2013
Young Driver Crash Rate, 3-Year Average	119	<i>118</i>	115	109	107		115
Young Driver Fatal Crash Rate, 3-Year Average	0.61	<i>0.61</i>	0.67	0.67	0.62		0.57
Young Drivers Involved in Fatal Crashes, 3-Year Average	36	<i>34</i>	36	35	32		28

High Crash Enforcement Corridors

- Reduce the five-year average **number of fatalities occurring in high crash enforcement corridors** from 17 in 2008 to 15 by 2013.
- Reduce the five-year average **number of incapacitating injuries occurring in high crash enforcement corridors** from 115 in 2008 to 100 by 2013.
- Reduce the three-year average **number of crashes occurring in high crash enforcement corridors** from 977 in 2008 to 925 by 2013.

High Crash Enforcement Corridors	2007	2008	2009	2010	2011	2012	2013
Fatalities in HCEC, 5-Year Average	17	<i>17</i>	17	16	12		15
Incapacitating Injuries in HCEC, 5-Year Average	128	<i>115</i>	104	91	72		100
Crashes in HCEC, 3-Year Average	1,021	<i>977</i>	869	777	705		925

Truck Crashes

- Reduce the total annual **number of crashes involving trucks** from 1,212 in 2008 to 1,150 by 2013.
- Reduce the five-year average **number of fatal crashes involving trucks** from 24 in 2008 to 20 by 2013.

Truck Crashes	2007	2008	2009	2010	2011	2012	2013
Crashes Involving Trucks, Annual Total	1,223	<i>1,212</i>	1,052	990	1,188		1,150
Fatal Crashes Involving Trucks, 5-Year Average	23	<i>24</i>	25	23	23		20

Urban Area Crashes

- Reduce the five-year average number of fatal crashes occurring in urban areas from 25 in 2008 to 23 by 2013.

Urban Area Crashes	2007	2008	2009	2010	2011	2012	2013
Fatal Crashes in Urban Areas, 5-Year Average	24	25	24	20	21		23

Motorcyclist Fatalities

- Reduce the five-year average number of fatal crashes involving motorcycles from 29 in 2008 to 24 by 2013.
- Reduce the five-year average number of motorcyclist fatalities from 30 in 2008 to 25 by 2013.
- Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 17 in 2008 to 14 by 2013.

Motorcyclist Fatalities	2007	2008	2009	2010	2011	2012	2013
Fatal Crashes Involving Motorcyclists, 5-Year Average	24	29	30	29	28		24
Motorcyclist Fatalities, 5-Year Average of Total	25	30	31	30	29		25
Motorcyclist Fatalities, Unhelmeted, 5-Year Average	14	17	18	18	17		14

Speed Control

- Reduce the three-year average number of speeding-related fatalities from 94 in 2008 to 85 by 2013.
- Reduce the five-year average number of speeding-related fatal crashes as a percent of all fatal crashes from 37.9% in 2008 to 35.0% by 2013.

Speed Control	2007	2008	2009	2010	2011	2012	2013
Speeding-Related Fatalities, 3-Year Average	102	94	85	75	70		85
% of Fatal Crashes - Speeding-Related, 5-Year Average	39.7%	37.9%	37.2%	37.6%	37.0%		35.0%

Older Driver Crashes (Age 65 and Above)

- Reduce the three-year average crash rate per 1,000 licensed drivers age 65 and above from 25 in 2008 to 22 by 2013.
- Reduce the three-year average fatal crash rate per 1,000 licensed drivers age 65 and above from 0.31 in 2008 to 0.26 by 2013.
- Reduce the three-year average number of crashes involving drivers age 65 and above as a percent of all crashes from 13.3% in 2008 to 13.0% by 2013.
- Reduce the three-year average number of fatal crashes involving drivers age 65 and above as a percent of all fatal crashes from 16.0% in 2008 to 15.0% by 2013.

Older Driver Crashes (Age 65 and Above)	2007	2008	2009	2010	2011	2012	2013
Older Driver Crash Rate, 3-Year Average	26	25	25	24	24		22
Older Driver Fatal Crash Rate, 3-Year Average	0.34	0.31	0.30	0.27	0.27		0.26

% of Crashes - Older Driver Involved, 3-Year Average	15.5%	13.3%	13.7%	13.5%	14.0%	13.0%
% of Fatal Crashes - Older Driver Involved, 3-Year Average	19.5%	16.0%	16.5%	17.0%	18.1%	15.0%

Grant-Funded Enforcement Activities

The following three measures are simply a report on Montana’s grant-funded enforcement activities and include a chart of the historical data for each measure.

Measure: Speeding Citations

11,332 speeding citations were issued during grant-funded enforcement activities during FFY2012.

NHTSA Activity Measure A-3.

Measure: Seat Belt Citations

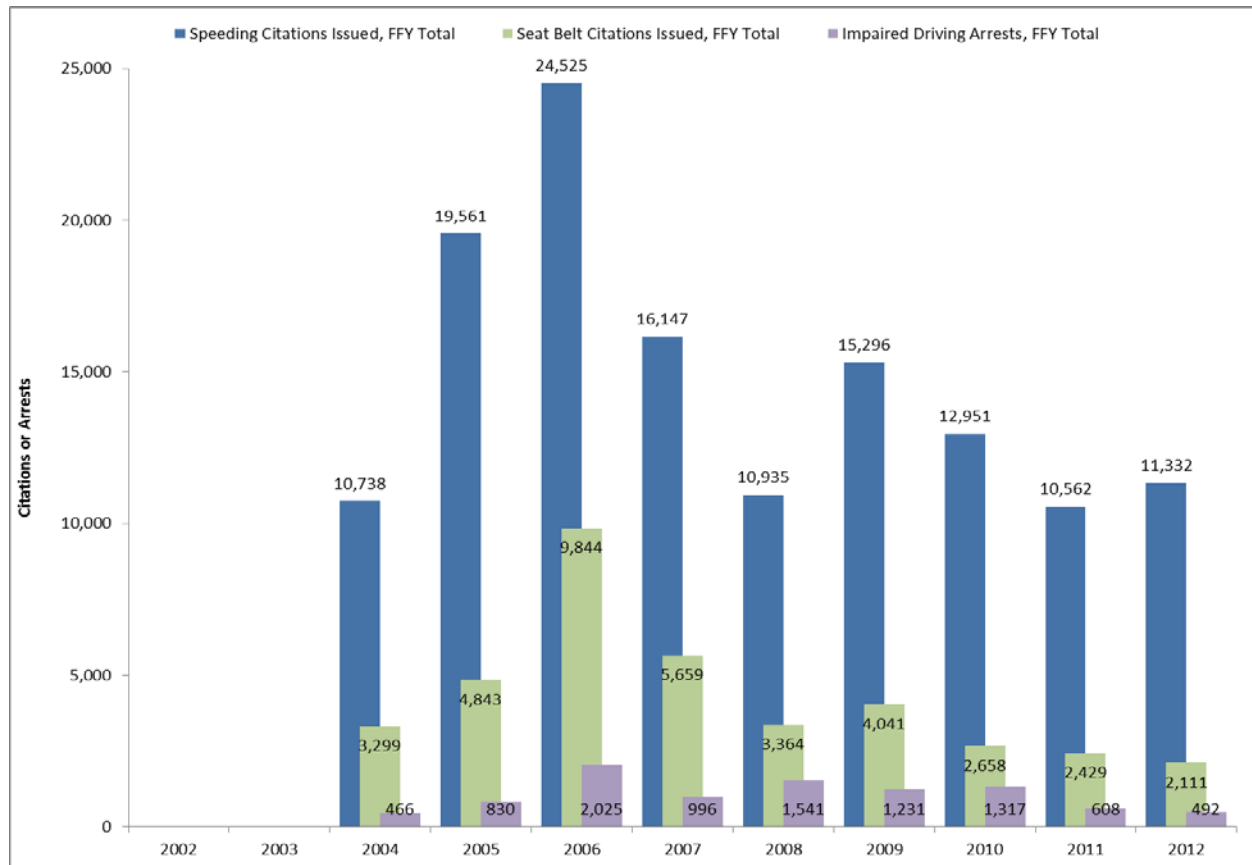
2,111 seat belt citations were issued during grant-funded enforcement activities during FFY2012.

NHTSA Activity Measure A-1.

Measure: Impaired Driving Arrests

492 impaired driving arrests were made during grant-funded enforcement activities during FFY2012.

NHTSA Activity Measure A-2.



P E R F O R M A N C E G O A L S & T R E N D S

The following section provides the specific current goals and trends for each performance measure. Everyone who participated in the 2012 highway safety planning meeting was tasked with helping to determine specific targets for each emphasis area and for general crash areas of interest. The performance measures presented in this section are a combination of NHTSA required measures and measures tied directly to the Montana CHSP goal of reducing fatalities and incapacitating injuries.

Each performance measure chart will include:

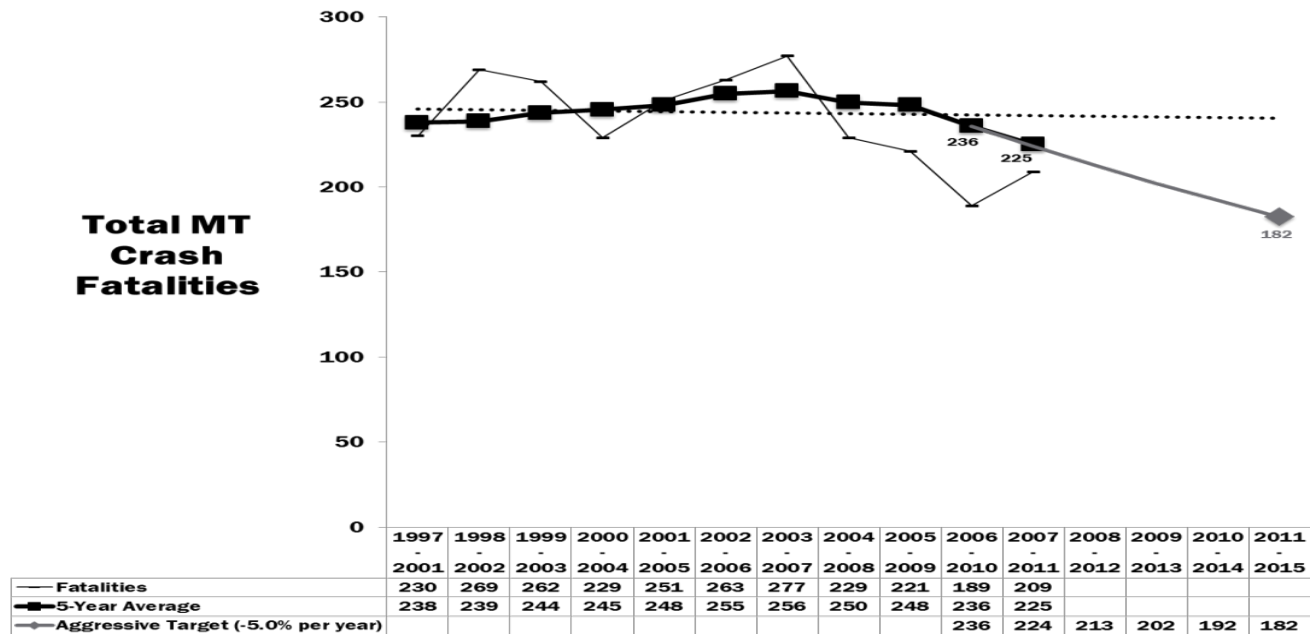
- Specific crash numbers for each year (the thin black line with small dashes). The actual number is for the final year in the five-year sequence.
- The five-year “rolling” average (the thick black line with squares).
- The trend line for the five-year rolling average (the thin dashed line).
- The 2015 goal selected by Montana traffic safety stakeholders.

General Traffic Safety

Reduce Fatalities

Reduce the five-year average number of crash fatalities from 236 in 2010 to 182 by 2015.

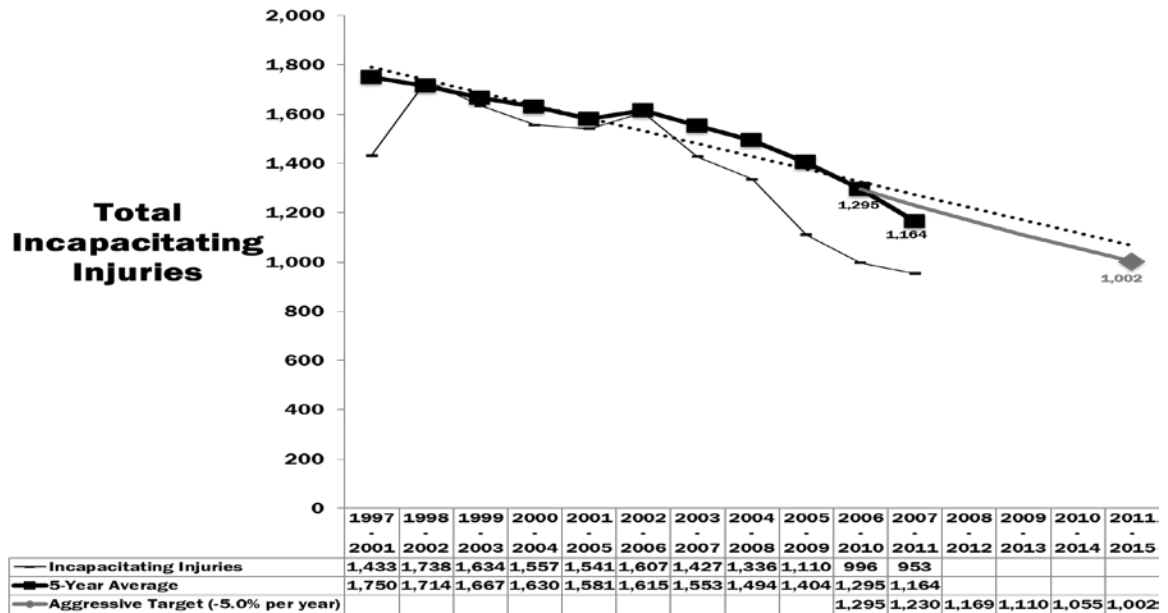
(NHTSA Core Outcome Measure C-1.)



Reduce Incapacitating Injuries

Reduce the five-year average number of incapacitating injuries from 1,295 in 2010 to 1,002 by 2015.

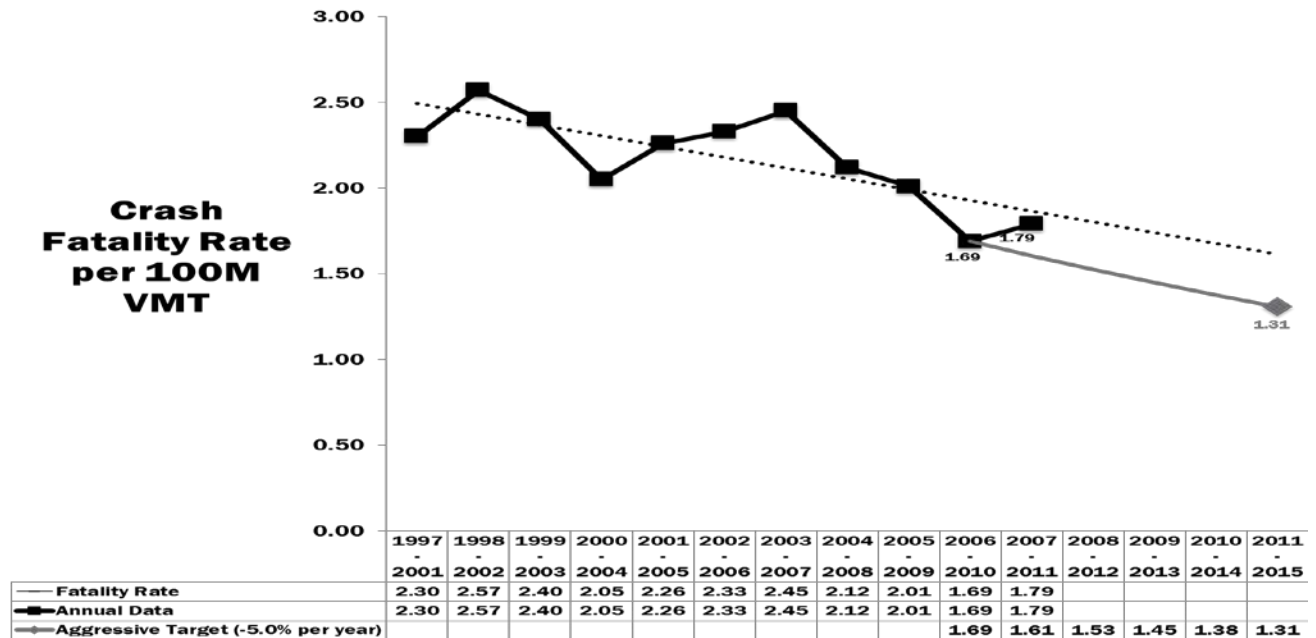
(NHTSA Core Outcome Measure C-2.)



Reduce the Fatality Rate

Reduce the annual fatality rate per 100 million vehicle miles traveled from 1.69 in 2010 to 1.31 by 2015.

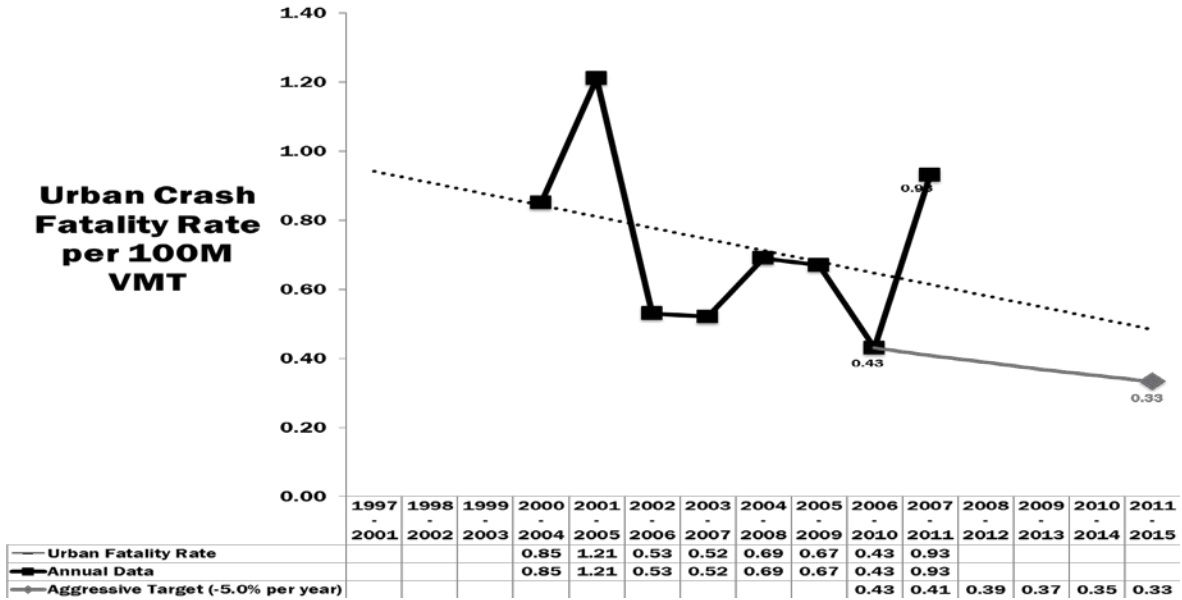
(NHTSA Core Outcome Measure C-3.)



Reduce the Urban Fatality Rate

Reduce the annual urban fatality rate per 100 million vehicle miles traveled from 0.43 in 2010 to 0.33 by 2015.

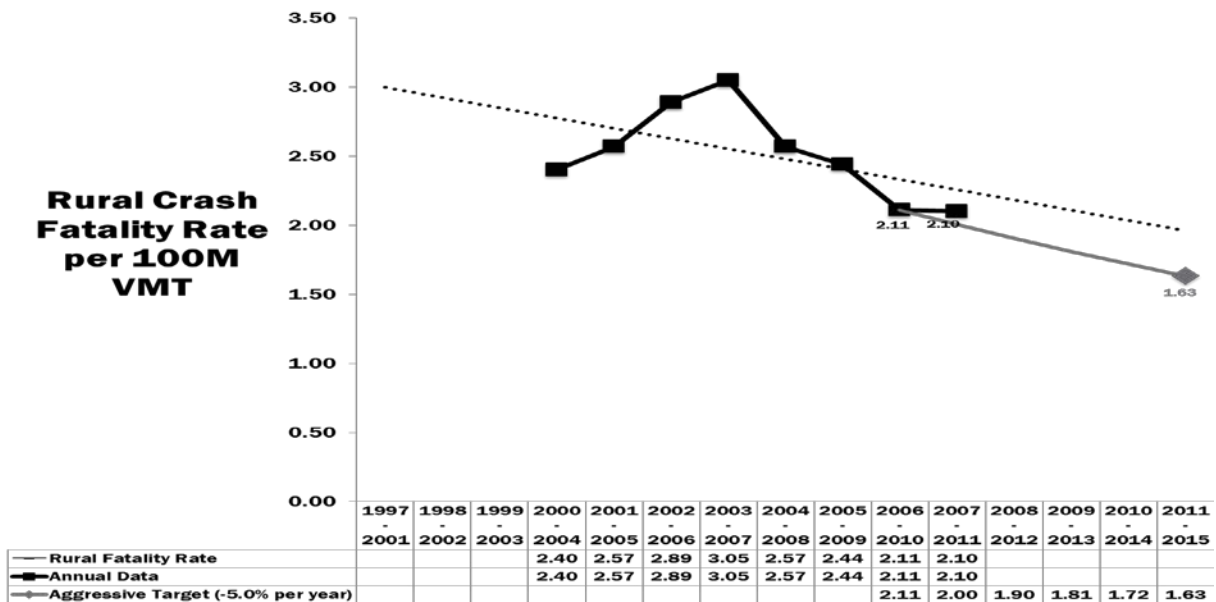
(NHTSA Core Outcome Measure C-3.)



Reduce the Rural Fatality Rate

Reduce the annual rural fatality rate per 100 million vehicle miles traveled from 2.11 in 2010 to 1.63 by 2015.

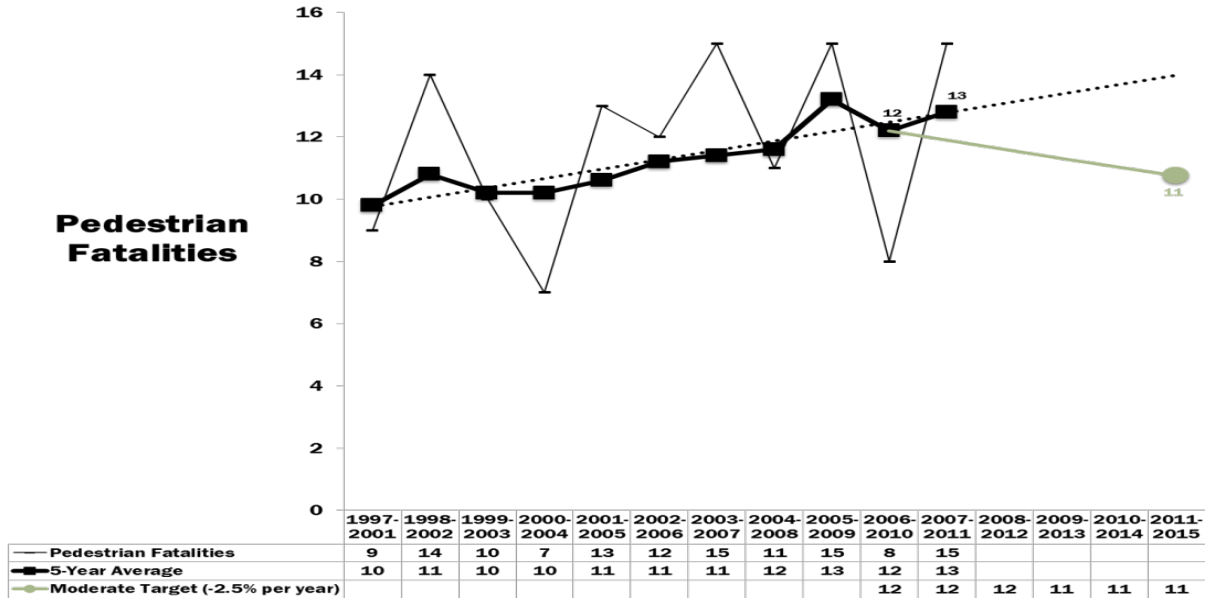
(NHTSA Core Outcome Measure C-3.)



Reduce Pedestrian Fatalities

Reduce the five-year average number of pedestrian fatalities from 12 in 2010 to 11 by 2015.

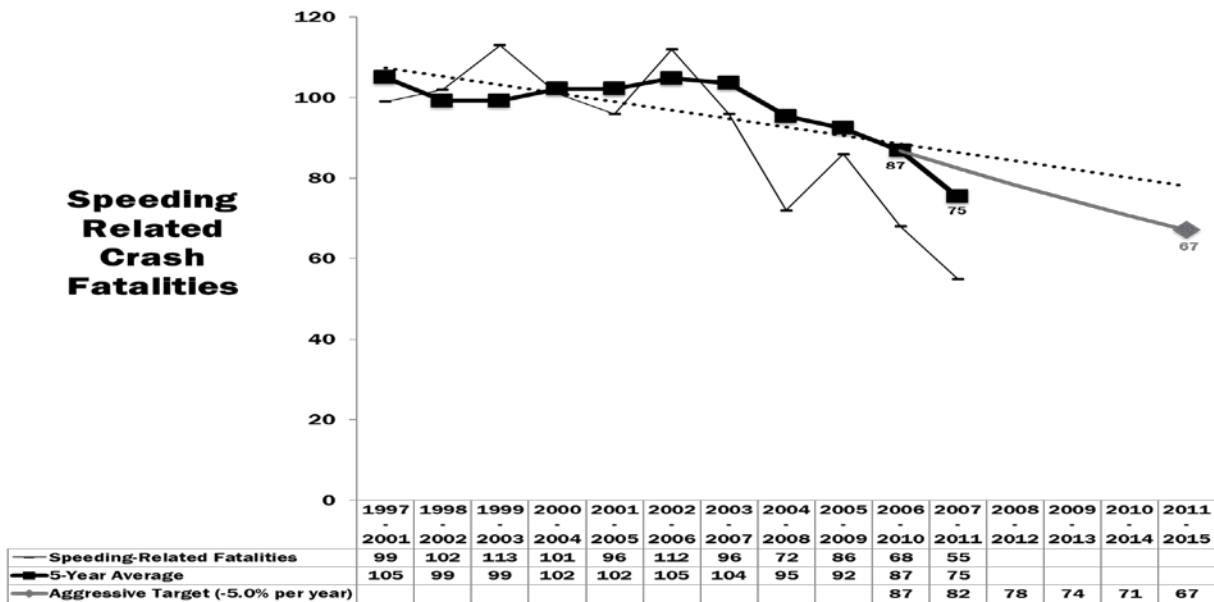
(NHTSA Core Outcome Measure C-10.)



Reduce Speeding-Related Fatalities

Reduce the five-year average number of fatalities involving speed from 87 in 2010 to 67 by 2015.

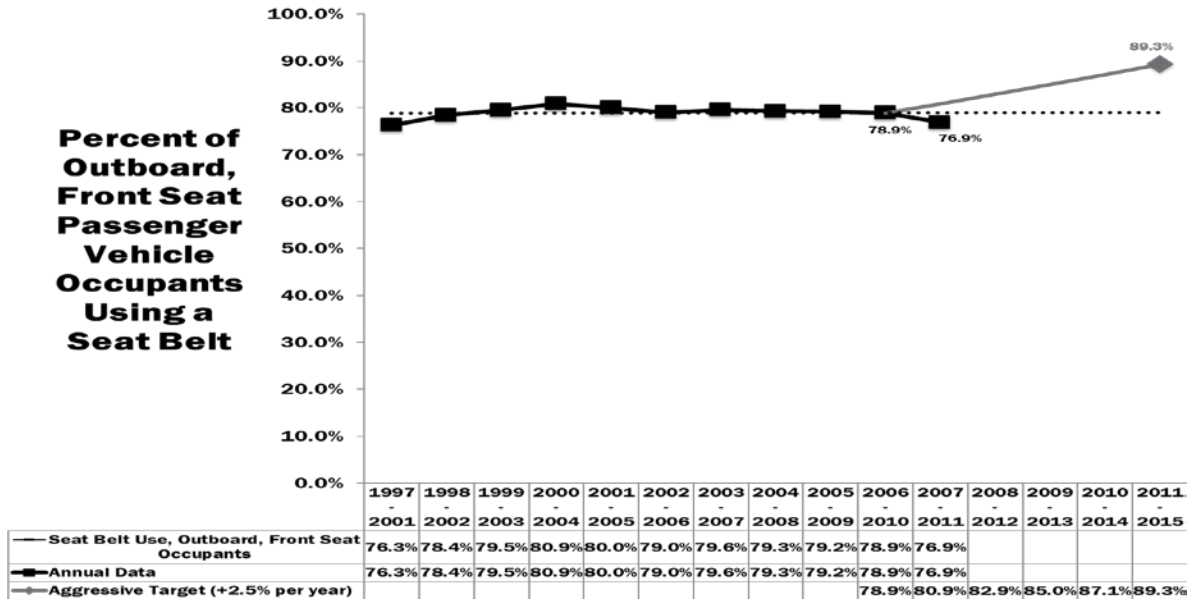
(NHTSA Core Outcome Measure C-6.)



Seat Belt Use

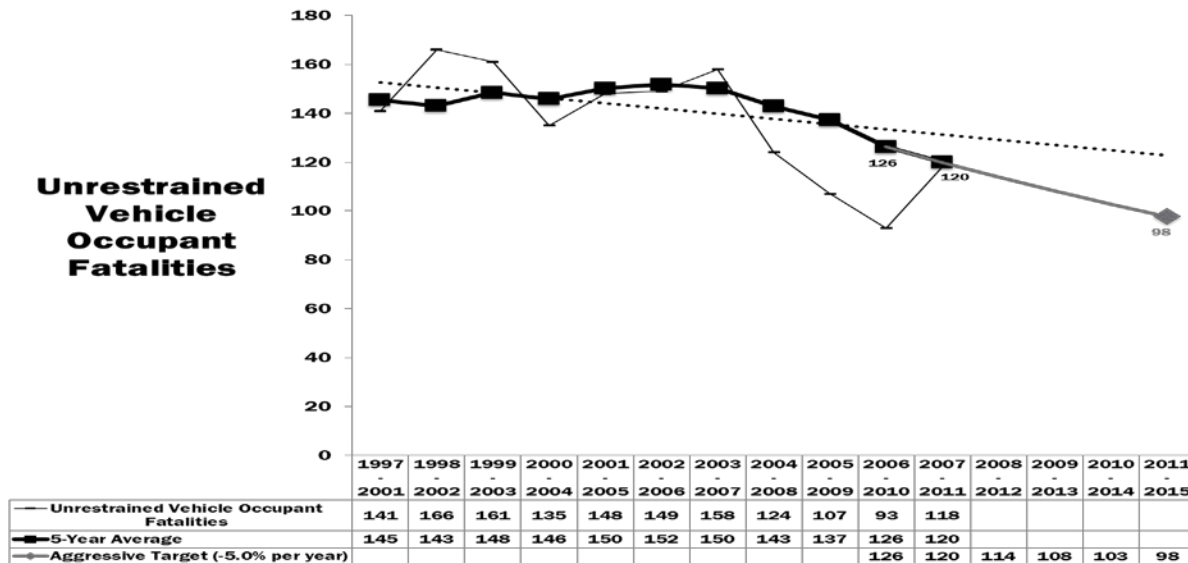
Increase Observed Seat Belt Use of Outboard, Front Seat Vehicle Occupants

Increase the annual observed rate of seat belt use of outboard, front seat vehicle occupants from 78.9% in 2010 to 89.3% by 2015. (NHTSA Core Behavior Measure B-1.)



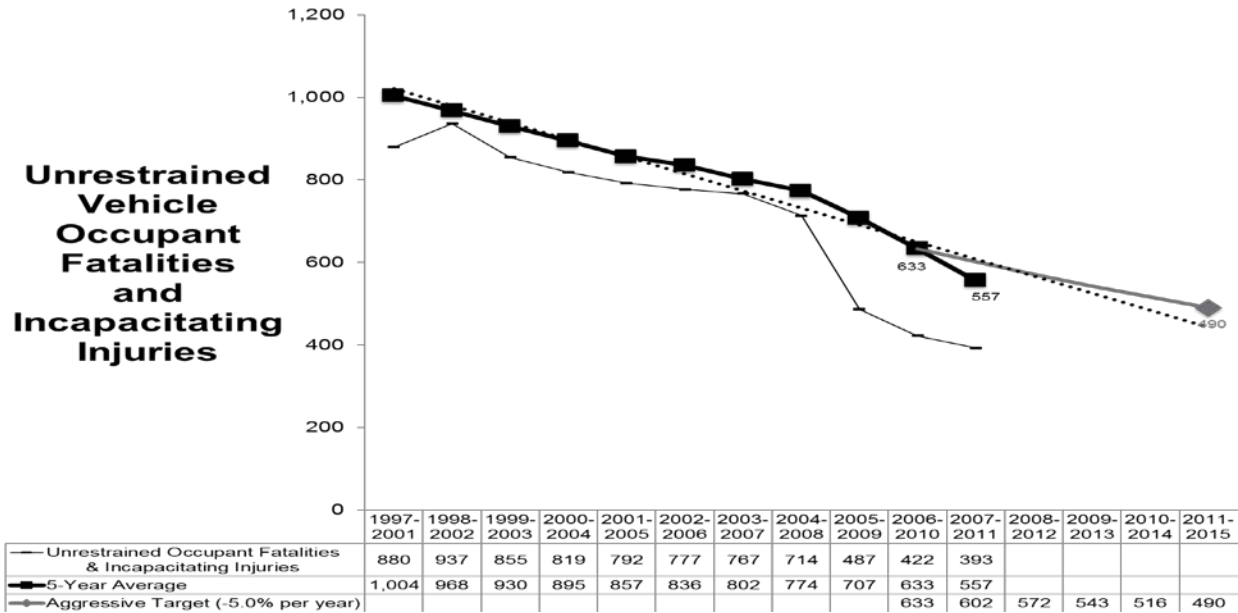
Reduce Unrestrained Vehicle Occupant Fatalities

Reduce the five-year average number of unrestrained vehicle occupant fatalities from 126 in 2010 to 98 by 2015. (NHTSA Core Outcome Measure C-4.)



Reduce Unrestrained Vehicle Occupant Severe Injuries

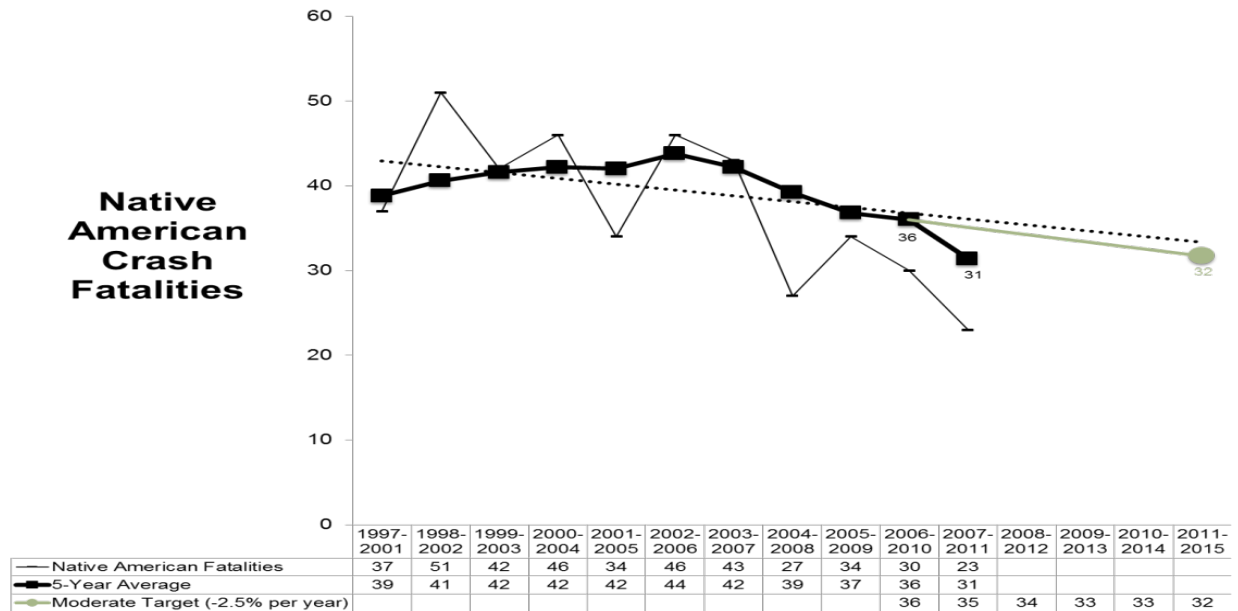
Reduce the five-year average number of unrestrained vehicle occupant fatalities and incapacitating injuries from 633 in 2010 to 490 by 2015.



Native American Crash Fatalities

Reduce Native American Fatalities

Reduce the five-year average number of Native American fatalities from 36 in 2010 to 32 by 2015.

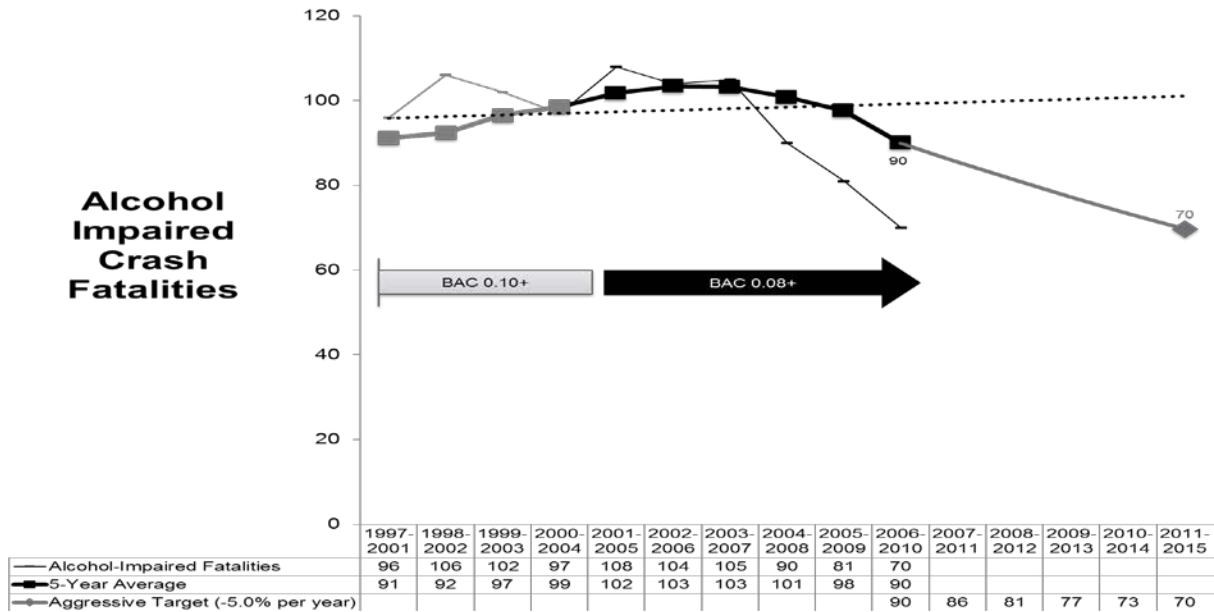


Alcohol & Impaired Driving Fatalities

Reduce Alcohol-Impaired Fatalities

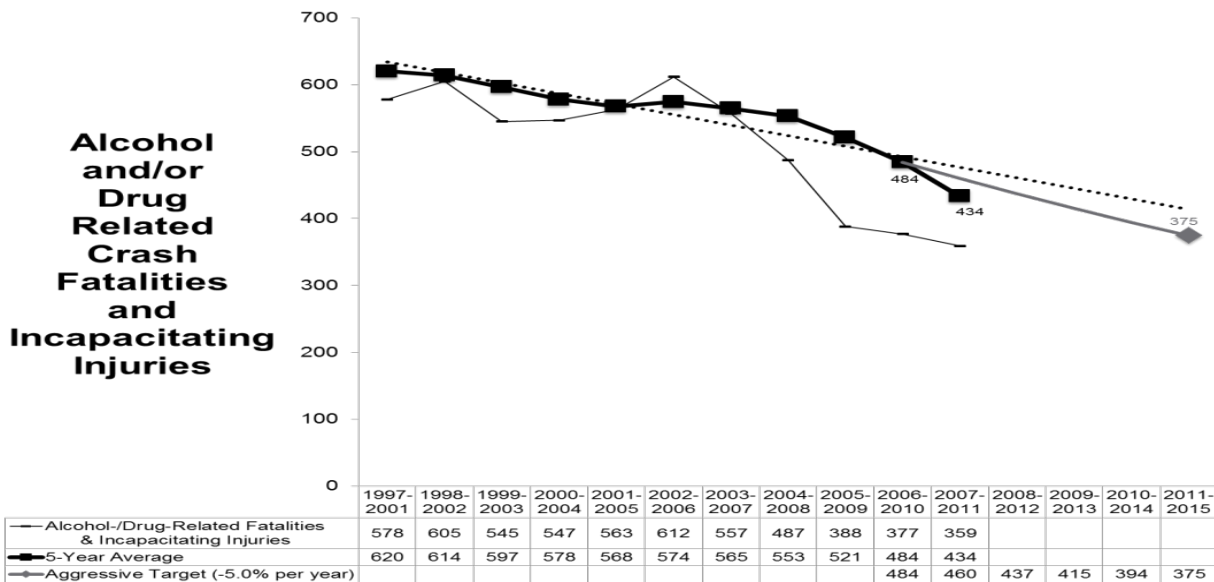
Reduce the five-year average number of fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+) from 90 in 2010 to 70 by 2015.

(NHTSA Core Outcome Measure C-5.)



Reduce Alcohol-Related Severe Injuries

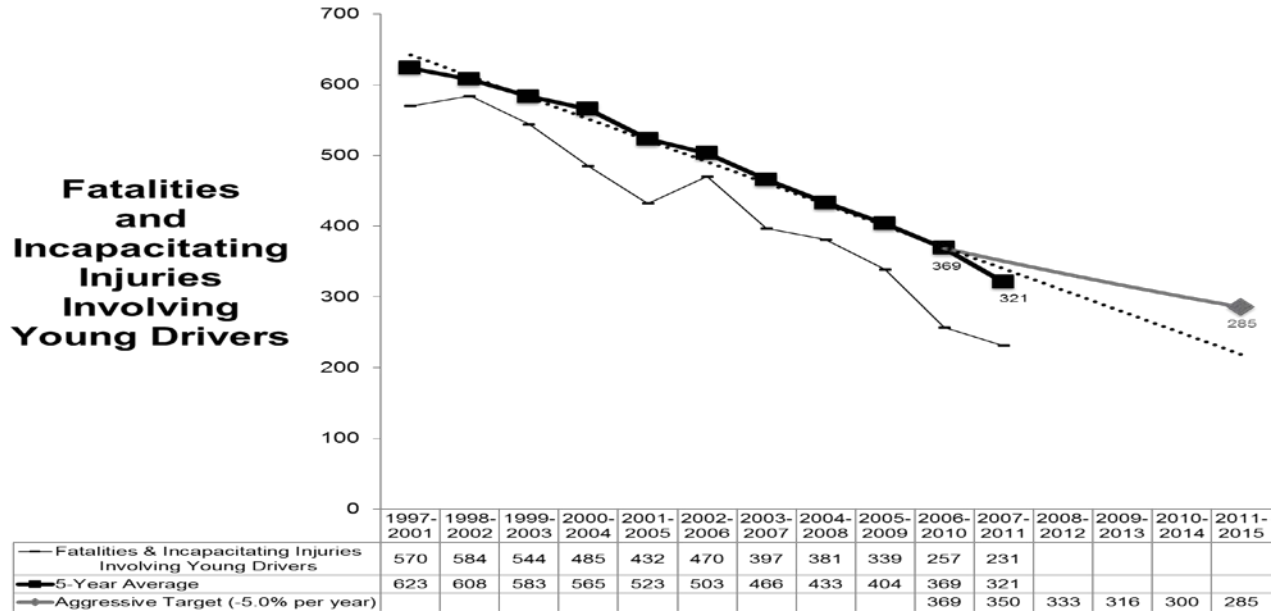
Reduce the five-year average number of fatalities and incapacitating injuries in crashes involving a driver or motorcycle operator with a BAC 0.01+ or evidence of alcohol and/or drugs being involved from 484 in 2010 to 375 by 2015.



Young Driver Crashes (Age 20 and Below)

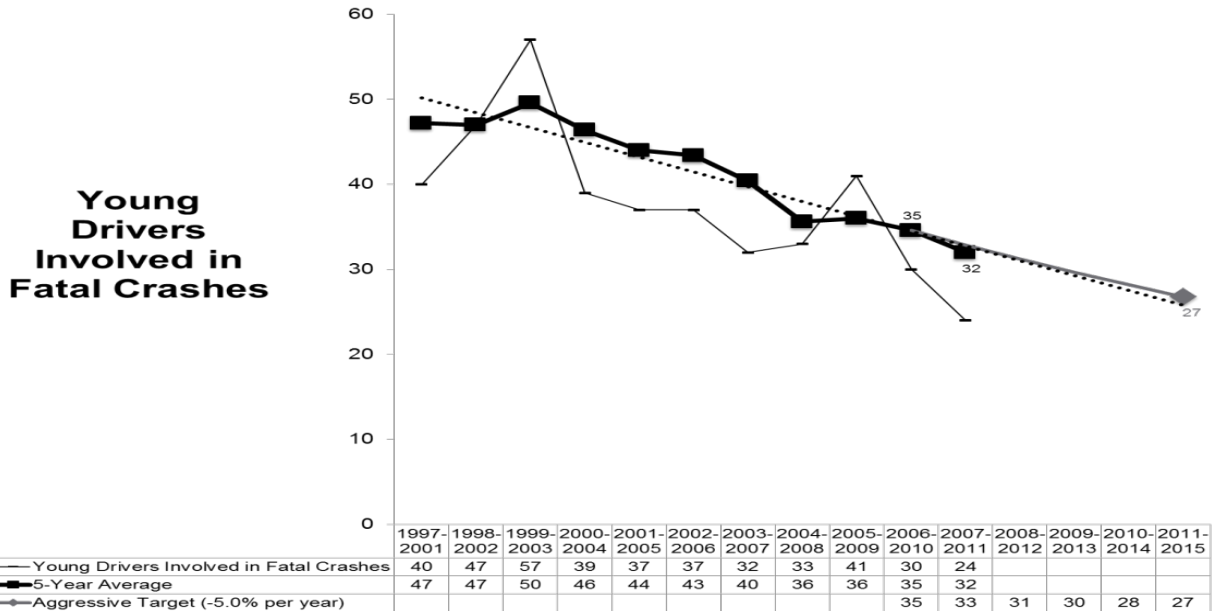
Reduce Severe Injuries Involving Young Drivers

Reduce the five-year average number of fatalities and incapacitating injuries resulting from crashes involving young drivers from 369 in 2010 to 285 by 2015.



Reduce Fatal Crashes Involving Young Drivers

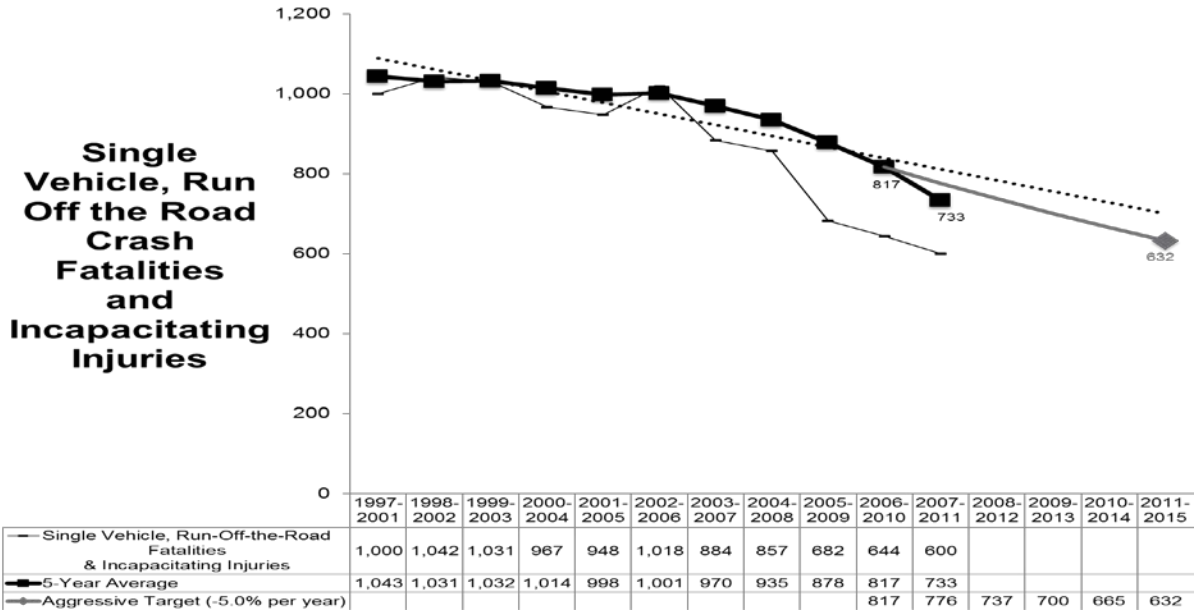
Reduce the five-year average number of young drivers involved in fatal crashes from 35 in 2010 to 27 by 2015. (NHTSA Core Outcome Measure C-9.)



Single Vehicle, Run-Off-The-Road Crashes

Reduce Severe Injuries from Single Vehicle, Run-Off-The-Road Crashes

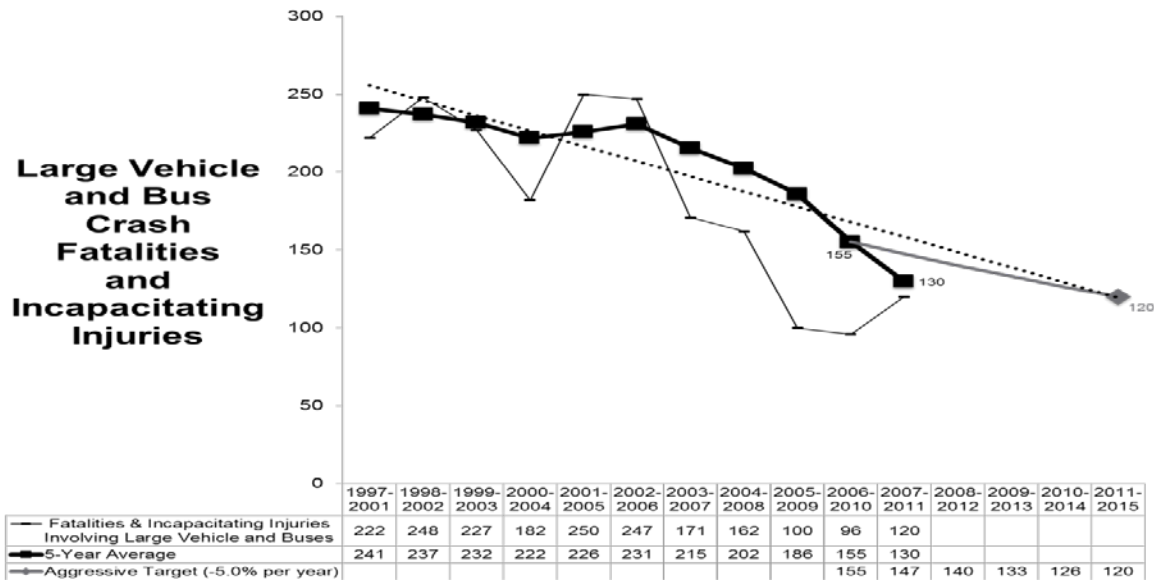
Reduce the five-year average number of fatalities and incapacitating injuries of single vehicle, run-off-the-road crashes from 817 in 2010 to 632 by 2015.



Large Vehicle and Bus Crashes

Reduce Severe Injuries Involving Large Vehicle and Bus Crashes

Reduce the five-year average number of fatalities and incapacitating injuries resulting from large vehicles and buses crashes from 155 in 2010 to 120 by 2015.

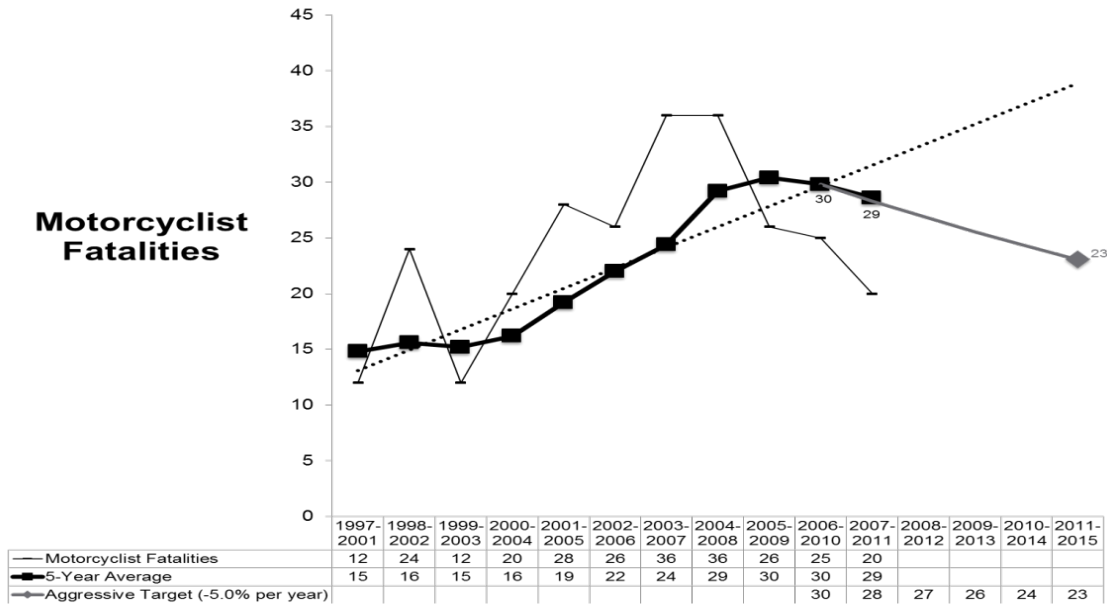


Motorcycle Crashes

Reduce Motorcyclist Fatalities

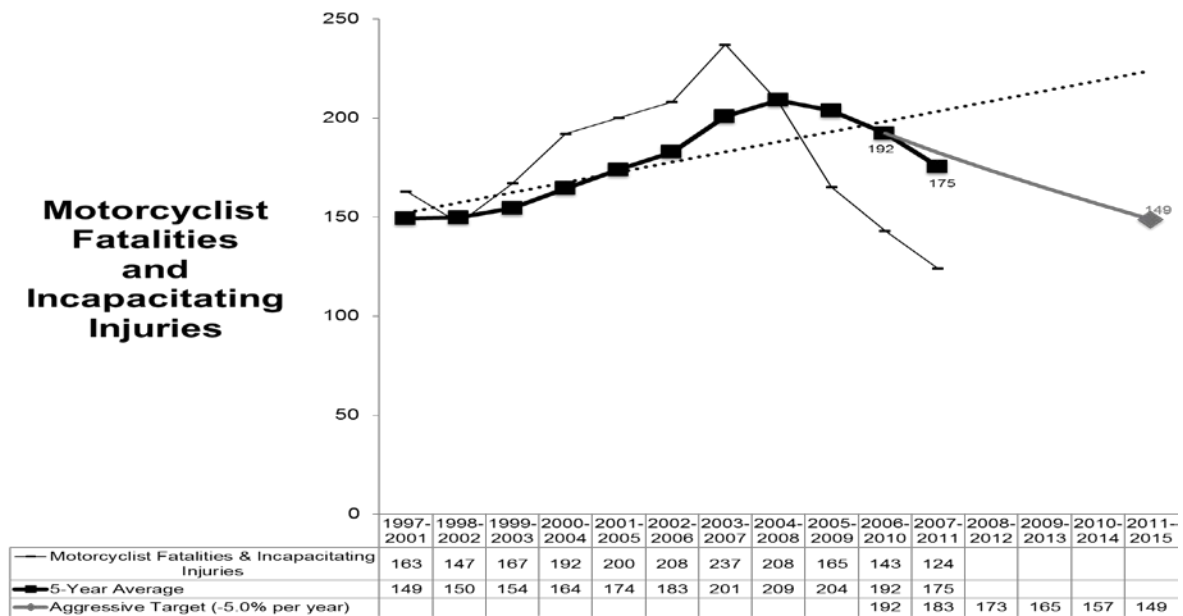
Reduce the five-year average number of motorcyclist fatalities from 30 in 2010 to 23 by 2015.

(NHTSA Core Outcome Measure C-7.)



Reduce Motorcyclist Severe Injuries

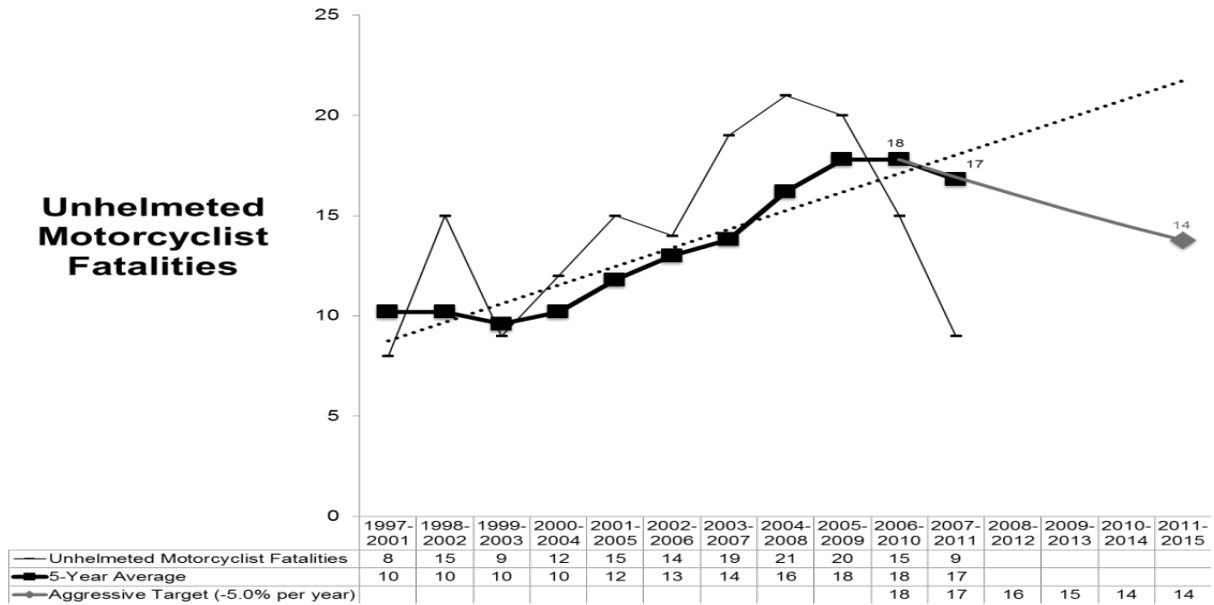
Reduce the five-year average number of motorcyclist fatalities and incapacitating injuries from 192 in 2010 to 149 by 2015.



Reduce Fatalities for Motorcyclists Not Wearing Helmets

Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 18 in 2010 to 14 by 2015.

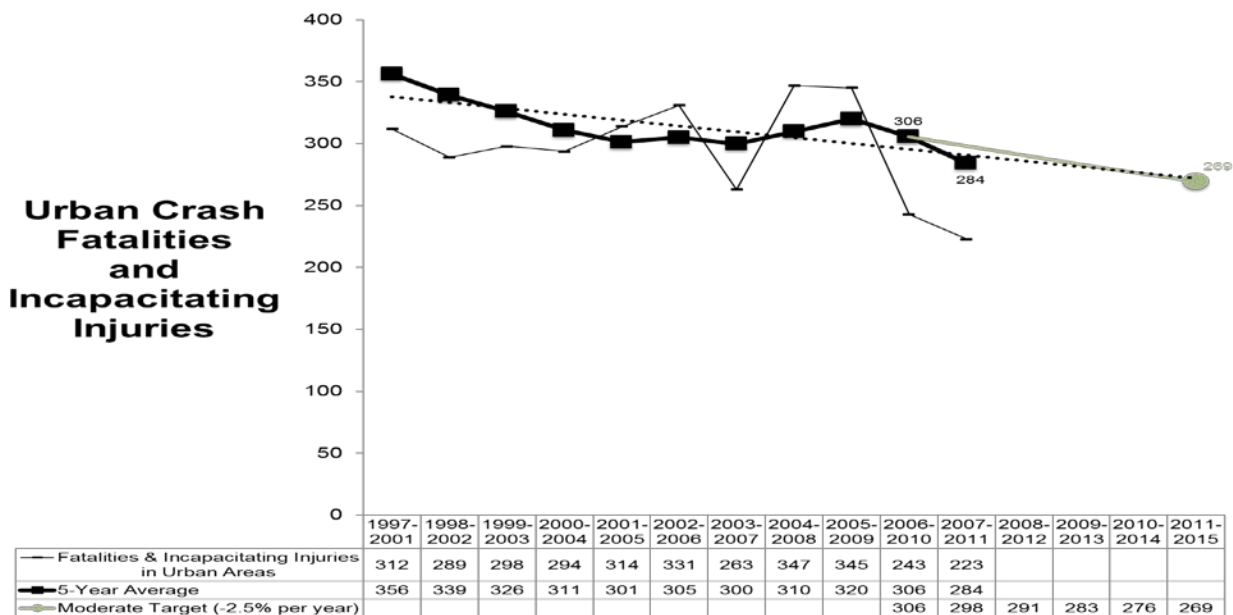
(NHTSA Core Outcome Measure C-8.)



Urban Area Crashes

Reduce Severe Injuries in Urban Area Crashes

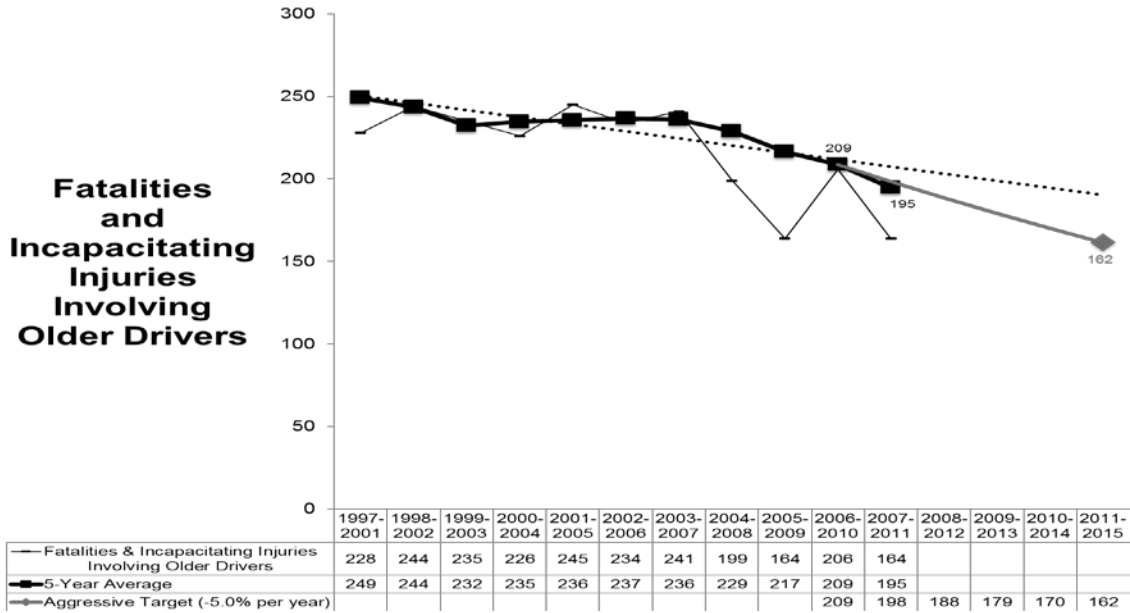
Reduce the five-year average number of fatalities and incapacitating injuries resulting from crashes occurring in urban area crashes from 306 in 2010 to 269 by 2015.



Older Driver Crashes (Age 65 and Above)

Reduce Severe Injuries Involving Older Drivers

Reduce the five-year average number of fatalities and incapacitating injuries resulting from crashes involving older drivers from 209 in 2010 to 162 by 2015.



PROGRAMS AND PROJECTS

HAZARD ELIMINATION PROJECTS

Project description

As of FFY 2012, three HE projects were approved as part of the 2012 Tentative Construction Plan meeting for the following areas:

Project	NHTSA Funds
Lincoln – East	\$3,661,308
Nissler Interchange	\$1,000,000
Whitefish-West	\$3,720,000
Total	\$8,381,308

The projects are prioritized by Engineering's Traffic and Safety Bureau within the Montana Department of Transportation using a rating system.

I M P A I R E D D R I V I N G P R E V E N T I O N

Strategies

The Montana Department of Transportation (MDT) along with its partners and safety stakeholders across the state are working to implement a wide range of programs to prevent and reduce impaired driving and its consequences. This multi-faceted approach includes strategies from the categories of *education, prevention, intervention, treatment, enforcement, and consequences*.

Results

In 2011, crashes involving drugs and/or alcohol in Montana remained constant at 9.6% of all crashes, with a slight increase in the raw numbers, from 1,935 in 2010 to 1,945 in 2011. There continues to be a decline in the actual number of alcohol-related and alcohol-impaired deaths on Montana’s roads.

ALCOHOL-IMPAIRED FATALITIES

2007	2008	2009	2010	2011	2012	2013
105 <i>(baseline)</i>	100	93	80	76		99 <i>(goal)</i>

ALCOHOL-RELATED FATALITIES

2007	2008	2009	2010	2011	2012	2013
125 <i>(baseline)</i>	118	106	93	88		110 <i>(goal)</i>

Refusal to provide a blood or breath sample is still a strategy used by impaired drivers to avoid legal consequences, however MCA 61-8-402 that went into effect on April 28, 2011 allows search warrants for blood samples if the offender has a prior refusal or conviction or pending offense. As jurisdictions implement procedures for putting MCA 61-8-402 into practice, we expect to see a steady reduction in DUI offenders using the refusal loophole and avoiding prosecution/conviction.

During 2011, 78.3% of all drivers /pedestrians/bicyclists /etc. involved in fatal crashes were tested for blood alcohol concentration (220 of 281 people). This reflects an increase in the number of people tested over the previous year, when 181 people of 2010’s 227 fatalities were tested. Of those 220 people tested in 2011, 33.2% were noted as having a BAC greater than 0.00 (73 people) and the average BAC of those 73 people was **0.188**, up from 0.172 in 2010.

Montana’s alcohol-related fatality rate in 2011 continues to decline, which reflects a reduction in impaired driving consequences despite the many miles driven in the state.

ALCOHOL-IMPAIRED FATALITY RATE

2007	2008	2009	2010	2011	2012	2013
0.93 <i>(baseline)</i>	0.84	0.84	0.74	0.67		0.88 <i>(goal)</i>

A total of 10,504 driving under the influence (DUI) offenses – including those given to drivers under age 21 and to commercial drivers – were filed with the Office of Court Administrator in 2011, down from 10,850 in 2010, but still up from 9,987 in 2009. Of those, 556 (5%) were charges under a new statute for “aggravated DUI” (MCA 61-8-465).

A total of 5,917 DUI convictions were reported to the Motor Vehicle Division of the Montana Department of Justice for calendar year 2011, down from 6,664 in 2010. Montana hasn't seen a conviction count under 6,000 since 2003.

Drugs involved in DUI

The Montana Forensic Science Division compared the classifications of drugs found in the blood of drivers apprehended for driving under the influence (DUI) from 2007 to 2011. As shown in the following graphs, there has been an increase in drug-impaired driving over that time frame, especially in the number of cases involving central nervous system depressants (other than alcohol), stimulants, narcotic analgesics, and cannabis.

Types of drugs found in whole blood samples include tranquilizers, sleeping pills, muscle relaxants, inhalants, cough medicine, antidepressants, antihistamines, and numerous others.

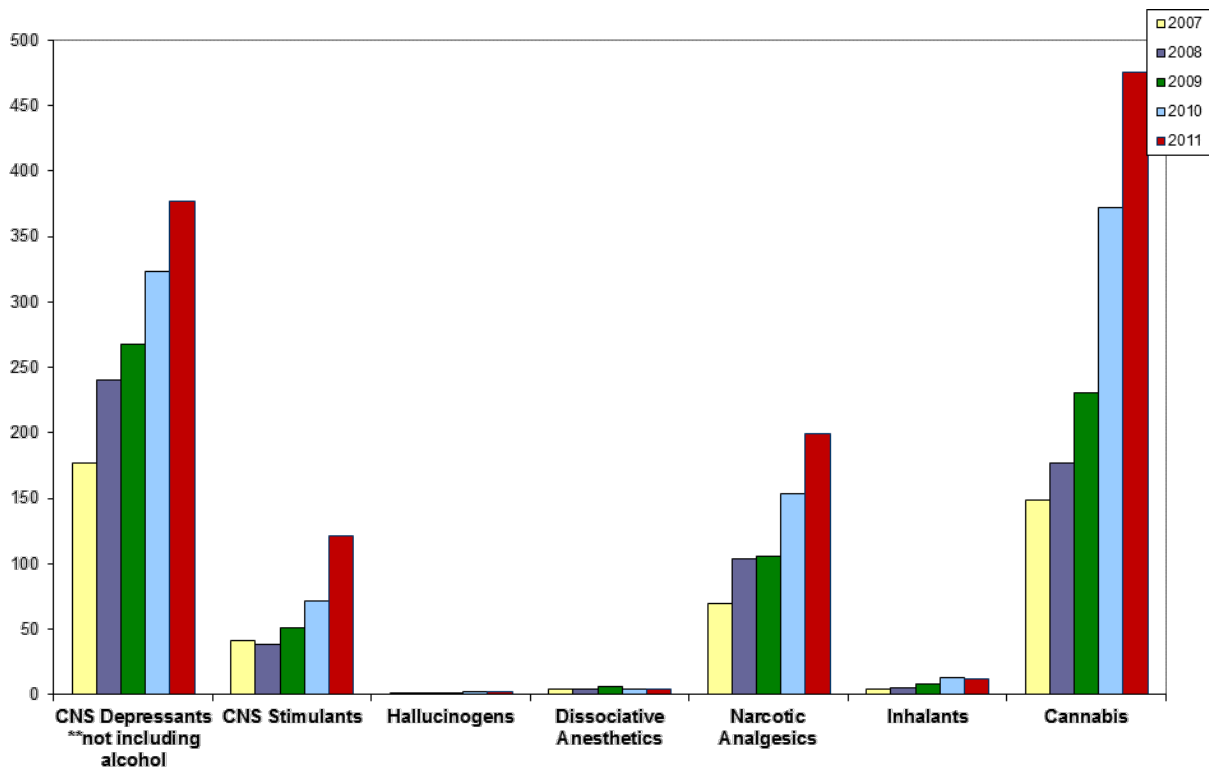
It is unknown whether the increases in every category over the past five years are primarily the result of increased drug usage, increased detection because of the implementation and expansion of the DRE and ARIDE education programs for law enforcement, or both.

An analysis of the fatal vehicle crashes in 2011 revealed that:

- ◆ 34% had drugs involved (down from 38% in 2010)
- ◆ 32% had alcohol involved (down from 33% in 2010)
- ◆ 15% had a mixture of drugs and alcohol involved (up from 14% in 2010)

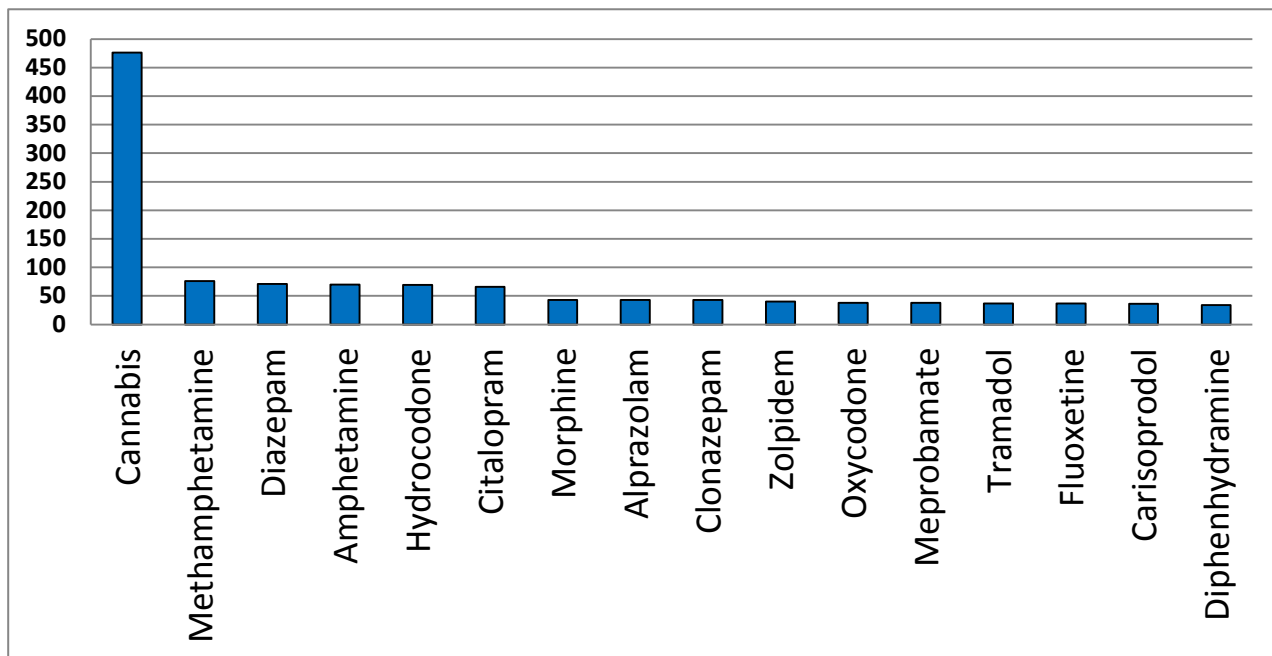
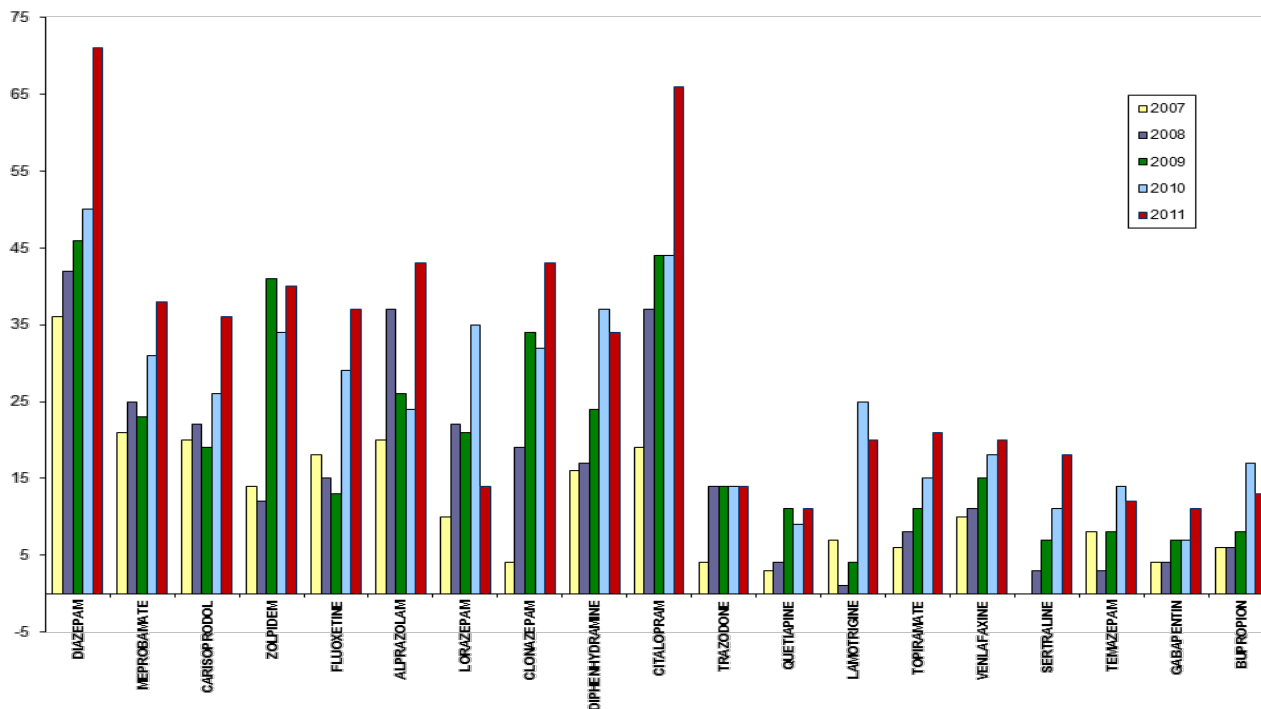
Categories of Drugs* Found in DUI Cases in Montana (2007 – 2011)

** Drugs Other Than Alcohol*

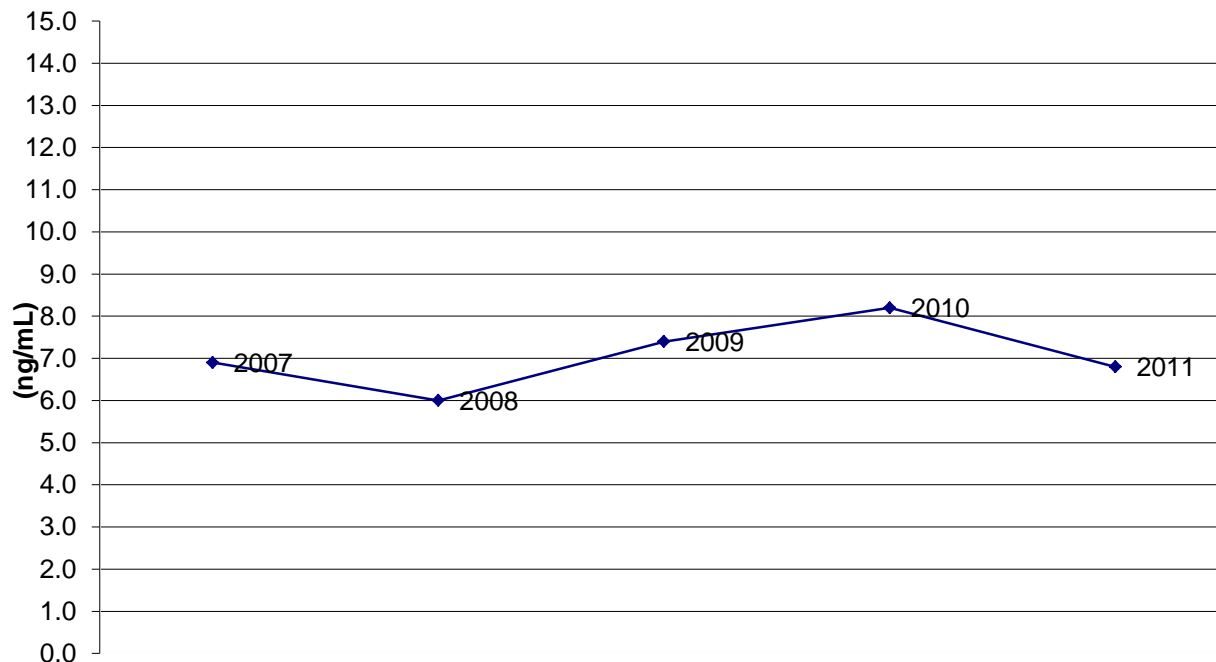


The next graph shows the amount of CNS Depressants other than alcohol being found in whole blood samples. This shows that prescription drug use and abuse is becoming more common in DUI cases.

CNS Depressants in DUI Cases (2007 - 2011)



Average THC level in DUI cases in Montana



Although there is some improvement, the data still shows that Montana has a substantial and costly problem in the area of impaired driving.

Impaired Driving Programs

Many of Montana's NHTSA resources were used to support the enforcement, prosecution and conviction of impaired drivers.

Details are provided in the *Police Traffic Services* section regarding the Selective Traffic Enforcement Program (STEP), Roving Patrols, the Labor Day mobilization, and training for law enforcement: SFST, ARIDE, and DRE training.

We are pleased to highlight the following programs to prevent or reduce impaired driving.

Traffic Safety Resource Prosecutor

In late June 2009, Montana became the 45th state to implement a Traffic Safety Resource Prosecutor program.

TSRP Erin Inman, Attorney at Law, provided **37 presentations/trainings** reaching around 800 people during FFY 2012. Trainings included the following:

- Third annual *Prosecuting the DUI* class for law enforcement and prosecutors.
- *Lethal Weapon* – a multi-day conference on effective DUI crash investigation and reconstruction.
- Multiple presentations of **Cops in Court**: a training for law enforcement officers on effective courtroom testimony.
- Multiple presentations as part of the **SFST Refresher** and **ARIDE** trainings coordinated by the Montana Highway Patrol.

- Legal updates and presentations on a new law authorizing the use of **telephonic search warrants** for most DUI breath test refusals.
- Several presentations on a new law allowing charges of “**aggravated DUI**”, which has caused confusion regarding sentencing and other issues.
- Timely updates for Montana’s prosecutors via the winter and summer meetings of the Montana County Attorney’s Association.
- Quarterly presentations on ***DUI and Implied Consent Laws*** to new recruits at Montana’s Law Enforcement Academy basic training during DUI week.

In addition to the training presentations, the Traffic Safety Resource Prosecutor (TSRP) provided a variety of **technical assistance** to other prosecutors via phone and email to those involved in the criminal justice system.

A comprehensive update was made to the **DUI Handbook** to incorporate new case law and provide information relevant to the new DUI laws passed by the 2011 Legislature. The handbook was made available in both hard copy and on a CD.

The website continued to be updated regularly with timely and relevant information, including four newsletters, and a list of training opportunities. An online forum for sharing questions and resources is still utilized and provides a mechanism for disseminating information quickly and privately among prosecutors. We receive regular feedback that the information the TRSP disseminates is useful and an important strategy to deter and reduce impaired driving.

Alcohol Screening, Brief Intervention, and Referral to Treatment (SBIRT)

MDT provided a third year of funding to the Montana Department of Public Health & Human Services Injury Prevention Program to expand implementation of alcohol screening, brief intervention, and referral to treatment (SBIRT) protocols in Montana. Findings from over 40 clinical trials have demonstrated that the implementation of SBIRT protocols is effective for decreasing alcohol consumption, injuries, and visits to the emergency department or hospital.

The SBIRT Advisory Committee convened twice during the year, forging new partnerships for promoting SBIRT, and discussed issues such as the payment fee schedule paid by MT Medicaid, plans for reaching local pediatricians and healthcare providers to screen adolescents for alcohol and possible uses for the sports examination screening to ask and document alcohol use.

Two on-site 4 hour trainings on SBIRT were provided in Miles City and Sidney October and December 2011. An informational power point presentation updated early in the project year and used for a web-based lunch and learn session sponsored by the Montana Hospital Association that was made available to all critical access hospitals.

The SBIRT web page was updated during the year. Lists of support resources available at the local and state level that can be provided to patients as part of the Referral to Treatment were developed for eight communities: Sidney, Glendive, Billings, Bozeman, Butte, Great Falls, Kalispell, and Missoula. These resource lists focuses on an array of services someone may need to know in a new community, such as Alcoholics Anonymous meetings, Narcotics Anonymous meetings, treatment facilities, public assistance, food banks, homeless shelters and services, low income housing, workforce centers, mental health centers, veterans’ services and hot lines, community health centers, and



city/county health departments.

A statewide survey was conducted to gather baseline data on awareness and support for SBIRT. The majority of the respondents indicated they had not been trained in brief interventions or motivational interviewing (83%), however, many providers already utilize brief interventions to counsel patients in losing weight (43%), exercising (46%) and tobacco use (93%).

In conjunction with the Chronic Disease Integration and Community Transformation grants, DPHHS is working to explore opportunities with Cancer, Tobacco, Diabetes, Cardiovascular and HIV Prevention Programs to promote Screening and Brief Intervention with healthcare providers. Utilizing these programs to education and promote SBIRT among healthcare providers will extend the reach for SBIRT.

A brochure was developed for primary care providers that highlight Physician Quality Reporting System (PQRS) measures for Medicare reimbursement through the Chronic Disease Bureau. SBIRT is one of several measures included on the brochure, encouraging providers to adopt as one of the annual measures tracked. PQRS Guide was disseminated to all primary care providers electronically through the Cardiovascular and Diabetes Programs.

SBIRT information was passed along to I.H.S injury prevention professionals through the Billings Area I.H.S Injury Prevention Coalition meeting in April.

This project year, DPHHS faced unexpected hurdles which included a lack of participation among healthcare facilities and providers to implement SBIRT due to competing electronic medical record priorities, project leader status and refocusing our efforts months into the project. However, given those challenges, there was continued expressed interest by healthcare providers for education and information on SBIRT. Additionally, Montana Medicaid has clarified what reimbursement codes are allowable in MT for SBIRT.

Given Montana's alcohol culture, SBIRT is a concept that will probably take many years of persistent effort to successfully implement. Although DPHHS did not apply for continued SBIRT funding in FFY 2013, they have a marketing plan and intend to use it for the next phase of the SBIRT program. They will continue to make the information gathered and developed as part of this project available to healthcare providers interested in implementing SBIRT.

DUI Task Force Facilitator

MDT continued to contract with Missoula County DUI Task Force Coordinator, Lonie Hutchison, to serve as a technical resource for the state's DUI task forces. Lonie has 30 years of experience assisting new coordinators with plan development and implementation, promoting consistency and unity among existing DUI task forces, increasing the number of DUI task forces, and providing timely, relevant information via email and regional meetings.

Two newsletters were provided to DUI Task Forces this year, along with regular emails passing along pertinent information and links to a variety of resources. The DUI Task Force website is kept regularly

DUI task forces operate at the county level to reduce and prevent impaired driving, and may engage in a variety of activities such as:

- Responsible Alcohol Sales & Service training to prevent over-service (to already intoxicated persons) and sales/service to minors
- Alcohol sales compliance checks of establishments
- Party and kegger patrols
- Overtime traffic patrols
- Educational projects
- Media advocacy
- Public service announcements
- Support for prosecution and adjudication of DUI cases
- Victims impact panels
- Policy/legislative proposals
- Designated driver programs
- Safe ride home programs

Initial funding comes from driver license reinstatement fees in accordance with Section 61-2-105 through 108, Montana Code Annotated.

updated.

The DUI Task Force *Step-by-Step Guidelines* was revised this year, and can be viewed online at www.mdt.mt.gov/safety/docs/dui_taskforce_steps.pdf.

The guide provides a comprehensive overview of activities and tasks for DUI Task Forces (e.g. establishing a regular meeting schedule, giving notice of Task Force meetings by publication in the community meeting announcement section of a newspaper of general circulation in the county; the coordinator's responsibilities, recommended components of a DUI Plan, etc.).

The *Step-by-Step Guidelines* document was distributed statewide via the DUI Task Force section of the MDT website, and regional DUI Task Force meetings. Copies were mailed to county commissioners, law enforcement, and county attorneys along with invitations to the Regional DUI Task Force meetings.

Regional meetings

Five regional meetings were held during the FFY 2012 contract year:

- May 3 in Anaconda
- June 22 in Thompson Falls
- August 8 in Miles City
- August 9 in Malta
- August 28 in Helena

The locations were strategically chosen to facilitate outreach and possible attendance by counties that do not yet have DUI Task Forces. The agendas were similar for 4 of the 5 meetings, with information provided by the Department of Revenue (DOR) on liquor licensing, information on telephonic search warrants presented by Erin Inman MDT's Traffic Safety Resource Prosecutor, data collection and usage, and Swimming Upstream awards by Jenna Caplette, Gallatin County DUI Task Force Coordinator. The regional meetings also allow time for networking between the various DUI Task Forces to share ideas about their local programs.

Efforts to reach out to counties to encourage the startup of DUI Task Forces resulted in modest interest by several counties. Two additional counties came on board this contract year: Toole County under the coordination of Deb Brandon and Prairie County joined by Custer, Rosebud and Powder River under the coordination of Pat Roos. The Judith Basin DUI Task Force disbanded, and Richland County parted ways with McCone County towards the end of the contract year. There has been interest shown by representatives in McCone County to create a stand-alone DUI Task Force.

Since beginning this contract in FFY 2009, DUI Task Forces have increased from 25 representing 29 counties to the following 34 DUI Task Forces representing 38 of Montana's 56 counties:

- | | | |
|------------------------|-------------------|------------------|
| 1. Anaconda-Deer Lodge | 11. Flathead | 21. Park/Meagher |
| 2. Beaverhead | 12. Gallatin | 22. Petroleum |
| 3. Big Horn | 13. Hill | 23. Phillips |
| 4. Blaine | 14. Jefferson | 24. Pondera |
| 5. Broadwater | 15. Lake | 25. Powell |
| 6. Butte-Silver Bow | 16. Lewis & Clark | 26. Ravalli |
| 7. Carbon | 17. Lincoln | 27. Richland |
| 8. Cascade | 18. Madison | 28. Sanders |
| 9. Dawson | 19. Mineral | 29. Sheridan |
| 10. Fergus | 20. Missoula | 30. Stillwater |

- 31. Sweet Grass
- 32. Toole

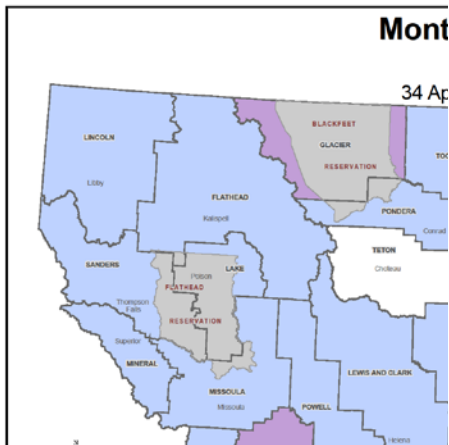
- 33. SW Montana (Custer, Powder River, Prairie, and

- Rosebud)
- 34. Yellowstone

DUI Task Forces

Effective DUI task forces are an important mechanism for decreasing the state's alcohol-related injury and fatality rates. DUI task forces are multi-faceted coalitions that invite participation from a cross-section of community representatives in order to maximize their reach and effectiveness. The county DUI Task Forces are funded by driver license reinstatement fees, provided by Montana law in accordance with MCA 61-2-105 through 108.

There are three Tribal DUI Task Forces: Crow Nation, Fort Belknap Tribes, and Fort Peck Assiniboine & Sioux Tribes.



DUI Task Force Supplemental Funding

During FFY 2010, MDT contracted with 24 DUI Task Forces and provided up to \$15,000 each in supplemental funding. The task forces are primarily funded by driver license reinstatement fees collected within their county, which in the more rural parts of the state, constitutes a small annual budget.

Many of the contracts focused on increasing Responsible Alcohol Sales & Service training, alcohol compliance checks, Cops In Shops®, and increased law enforcement presence at high risk times/events. Others focused on education and prevention activities with youth.

Some of these the contracts were extended into FFY 2011 to allow adequate time for project completion. Each contract was unique, based on the proposal submitted by each DUI Task Force. A contract with Lincoln County was initiated in FFY 2012 and two DUI Task Force supplemental funding contracts were extended into FFY 2012.

DUI Court Implementation

DUI courts are a proven strategy to reduce impaired driving among habitual drunk drivers who are not typically affected by education or public safety efforts, or by traditional legal sanctions.

Entry into DUI court is voluntary and the offender signs a contract with the DUI court. This allows the court the opportunity to seek effective long-term change in behavior by treating underlying substance abuse issues rather than focusing only on punishing the offender.

Chemical dependency treatment is emphasized and is accompanied by intensive monitoring/testing. This typically includes a transdermal alcohol monitoring bracelet for 60-90 days, frequent urinalysis testing, EtG blood testing, and the requirement for the DUI court client to blow into a preliminary breath tester (PBT). PBT testing may occur during court appearances; home visits, and visits with the compliance officer.

Continued alcohol and drug usage is discouraged through a progressive system of sanctions. Positive changes are recognized and rewarded via incentives. The DUI court program is designed to hold the client accountable and participate weekly at DUI court sessions before the DUI court team and the Judge. The client also has access to a variety of other services to help the individual achieve sobriety, learn pro-social behaviors, and become a productive member of society.



Judge Danna Runsabove presides over the Fort Peck DUI Court

With the repeat DUI offender as its primary target, DUI courts follow the *Ten Key Components of Drug Courts* and the *Ten Guiding Principles of DWI Courts*, established by the National Association of Drug Court Professionals and the National Drug Court Institute.

During FFY 2012, MDT funded continuing implementation of the DUI court model in the following jurisdictions:

1. Yellowstone County (13th Judicial District) —Judge Mary Jane Kniesley
2. Kalispell Municipal Court—Judge Heidi Ulbricht
3. Fort Peck Tribal Court—Judge Danna Runsabove
4. 7th Judicial District DUI Court—Judge Katherine Irigoin
5. Mineral County DUI Court—Judge Wanda James



Transdermal alcohol monitoring devices

MDT purchased 29 transdermal alcohol monitoring units in January 2010. Usage of these units continued in 2012 and deployed in the courts listed above. By owning the SCRAM units, MDT is able to secure lower daily monitoring rates, and also maximize usage of the units by having the ability to move the units between the courts based on need.

Building DUI Courts through training

MDT funded one team to attend a 3.5 day basic DUI court training in FFY 2012: the Hill County Justice Court team led by Judge Audrey Barger. The team attended training from *April 12–15, 2012* in Newport Beach,

California.

The training covers the 10 guiding principles of the DUI court model, as established by the *National Association of Drug Court Professionals* and the *National Drug Court Institute*. The course teaches participants how to work with DUI offenders, and includes an **on-site visit** to an operational DUI Court.

Nine team members from the Hill County Justice Court team attended the training, representing the following disciplines: chemical dependency treatment, prosecution, defense counsel, evaluation, coordinator, parole and probation officer, law enforcement, and the judge.

The team found value in the training, and were successful in returning to their community and garnering locally available resources. The court was subsequently successful in applying for and being granted MDT funding for DUI court implementation in FFY 2013.

M O T O R C Y C L E S A F E T Y

Support for Motorcyclist Training in Drivers Education

In 2012, MDT funded a media contractor to develop educational messages concerning motorcycle safety. These messages were directed at all motorists to be more alert for motorcycles. The campaign timeframe was August 18, 2012 - October 31, 2012.

Paid Media

Each message consisted of the logo “Watch for motorcycles, they’re never where you think they are.” For paid media, the contractor developed web video lead-in ads and placed these on MDT’s Plan2Live website, You Tube and all Montana CBS affiliate web sites. (Please refer to www.plan2live.mt.gov to view these video spots of motorcycle safety).

When viewers went on-line to view local CBS news sites, they clicked on the news story, and they had to watch MDT’s :15 motorcycle animated message before they could view the news spot. The media contractor negotiated on all CBS sites-- two added value, no-charge static web banner ads were placed under and next to the news story. The contractor also placed animated flash banner ads on Montana’s CBS news sites. The animated video banner and flash banner ads were added to MDTs *Plan2Live*, Watch for Motorcycles landing page.

<u>Website</u>	<u>Banner Size</u>	<u>Timing</u>	<u>Impressions</u>	<u>Clicks</u>	<u>Cost</u>
ktvq.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	15,462	129	\$1,200.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	179,660	55	\$0.00
kbzk.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	49,352	443	\$1,200.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	180,206	60	\$1,200.00
kxlf.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	43,282	374	\$750.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	180,341	89	\$1,200.00

<u>Website</u>	<u>Banner Size</u>	<u>Timing</u>	<u>Impressions</u>	<u>Clicks</u>	<u>Cost</u>
krtv.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	33,216	297	\$1,500.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	163,294	76	\$1,200.00
kxlh.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	35,733	225	\$1,200.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	180,268	67	\$1,200.00
kaj18.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	8,999	61	\$750.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	180,150	62	\$1,200.00
kpax.com	:15 video Lead In, 728x90 & 300x250	Aug 18 - Oct 31	61,074	436	\$2,100.00
	728x90, 300x250 & 468x60 ROS	Aug 18 - Oct 31	189,389	81	\$1,200.00
kulr8.com	728x90 & 468x60	Sept 4 - Oct 3	78,847	64	\$500.00
yourbigsky.com	728x90	Sept 4 - Oct 3	1,771	6	\$150.00
montanastandard.com	728x90	Sept 4 - Oct 3	17,249	142	\$425.00
ktvm.com	728x90	Sept 4 - Oct 3	13,390	11	\$471.67
greatfallstribune.com	728x90	Sept 4 - Oct 3	27,882	24	\$445.00
helenair.com	728x90	Sept 4 - Oct 3	17,305	9	\$425.00

<u>Website</u>	<u>Banner Size</u>	<u>Timing</u>	<u>Impressions</u>	<u>Clic ks</u>	<u>Cost</u>
beartoothnbc.com	728x90	Sept 4 - Oct 3	37,448	87	\$160.00
kcfw.com	728x90	Sept 4 - Oct 3	7,763	6	\$471.66
missoulain.com	728x90	Sept 4 - Oct 3	19,065	40	\$475.00
keci.com	728x90	Sept 4 - Oct 3	46,766	27	\$471.67
Totals			1,767,912	2871	\$19,895.00

Billboards

Banik designed 3 billboard concepts, rotated these around, and placed them on 26 billboards in Montana's 7 largest Markets for 2 months July 1 – September 11, 2012. Each billboard spots carried the logo "Watch for Motorcycles." The billboard company did not have bonus no charge billboard placement in 2012 because of the upcoming elections in Montana. The media company, however, negotiated 13 billboards to be posted with motorcycle messages June of 2013 at no charge.





Billboard Placement

<u>Market</u>	<u>Timing</u>	<u># of Boards</u>	<u>Cost</u>
Billings	July 2 - August 26	4	\$4,941.54
Bozeman	July 18 - September 11	2	\$2,470.76
Butte	July 10 - September 3	4	\$4,941.54
Great Falls	July 2 - August 26	4	\$4,941.54
Helena	July 2 - August 26	4	\$4,941.54
Kalispell	July 3 - August 27	4	\$4,941.54
Missoula	July 2 - August 26	4	\$4,941.54
Totals		26	\$32,120.00

Earned Media

Static Clings (3 x 5", three color, 15,000)

The contractor also designed a static window car cling, using the new MDT Watch for Motorcycle logo and "They're Never Where You Think They Are" message. The cling had the *Plan2Live* web address to drive the audience to the web site. MDT distributed the clings to a variety of their safety partners,

including MSU Northern responsible for statewide motorcycle training in Montana and Harley Davidson stores. The clings were disturbed at the summer's Room to Live Respect the Cage events.

As earned media, the contractor created talking points for media interviews consistent with campaign objectives. These were sent to MDT's law enforcement partners, leaders among local law enforcement and the Montana Sheriffs and Peace Officer Association. Banik also developed two radio PSA scripts for officers. These law officers were encouraged to go to local media and ask to have the story covered and place the PSAs.

Fact Sheets & Talking Points

Banik created two fact sheets about motorcycle crashes and driver safety. These were available on MDT's *Plan2Live* web site. They also were sent out with news releases and shared with MDT partners including law enforcement.

Motorcycle Safety Fact Sheet



- Expect to see motorcycles at any time and search aggressively for them.
- Take extra care when making a left turn to avoid turning in front of an oncoming motorcycle.
- Always make a visual check for motorcycles before entering or leaving a lane of traffic and at intersections; remember to check your blind spot.
- Always signal your intentions before changing lanes or merging with traffic.
- Allow a motorcyclist the full lane width; a motorcycle is a vehicle with the same rights and privileges of any other motor vehicle on the roadway.
- Allow more distance when following behind a motorcycle in case the motorcyclist has to maneuver or stop in an emergency.
- Stay back; in dry conditions, motorcycles can come to a stop more quickly than a car.
- Don't crowd the motorcycle. Be conscious of the motorcyclist's safety and give a wide berth when passing. Motorcyclists adjust lane position to be more visible, avoid road debris, hazards, and even wind.
- Don't depend on a flashing turn signal—motorcycle signals are often not self-canceling and may remain on after a turn. Be sure the motorcyclist is turning before you proceed.
- Don't assume you will hear a motorcycle approaching. Many models operate quieter than others.
- Remember, a motorcycle is smaller and can be difficult to spot behind a car or truck.

Motorcycle Safety Fact Sheet



- Motorcycle fatalities represent approximately 13 percent of all motor vehicle fatalities in Montana. [Source: MDT 2007-2011 data.]
- Over the last five years, less than 20 percent of motorcycle crashes in Montana resulted in no injuries.
- Fatal crashes can happen anywhere and at any speed. Almost 10 percent of all Montana fatal motorcycle crashes were on local streets. [Source: MDT 2006-2010 data.]
- If you are a driver in a vehicle-related motorcycle crash and your negligence or inattention is found to be the cause of the collision, you could be the subject of a substantial personal injury lawsuit and possible criminal penalties.
- Motorcycle crashes represent a relatively small proportion of Montana's total crashes, but comprise of a large share of Montana's fatal and injury crashes.
- Over the last ten years, motorcycle crashes comprised around 10 to 20 percent of the state's severe injury crashes and roughly five percent of all non-severe injury crashes. This is significant since motorcycles are only on the road about half the year. [Source: MDT 2002-2011 data.]

TALKING POINTS FOR LAW ENFORCEMENT AND COMMUNITY PARTNERS.

The Montana Department of Transportation encourages you to talk to your local media outlets (newspaper, radio and TV), as well as other local groups, to help increase motorcycle awareness this summer. If possible, ask local retailers, hotels and institutions to post "Watch for Motorcycles" on their reader boards or marquees. More facts and campaign materials will be available at <http://plan2live.mt.gov>. MDT invites you to link these materials to your own sites.

If you hit a motorcycle, no matter who is at fault, you are likely to seriously injure or kill the motorcyclist. Over eighty percent of reported motorcycle crashes result in injury or death, compared to roughly 25 percent for passenger vehicles crashes. Only a small percentage of all motorcycle crashes in Montana—less than 20 percent—result in no injury (2007-2011).

Not all fatal motorcycle crashes are at higher speeds. Local streets were the site of nearly 10 percent of severe injury motorcycle crashes in Montana based on 2006-2010 data.

Since motorcycles have a lower and smaller profile than most vehicles, drivers can overlook a motorcycle. Motorists need to be alert for motorcycles, especially in the summer months. Expect a motorcyclist to be anywhere.

One of the most serious causes of fatal motorcycle crashes happens when a vehicle turns left in front of a motorcycle. These crashes can be prevented if drivers are more careful to check for

motorcycles. Is there one coming toward you? Is there one about to pass you? Double check before you turn—and always signal well in advance of your turn.

Intersections are especially dangerous places for motorcyclists. Why? Because drivers of passenger vehicles pull out in front of them. Drivers need to take the time and care to actively search the road for vehicles of all sizes—*before* entering the intersection.

If you are a driver in a vehicle-motorcycle crash and your inattention (or negligence) is found to be the cause of the collision, you could be the subject of a substantial personal injury lawsuit and potential criminal penalties.

Because it is smaller than other vehicles, it is difficult to judge the speed at which a motorcycle is traveling. Chances are it is traveling faster than you think it is. Motorcycles maneuver differently than other vehicles and are more affected by weather, traffic and road conditions. If the rider has to make an abrupt move to evade a collision that may also result in a crash.

It takes diligence on everyone's part - motorcyclists and motorists - to preventing traffic injuries and deaths.

Give the motorcycle plenty of space. Don't follow too closely—a motorcycle is able to stop more abruptly than a car.

Whether you drive a motorcycle, a passenger car, van or truck, be courteous and respectful. Being courteous and non-aggressive can go a long way to prevent vehicle crashes and injuries.

Always drive sober.

O C C U P A N T P R O T E C T I O N

Goals & Trends

Occupant Protection (OP) is one of Montana's top safety priorities, based upon the problem identification process and data from fatalities in Montana.

Since the high observed seatbelt usage rate of 80.9% in 2004, Montana's rate has slowly declined. In 2012, there was another drop in the observed level of usage to 76.3%. Usage rates vary greatly by roadway type, vehicle type, and demographics. For instance, on local roads, seat belt usage rates are much lower than the interstate and primary roads.

Media attention to the legislation proposing to upgrade Montana's occupant protection laws has brought attention to the secondary enforcement provisions of the current laws. This may be contributing to static and slightly decreasing seatbelt usage rates.

On a positive note, Montana's culture appears to recognize the need for child restraint usage for infants and toddlers. Montana's 2011 legislature reinstated a primary child restraint law for children under age 6 and under 60 pounds. However, more work is still needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

Strategies

Montana employs three main strategies to increase seatbelt and child restraint usage: foster partnerships with traffic safety advocates, implement high visibility law enforcement programs, and execute a variety of public information and education (PI&E) programs.

Each emphasis area of Montana's Comprehensive Highway Traffic Safety has a volunteer champion. The Seat Belt Emphasis Area champion hosted monthly meetings throughout the year to develop specific strategies to increase seat belt use in Montana. Many of these strategies are implemented by partners in state, federal, local and tribal agencies.

One example is the partnership with WorkSafe MT. This agency is a nonprofit organization and public-private collaborative effort of business, labor and state agency leaders, health care providers, injured workers and workers' compensation insurers. Their purpose is to address Montana's poor work safety record and improve Montana's stay at work/return to work system. They promote effective safety programs, share safety programs that are succeeding in Montana, and provide free safety training. Resources offered include case studies, best practices, program templates, public awareness campaigns, speakers and free trainings across the state. WorkSafe MT agreed to provide a vendor table to promote traffic safety at their semi-annual conferences. These displays included sample seat belt policies, MT traffic crash statistics, workman's compensation costs for occupational traffic crashes, benefits for employers/employees that have a safe traffic environment as well as tips for promoting traffic safety in the workplace setting.

Seat Belt Usage Rates

Year	Interstate	Primary	City	Other	All Roads
2007	92.2%	82.1%	67.4%	70.5%	79.6%
2008	92.1%	81.7%	66.6%	70.7%	79.3%
2009	82.9%	83.8%	64.9%	75.6%	79.2%
2010	87.0%	81.2%	64.7%	74.1%	78.9%
2011	84.4%	80.9%	67.7%	68.8%	76.9%
2012	82.8%	80.1%	65.7%	70.5%	76.3%
Chg 1 Yr	-1.9%	-1.0%	-3.0%	+2.5%	-0.8%
Chg 5 Yr Ave	-5.6%	-2.2%	-0.8%	-2.0%	-3.1%

Source: State Highway Traffic Safety Office—Montana Department of Transportation

The following is a summary of Montana’s occupant protections programs:

Buckle Up Montana

The Buckle Up Montana (BUMT) coalitions promoted increased seatbelt and child restraint usage at the community level. There were 9 Buckle Up Montana coalitions that directly served 15 counties providing coverage for 46% of the state’s population through education. Another 23% of Montana’s population is covered by two Safe Kids Coalitions in two counties that focus strictly on Child Passenger Safety.



Source: U.S. Census Bureau, Census 2010 PL 94-171, March 2011; Census 2000 Summary File 1, 2001

Prepared by the Census and Economic Information Center, Montana Department of Commerce

The BUMT coalitions are based in Kalispell, Polson, Butte, Helena, Great Falls, Conrad, Havre, Miles City, and Glendive. Additionally, both Yellowstone and Missoula Counties have *Safe Kids Worldwide* chapters that support the National Child Passenger Safety programs within their counties.

The coalitions promoted occupant protection using the following methods:

- direct promotion of occupant protection (OP) education using the media
- public information and education campaigns
- support of state-sponsored media messaging
- innovative approaches to reaching those who do not regularly buckle up

In FFY 2012, the coalitions shared their resources through the Box.net website. All members had access to past campaign materials that they revised and used within their own communities. The coalitions also received notices of updated campaign materials from NHTSA’s website: <http://www.trafficsafetymarketing.gov/>

The following are specific examples of programs occurred in FFY 2012:

Saved by the Belt Awards

Eighteen “Saved by the Belt” awards were presented to individuals involved in motor vehicle crashes that were saved by wearing their safety belts.

These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials present. In addition to receiving the awards, recipients received a free year-long membership to AAA. A positive message and increased public awareness by participants and their relatives, followed by news coverage, were intended to help influence more people to wear their safety belts.

One woman wearing her seatbelt and her twin daughters who were properly restrained in their child safety seats received significant attention by the press for buckling up. Another woman called the police department to thank them for giving her a ticket a couple of weeks prior to a roll over crash that may have resulted in incapacitating or even fatal injuries. One officer developed a video spot based upon this woman’s testimony and posted it on youtube.

<http://www.youtube.com/watch?v=OtgNn9OPo18>

Public Education Presentations

Usage of the occupant protection presentation called *Commit to Buckle Up* continued in FFY 2012. This education tool was originally developed in FFY 2008 and was updated in FFY 2011 for coalition members to use at speaking engagements to explain the criticality of seat belt use in motor vehicles. Their targeted audiences include schools, legislators, law enforcement agencies, emergency medical technicians, prosecutors, judges, day care centers, hospital personnel, ministerial organizations, firemen, primary care givers, at-risk youth, and others.

The occupant protection presentation includes information to empower Montanans to make the right choice by including statistics and studies about fatalities and injuries on Montana’s roadways from the Montana Department of Transportation, the National Highway Traffic Safety Administration, and the Children’s Hospital of Philadelphia. The presentation highlights the number of Montanans that die unbuckled, or are injured because they weren’t buckled up. It also draws attention to the high cost to Montana taxpayers to fund emergency responders and medical care for unbuckled crash survivors.

Media advocacy (Earned Media)

The BUMT coalitions and Montana Seatbelt Emphasis Area Team submitted at least one article or letter to their local media about some aspect of occupant protection education. When articles were written by coalition members, it proved to be a great way to enable grassroots advocates to better educate themselves and then become a voice within their community about occupant protection.

Many of the coalitions have added occupant protection educational materials and information to their lead agency’s facebook pages and twitter accounts.

Partnerships with Law Enforcement

Local BUMT coalitions provided support for law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP) during the National Memorial Day and Labor Day Mobilizations as well as the statewide Thanksgiving Holiday mobilization. They provide law enforcement with public information and education (PI&E) and incentives for distribution during traffic stops.

The coalitions also develop various complementary awareness projects and events in support of law enforcement overtime traffic patrols (STEP). Strong working relationships have developed between coalitions and law enforcement in these communities over the years.

The BUMT coalitions partnered with the Montana Highway Patrol Alive @ 25 instructors to host the classes for drivers between the ages of 18 and 25.

One BUMT coalition partnered with law enforcement to conduct observational seat belt surveys. The law enforcement agency was observing cell phone use while the BUMT coalition was observing seatbelt use.

Public awareness targeting young drivers in High Schools

BUMT coalitions in accordance with their contracts with MDT were required to raise general public understanding and knowledge of how restraints help manage violent crash forces that prevent serious injury or death. One activity that is especially popular is seatbelt surveys conducted by high school students. This age group has one of the lowest seatbelt usage rates that cause fatal and incapacitating injuries. An example of the continuous comparison of observed seatbelt usage in Dawson County is depicted below:

Date	Overall Usage	Car/minivan usage	Truck/SUV usage
October 2012	55%	55%	55%
July 2012	52%	54%	51%
April 2012	62%	60%	48%
December 2011	54%	58%	52%
September 2011	55%	59%	52%
July 2011	54%	59%	50%
April 2011	54%	57%	52%
October 2010	52%	60%	46%
June 2010	57%	63%	51%
March 2010	54%	62%	46%
October 2009	48%	55%	41%
2007	37%		
2003	38%		
2002	35%		

Another project included an egg drop at the Highland Park High School. Law enforcement made a car with annotated Buckle Up on the side and placed eggs in this car. The car was then dropped from the roof of the gym. The eggs did not break because they were seat belted in.

Three Butte-Silver Bow County High Schools participated in the New Year’s Resolution, *"commit to buckle up."* Each high school was given a Buckle Up vinyl banner for students to sign if they made "buckling up" their new year’s resolution. Each of the participating schools announced a safe driving message for the first 10 school days in January, 2012.

One coalition partnered with the Family, Career and Community Leaders of America (FCCLA), which is a nonprofit national Career and Technical Student Organization (CTSO) for young men and women through grade 12. Everyone is part of a family. FCCLA is the only national Career and Technical Student Organization where the family is the central focus. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences education. The coalition worked with the FCCLA group, to do an educational observational seatbelt “candy campaign” at schools. They picked two random days to stand in the parking lot in the morning

and afternoon to hand out Smarties to those buckled and DumDums to those who were not buckled. The Buckle Up coalition provided the Smarties and DumDums that were labeled with some seatbelt statistics along with talking points for the students to use.

Partnerships with Businesses

Many BUMT coalitions have been successful in partnering with businesses throughout the year in their counties. The businesses promote seatbelt use on their



reader boards, through bank drive up window messages (see Thanksgiving mobilization sticker graphic), coffee shop sleeves for coffee containers (see graphic below) and messages to employees in their newsletters. One of the most visual partnerships is the Empty Dinner Party display. The message is: “Don’t let there be an empty seat at your holiday table. Buckle Up”!



The Flathead County Buckle Up Montana coalition participated in the annual Flathead Valley Project Homeless Connect, serving low income and homeless individuals and families. The coalition joined over 30 local agencies and businesses to aid the homeless and impoverished in one location. Two days were spent checking car seats and talking with families about the importance of restraint use. Over 500 individuals were served and exposed to a buckle up/booster seat message.



Montana

Child Passenger Safety (CPS)

The BUMT coalitions have been successfully involved with CPS in each of their counties. The objective is to increase proper selection, installation and the use of child restraints. The coalitions accomplish this through support and promotion of their location CPS Fitting Stations, the National CPS week activities and some have developed year long PI&E campaigns focusing on Booster Seat usage and children riding in the backseat until they are 13 years old.

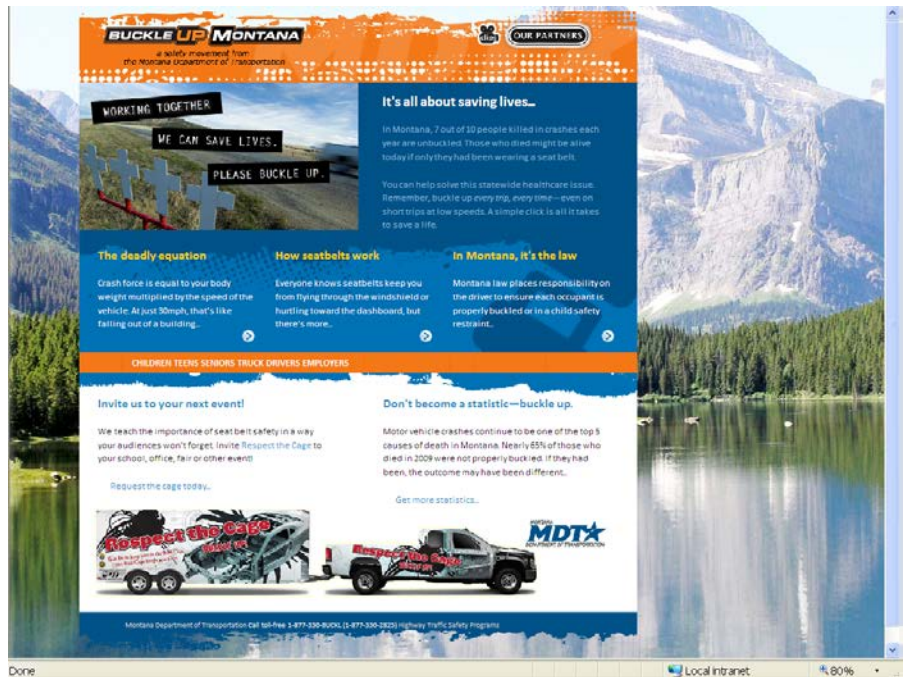
Several coalitions partner with child passenger safety technicians residing on Montana’s Native American Reservations to serve this demographic that statistically has a very low seatbelt usage rate.

www.buckleup.mt.gov

Based on a recommendation contained within the NHTSA 2005 Occupant Protection Assessment, MDT-SHTSO developed a dedicated Buckle Up Montana website with the URL www.buckleup.mt.gov.

This site encompasses occupant protection information for the general public of all ages. Topic pages include an overview of occupant protection, and information specific to children, teens, seniors, employers, commercial truck drivers, parents and other traffic safety partners and advocates.

This site advertises Montana's toll-free Buckle Up Montana phone line (1-877-330-2825) for personal responses to specific occupant protection questions. The website also allows the public to print and or download information about specific traffic safety related topics and request our very popular *Buckle Up Bug* activity coloring books.



Brochure update

MDT-SHTSO contracted with Gingerbee Creative in FFY 2009 to revise approximately 10 impaired driving and occupant protection brochures. The contractor was tasked with consolidating messages from SHTSO's existing brochures into a few comprehensive, easy-to-understand traffic safety brochures. The contractor was scheduled to complete these brochures early in FFY 2010. The contractor left his position at Gingerbee before the completion of this project. In 2013 another media contractor is continuing this project and will incorporate new traffic safety brochures into the *Plan2Live* traffic safety website during FFY 2013 that the public can download.

Educational incentives

The BUMT coordinators requested and received cell phone cases, key chains, insurance card holders and automobile air fresheners with the Buckle Up Montana logo to distribute to public while educating them about the benefits of seatbelt and child restraint use. Both MDT and the Buckle Up Montana Coalitions continue to distribute the very popular *Montana Buckle Up Bug Activity Coloring Book*.

FFY 2011 Special Management Review

A Special Management Review (SMR) of Montana's Occupant Protection Program was conducted by the National Highway Traffic Safety Administration (NHTSA) September 26-30, 2011. The review covered FFY 2009, 2010 and 2011. Montana was identified as a candidate for an SMR when analysis of the State's most current data available from the Fatality Analysis Reporting System (FARS), mileage death rates, alcohol impaired driving fatality rates and seat belt use observational surveys shows little or no progress in meeting State performance goals over a consecutive three year period. This Special Management Review examines management and operational practices in the specific program area and provides recommendations for the

efficient administration and effective planning, programming, implementation and evaluation of activities that have potential for saving lives.

The following three strengths were noted:

- 1) Strong commitment to Child Passenger Safety (CPS)
- 2) Evidence of SHTSO funding resulting in self-sustaining program
- 3) State seatbelt survey includes entire state population in sample pool

There were zero (0) findings, nine (9) Program Management considerations presented as well as eighteen (18) recommended action items that were offered to assist SHTSO in developing a more effective seatbelt program. These considerations and recommendations were jointly agreed to by NHTSA and SHTSO and have been outlined on a Performance Enhancement Plan (PEP) matrix. The state during 2013 will report progress to NHTSA periodically based on the timeframes established.

GDL pocket cards for law enforcement

Montana Highway Patrol agreed to sponsor the printing, laminating and distribution of the GDL/Seatbelt reference cards to the public during traffic stops. The pocket reference card was developed in 2011 is for law enforcement that explains Montana's graduated driver license (GDL) requirements and have Montana's Seat Belt violation information on the back side. Cards were distributed through the Law Enforcement Academy and the Montana's Sheriffs and Peace Officers Association in 2012. Also distributed was a one-page MDT graph of fatal and incapacitating injury data by age for non-seat belt usage which clearly illustrates the crash problem for Montana's newest drivers.

Alive @ 25

In FFY 2009, 20 troopers from the Montana Highway Patrol (MHP) attended a two-day training to become certified instructors for the National Safety Council's Alive @ 25 training program for young drivers. This highly interactive four-hour program encourages young drivers between the ages of 16 and 24 to take responsibility for their driving behavior.



Defensive Driving Course (DDC) Alive @ 25 instructors use personal examples, workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop strategies that will keep them safer on the road.

The DDC-Alive @ 25 teaches young adults that:

- People in their age group are more likely to be hurt or killed in a vehicle crash.
- Inexperience, distractions, and peer pressure cause unique driving hazards.
- Speeding, alcohol, and "party drugs" greatly increase their risk of injury or death.
- As a driver or passenger, they can greatly reduce their risk by taking control.

During FFY 2012, MHP instructors trained another 2000 young adults across the state during approximately 100 classes. The BUMT coalitions supported the Montana Highway Patrol Alive @ 25 instructors by assisting with hosting the classes. The Montana Highway Patrol trained 16 new instructors to help with the growing requests for classes.

The instructors have increased their networking with the Courts of Limited Jurisdiction. Several judges continue referring individuals to the Alive @ 25 programs. All the courts now have the Alive @ 25 referral forms

and contact information for all MHP Alive @ 25 instructors. Many instructors continue to work with Montana schools to adjust the schedule of the Alive @ 25 training to fit it into students' normal school day.

“Respect the Cage” Safety Exhibit

In its fourth and final season, “Respect the Cage” had another busy schedule in FFY 2012. By continuing our partnerships with community DUI Task Forces, Buckle-Up Coalitions, and schools, Respect the Cage was active around Montana.

MDT’s safety exhibit was part of 35 single and multiday events this year, resulting in direct conversational contact with 7,000 people and an estimated indirect contact with over 16,500 people all across Montana. The program focused on reaching more of Montana’s rural areas than we have in previous years and continuing our commitment to driver’s education classes.

A highlight of the 2012 season was the opportunity to work with Ford Motor Company and their Driving Skills for Life program. Ford traveled cross country bringing professional drivers to high schools teaching students lifesaving driving skills. The students in Montana had the opportunity to go through an impaired driving course, a distracted driving course, and learn how to steer out of a skid. The Respect the Cage exhibit was displayed at these high school events that the Ford Motor Company hosted allowing the students to learn about occupant protection in addition to the driving skills being taught.

This exhibit grew out of the 2008 successful video creation entitled “Room to Live.” This video tells the story of two young Montana men who were involved in an alcohol-related rollover crash in 2007. The driver, who was wearing his seatbelt, walked away from the mangled car. His best friend and passenger, a married father of two who wasn't buckled up, died.

On display is the “Room to Live” vehicle, which shows the intact safety cage even though the front and back of the car are crushed.

This exhibit is a comprehensive traveling seat belt educational and advocacy effort, and includes the following components:

- Two pick-up trucks, a GMC and a Ford 250, wrapped in “Respect the Cage – Buckle Up” graphics. The trucks pull the trailers carrying the crashed vehicle and the rollover simulator.
- The crashed vehicle from “Room to Live”.
- The “Room to Live” video plays inside the trailer.
- A Rollover Simulator: a compact pickup truck cab affixed to a two-axle, low profile trailer. Acceleration and braking control systems spin the cab to simulate a rollover vehicle crash, and a crash-test dummy that gets ejected out of the vehicle.
- “Fastest Belt in the West” buckle up contest.

The exhibit's primary target is men ages 18-34. Montana statistics show they have a disproportionate rate of fatalities and injuries in traffic crashes. The "Respect the Cage" theme borrows language and images from mixed-martial-arts fighting, which is popular among young men.

October 2012 was the last time for the Respect the Cage program. This is due to fewer requests by the public for the exhibit.

Child Passenger Safety Program

Montana has integrated the “family approach” occupant protection philosophy in all their trainings and public information and educational materials. This philosophy recognizes that children are not truly safe in a vehicle, even in a properly fitted and installed child restraint, *unless* every other vehicle occupant is properly restrained.

According to reports from Montana’s Inspection Stations, BUMT coalitions and the state’s child passenger safety (CPS) technicians, over 1,000 child safety seats were inspected and over 300 were distributed during FFY2012.

4-day CPS Technician Certification Training

Seven 4–day child passenger safety certification trainings were conducted in FFY 2012 producing nearly 60 new technicians. Stipends were offered to those students traveling more than 50 miles each way from their homes to attend the 4-day trainings to help offset their travel costs.

Montana now has 16 CPS instructors 165 CPS technicians and 25 permanent CPS inspection stations.

Annual CPS Technician & Instructor Update

Montana’s 6th Annual CPS Technician/Instructor update was held September 25-26, 2012 in Helena. In attendance were 31 CPS technicians and 8 instructors.

This years’ training was entirely hosted and presented by Montana instructors. Below is a list of the agenda topics:

- Research CR’s and manufacturer’s instructions
- Role Play—Where does everyone sit safely?
- Tech Guide to Recalls
- School Bus Module
- New Tech in OP with Emphasis on Vehicle Technology
- Car Seat Clinic

On day two, the instructor workshop topics of discussion included:

- Lessons learned from FFY 2012 4-day trainings
- Planning for FFY 2013 4-day and 1-day trainings
- Instructor Development Course
- Budget for FFY 2013



Montana’s CPS trailer was purchased with NHTSA federal funding through the Montana Department of Transportation. This trailer houses all the supplies required for a 4-day National CPS training. The owners, the Montana Highway Patrol, decorated it with graphics and partner logos.

- Instructor outreach to technician – mentoring

Technicians also had the opportunity to get their car seat installations observed, checked and signed off by attending instructors. This session of the training was especially helpful for those technicians who live in cities and counties that don't have an instructor living in their area. The State Highway Traffic Safety Office offered stipends for students traveling 50 miles or more from their home to attend the technician/instructor update.

Sustained Enforcement Support

MDT produced new release templates that local law enforcement could adopt for high risk events they identified in their plans in support of sustained enforcement and submitted to the State Highway Traffic Safety Office. Each law enforcement agency based upon their Selective Traffic Enforcement Program (STEP) contract with MDT were asked to do news releases that focused on high risk events within their particular community. High risk events included rodeos, fairs, rock concerts, etc. where high rates of drinking are known to occur. Sustained enforcement activities also took place during the following holidays: Thanksgiving, Christmas, New Years, ST Patrick's Day, and 4th of July as part of law enforcements' STEP contract with MDT. Ads provided coverage for both impaired driving and occupant protection. These efforts were designed to inform the public about extra patrols occurring within their respective communities during these high risk events.

Impaired Driving Holiday Campaign

Thanksgiving/Christmas/ New Year's: November 28, 2011 – January 2, 2012

Paid Media

The goal by the media contractor on behalf of MDT was to deliver television, cable, and radio impaired driving and seatbelt related messages during the Thanksgiving/Christmas/New Year's holidays in support of MDT's Plan2Live campaign. The theme was to encourage Montana residents to avoid drinking and driving and using their seatbelt during the holidays. Television was placed in the major markets carrying this message and cable was able to reach smaller markets of Havre, Polson, Hamilton, Anaconda, Big Timber, Red Lodge Cutbank, and Dillon.

Television & Cable "Smart Phone" and "Rooster"

Total for advertising costs was \$60,343
Number of paid spots: 647
Number of bonus spots: 767
Total GRPs for each market 270 + GRPs
Total estimated reach 72%



Summary

The television and cable spots delivered messages about a horse (named Rooster) that was identified as a "sober friend" to take someone home from a bar who had been drinking. The television spot provided an important message for those heading out to drink to plan ahead for a safe way home. (As a side note: In Montana it is not illegal to ride a horse if you are impaired). Please access the following website to view this latest television & cable spot. Smart Phone was a spot about using your phone in various ways to call for a ride home. You can text, you can post, you can tweet and you can call. No excuse for not getting a ride.

http://plan2live.mt.gov/plan_your_ride.shtml

Earned Media

Law enforcement adopted media holiday releases templates provided by MDT or developed their own and placed these locally as earned media.

Two of the tribes, Confederated Salish and Kootenai and FT Peck law enforcement disseminated holiday “drive sober” campaigns in their local newspapers for the holiday season. Also included was information emphasizing the importance of buckling up. FT Peck law enforcement announced they were planning on four checkpoints with the final checkpoint on January 1st during the holidays. Their goals was to keep the motorists safe by getting impaired drivers off the road and citing people for not wearing their seatbelts as a strategy to enforce FT Peck’s primary seatbelt law.

For the holidays, the media contractor wrote and distributed a new release to news outlets as earned media in support STEP sustained enforcement efforts focusing on both impaired driving and seatbelt usage. The title of the news release was “Safe Driving in Montana Especially on Rural Roads.” This new release was distributed to Montana’s seven major markets. The article specifically reminded the public during the week of Christmas and New Year’s that local law enforcement and the MHP will be out on Montana roads to detect impaired drivers. Motorists were also reminded to buckle up.

4th of July Campaign

June 25, 2012 – July 8, 2012

Paid Media

Our media contractor utilized network radio during the 4th of July campaign targeting 18 – 34 year old males. Radio aired in Montana’s major markets including Missoula, Helena, Kalispell, Great Falls, Billings, Butte and Bozeman. The radio messages included a: 15 ad on increased law enforcement message and a: 30 Social responsibility ad. The campaign objective was to encourage the public to avoid drinking and driving and not wearing their seatbelts.

Radio: 15 and: 30s

Total of paid spots: \$34,991.04

Number of paid spots: 2195

Bonus spots: 1681

Measured market placements achieved an average of 500+ GRP’s per week

Total estimated reach: 80.4%

Frequency: 9.3

Summary

The :15 spots were used to reinforce the increased enforcement message throughout the state of Montana. The shorter spots were used in order to gain more frequency of the message played. In several major Montana markets a: 30 spot delivered a social responsibility message that seems to resonate with Montanans.



Online media

Facebook advertised encouraging people to download a blood alcohol calculator on the plan to live website. This ad delivered 4,538,250 impressions and a click rate of 1.52%. Facebook delivers impressions for very little money. Pandora mobile is also a successful vehicle for the delivering an on line campaign. Pandora advertising delivered 877,185 impressions and a click through rate of 1.52%. Impressions between Pandora and Facebook total to 5,571,852-- bonus impressions 43,853.

Earned Media

The 4th of July campaign involved the SHTSO sending out news release templates to each law enforcement agency participating in STEP to make inputs and submit to their local newspapers or radio station. Each agency in accordance with their contract with MDT were required to provide extra patrols during the 4th of July week end. The news release ran in conjunction with their 4th of July overtime activities.

###

4th of July News Release Template

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email]

Added Patrols are Out to Deter Impaired Driving

[City, Mont.]— The Fourth of July is one of the deadliest holidays of the year due to alcohol-impaired driving crashes so **[Local Law Enforcement]** will be stepping up traffic patrols to help keep travelers safe.

“Too many people die each year due to those who choose to drive impaired, so our officers will be out in full force this Fourth of July showing zero tolerance for impaired drivers.” said **[Local Law Enforcement officer]**. “This is a time of year with many parties and celebrating, but there is nothing to celebrate if you get a DUI, crash your vehicle, or injure or kill someone.”

Officers will be concentrating on deterring speeding and encouraging the proper use of seat belts and child restraints.

[Local Law Enforcement officer] also offered these reminders for safety:

- *Designate a Driver.* Before the fun begins know who is your sober driver.
- *Arrange for a Pick Up.* The designated driver doesn't have to be at the party, as long as he/she is willing to drop off and pick up party goers.
- *Keep Ride Options on Speed Dial.* Be it a taxi, friend, neighbor, or parent, have that go-to number programed in your phone.
- *Use A Ride Home Program.*
- *Plan Your Own Ride Program.* As a party host, have a plan with **taxis** or designated drivers to get your guests home safely.
- *Plan to Spend the Night.* Crashing on a couch is better than crashing a car. If you're going to a house party, why not spend the night?
- *Call a Taxi.*

“We’d rather everyone make the choice to have a sober driver than to risk a DUI or worse,” said **[Local Law Enforcement officer]**.

The additional patrols are funded by the Montana Department of Transportation Selective Traffic Enforcement Programs (STEP) grants.

###

St Patrick's Day Campaign

March 15–17, 2012

MDT produced and sent out a special ST Patrick’s Day news release as earned media to the major newspapers throughout the state informing the public that law enforcement and the MT Highway Patrol will be out in force. Their objective was to keep impaired drivers off the road and ensure motorists are buckled up.

The media contractor wrote and distributed news releases to those markets that specifically provided when and where extra law enforcement would be out and about patrolling. St. Patrick’s Day news releases titled “Extra Traffic Enforcement will be out during the St. Patrick’s Holiday” were distributed statewide. This media message included both occupant protection and impaired driving that was disseminated statewide including Montana’s 7 major markets.

Celebrate St. Patrick’s Day Safely This Year and Every Year

Extra Patrols will be on out this weekend to prevent impaired driving

[City, Mont.] – [Local Law Enforcement] – Everybody may be a little Irish on St. Patrick’s Day, but that’s no excuse to drive impaired this weekend or any day of the week. **[Local Law Enforcement]** will have extra patrols out to help make this a safe holiday for everyone.

“St. Patrick’s Day is a holiday that many people celebrate by drinking,” said **[Local Law Enforcement officer]**. “But even if you’ve had only a few drinks and are just feeling ‘buzzed,’ don’t kid yourself because buzzed driving is drunk driving.”

The legal blood alcohol limit is 0.08 in Montana, but drivers can be cited for impaired driving at lower limits. “Your safest move for avoiding arrest and avoiding a crash is to have a sober driver,” **[Local Law Enforcement officer]** added. “Know how you are getting home before you start the party.”

The extra patrols concentrate on keeping impaired drivers off the road, deterring speeding and encouraging the use of seat belts and child restraints. The additional patrols are funded by the Montana Department of Transportation Selective Traffic Enforcement Programs (STEP) grants

Labor Day Media Campaign

National Impaired Driving Crackdown – Earned Media

August 20, 2012 – September 3, 2012

Television & Cable “Smart Phone” and “Rooster”

We continued with Rooster and Smart Phone to deliver the impaired driving message. We also utilized the social responsibility strategy in radio. The total amount of coverage through radio, television, and print had a

reach of 284,040 which includes circulation, listener, and viewer numbers.

News Releases

The “before”, “during” and “after” earned media news releases written by MDT and a media contractor that supported the national statewide Labor Day Crackdown for impaired driving in coordination with law enforcement mobilization activities as required by Section 410 Impaired Driving Grant. The new releases were disseminated statewide to major newspapers that included Montana’s 7 major markets.

Before News release:



a safety movement from the Montana Department of Transportation

Lori Ryan

Montana Department of Transportation

406-444-6821, lryan@mt.gov

FOR IMMEDIATE RELEASE

Law enforcement to increase patrols throughout holiday week.

August 16, 2012 – Helena, Mont. – The Montana Department of Transportation encourages all Montanans to not only think about the safety of themselves but also about the safety of others while traveling on Montana roads.

During the upcoming National Labor Day Campaign from August 20 – September 3

Montana law enforcement agencies will increase patrols to help keep roads, drivers, families and tourists safe by reminding motorists that driving impaired and not buckling up increases the risks of traveling.

“Alcohol-related crashes account for 44 percent of all Montana’s traffic fatalities over the last five years,” said Montana Department of Transportation Director Tim Reardon. “We need to reverse this trend immediately and make sure that the Labor Day holiday does not turn disastrous for someone’s loved ones.”

As Labor Day weekend approaches, preliminary reports indicate an increase in alcohol-related fatalities compared to this time in 2011. As of August 13, there have been 36 alcohol-related fatalities on Montana roads – that is 13 more fatalities than this time last year.

The Montana Department of Transportation is committed to keeping Montana roadways safe this Labor Day holiday by combining high-visibility law enforcement with increased public awareness and reminding people to PLAN for a safe ride home.

For planning tools and tips for a safe, sober ride home go to plan2live.mt.gov, which include:

- **Designate a driver or volunteer to be the designated driver.** Text or Facebook message with friends and family before the celebration about who is going to be the designated driver.
- **Arrange for a pick up.** Have a friend or family member who isn’t drinking lined up to pick you up at the end of the party or night.
- **Call a cab or ride home service.** The plan2live website lists available services throughout the state.

- **Crash on the couch if no ride is available** — better than crashing on the road.
- **Know your limit.** Before you start drinking, download a blood alcohol calculator — available for most smartphones, including iPhone, Android and Blackberry. These are not exact, but provide people an idea how few drinks it takes to be impaired.

Driving impaired and not wearing your seatbelt is not worth it — you could lose everything. Make the right choice and arrive alive.

###

During News Release

plan2live.mt.gov

a safety movement from the Montana Department of Transportation

Charity Watt

Rail, Transit & Planning Division

Montana Department of Transportation

406-444-3439, cwatt@mt.gov

FOR IMMEDIATE RELEASE

Alcohol-related Fatalities up on Montana Roads:

Department of Transportation reminds Montanans to plan for sober ride home this Labor Day to keep all drivers and passengers safe on the road.

August 27, 2012 — Helena, Mont. — As the summer travel season culminates with the approaching Labor Day weekend, the Montana Department of Transportation reports that more persons died in alcohol-related crashes on Montana roadways this summer than during the same time period last year. As of August 20, 2012, preliminary reports show 36 alcohol-related fatalities occurred in Montana motor vehicle crashes — 13 more fatalities than reported in the same timeframe in 2011.

“No one wants to be responsible for injuring or killing another person, but when you get behind the wheel impaired, you have a deadly weapon in your hands,” said Montana Department of Transportation Director Tim Reardon. “Every statistic we can lower is a life saved, and we need to continue to shift the mentality of Montana drivers to *know* that drinking and driving can kill you and anyone you encounter on the road. Montanans are fed up with impaired drivers, and law enforcement is taking a firm approach against these drivers.”

Montana law enforcement agencies around the state are participating in the National Labor Day Mobilization Campaign, running from August 20 through September 3, to remind motorists that driving impaired and not buckling up greatly increases the risk of traveling for themselves and others. The Montana Highway Patrol and local law enforcement agencies have also increased patrols through the holiday weekend.

Based on preliminary data, over the last five years, an average of one alcohol-related driving fatality occurred every three days on Montana roads, ultimately accounting for 44 percent of all Montana’s traffic fatalities. That percentage places Montana among the five states with the worst percentage of highway fatalities attributable to alcohol.

“Although Montana has made progress over the last 20 years in lowering alcohol-related crashes, we still have a long way to go to reach the national average,” Reardon added. “The most important thing for people to do who are drinking is plan a sober ride that will get them home safely. Impaired drivers not only endanger themselves but also everyone else on the roads they travel. We want everyone to reach their destinations alive and uninjured.”

The Montana Department of Transportation reminds Montanans that planning ahead for a safe ride home is the smart thing to do for themselves, their families, and fellow drivers and passengers on the road. Montanans can plan their safe ride home with a sober driver by following the planning tips and tools found at <http://plan2live.mt.gov>.

##

After New Release

FOR IMMEDIATE RELEASE: Date

CONTACT: Lori Ryan, 444-6821, lryan@mt.gov

Program puts more enforcement on roads to increase safety during holiday season

Helena, MT – Each year the Montana Department of Transportation warns motorists that extra law enforcement patrols will saturate the state over the holidays. The annual effort seeks to increase safety on the nation’s roads by reducing impaired driving through a combination of high-visibility enforcement with heightened public awareness.

Funded by the Montana Department of Transportation, the Selective Traffic Enforcement Program, or STEP, is designed to give officers additional resources to focus on traffic safety. This year, participants include the Montana Highway Patrol and many local police, sheriffs, and tribal law enforcement agencies. The program aims to deter impaired drivers and encourage the use of seat belts and child safety seats.

Looking back to the last wave of extra enforcement over the Labor Day time frame, enforcement reports compiled by the Montana Department of Transportation show law enforcement partners logged over 1747 hours of additional patrols during the Labor Day time frame. This resulted in 77 DUI arrests, 31 drug arrests, 36 minor in possession citations, 301 seatbelt citations, 4 child safety seat citations, and 1389 speeding actions (warnings and citations), and 355 other citations. 289 drivers were cited for no insurance, and 51 for driving with a suspended driver’s license. Eight felony arrests were made and 41 fugitives were apprehended.

“We want to thank all of our law enforcement partners for working so hard for safer roads,” said Jim Lynch, Director. “This is about saving lives.”

The data shows it’s working: 25 fewer people have died in traffic crashes in Montana during the first 11 months of 2010 compared to the same time frame in 2009. Preliminary reports show 49 people died in DUI-related crashes during the first 11 months of 2010, down from 84 deaths during the same time frame in 2009. Although the numbers are moving in a positive direction, MDT, law enforcement, and other partners continue striving to stop impaired driving in order to reduce preventable crashes, deaths, and injuries.

“One of our highest priorities is to reduce the number of highway deaths,” said Transportation Director Jim Lynch. “The STEP program is one tool to improve safety for Montana motorists, but we need everyone to do their part and to make smart, safe choices. Here are some simple steps you can take to arrive safely at your destination.”

- Plan ahead for a safe ride home before drinking. Tools are available at www.plan2live.mt.gov.
- Don't get in the car with a driver that is impaired by alcohol, marijuana, or prescription drugs.
- Wear your seat belt every time you get in a vehicle.
- Turn your cell phone off before you head out. Check messages and return calls when you're safely pulled over.
- Drive within the speed limit.
- Don't use cruise control when the roads are icy, snowy, or wet.
- Scan ahead; drive defensively.
- Share the road; drive courteously.
- Check ahead for road conditions by calling 511 or online at www.mdt511.com.

##

Participating Law Enforcement Agencies

The following agencies are participating in the Selective Traffic Enforcement Program in fiscal year 2012, included Labor Day Mobilization Campaign:

State Agencies

Montana Highway Patrol

City Police Departments

Belgrade	Darby	Havre
Billings	Glasgow	Helena
Bozeman	Glendive	Kalispell
Columbia Falls	Great Falls	Whitefish
Cut Bank	Hamilton	
Troy	Missoula	

County Sheriff Departments

Broadwater	Jefferson	Ravalli
Butte-Silver Bow	Lewis & Clark	Yellowstone
Flathead	Missoula	
Gallatin		

Tribal Law Enforcement Agencies

Confederated Salish-Kootenai Tribal Law & Order
Crow Law Enforcement
Fort Belknap Tribal Police
Fort Peck Dept. of Law & Justice

Montana Sheriffs and Peace Officers Association

Counties:

Beaverhead	Lake	Sanders
Blaine	Lincoln	Sweet Grass
Dawson	McCone	Treasure
Garfield	Petroleum	Valley
Granite	Richland	

Small Cities and Towns:

Custer	Laurel	St. Ignatius
Bridger	Liberty	Rosebud
Glacier	Red Lodge	Teton
Miles City	Musselshell	

National Memorial Day Mobilization

May 14, 2012 – May 28, 2012

Paid Media

Creatively we tried to tie-into the Montana lifestyle by using a bull rider as our “hero” for the spot. Analogies were made between riding a bull and wearing your seat belt. We also used a younger, male as our “hero” attempting to attract the younger demographic that doesn’t always wear their seatbelts. To keep the message consistent the radio spots were a pick-up of the TV campaign. The buckle up bull riding ad is available for viewing on the following weblink:

http://plan2live.mt.gov/plan_your_ride.shtml

Television & Cable “Bull Rider”

Total for advertising costs: \$38,095
Number of paid spots: 589
Number of no charge spots: 600
Average GRPs: 443+GRP's
Total estimated frequency: 5.6
Total estimated reach: 79.3%

Radio “Bull Rider” and “Horse Power”

Total for advertising costs: \$25,931
Number of paid spots: 1238
Number of no charge spots: 926
Average GRPs : 175
Total estimated frequency: 62%
Total estimated reach: 4.5

News Releases

MDT sent out a news release to the newspapers and television stations statewide announcing Montana law enforcement agencies were stepping up their efforts to get motorists to buckle up and not drink and drive. MDT reminded the public to plan ahead for a safe ride by accessing MDT's plan2live.mt.gov for tips and tools on safe driving strategies. Law enforcement had access to news release templates they could adapt locally letting the public they were out their during the May Mobilization timeframe.

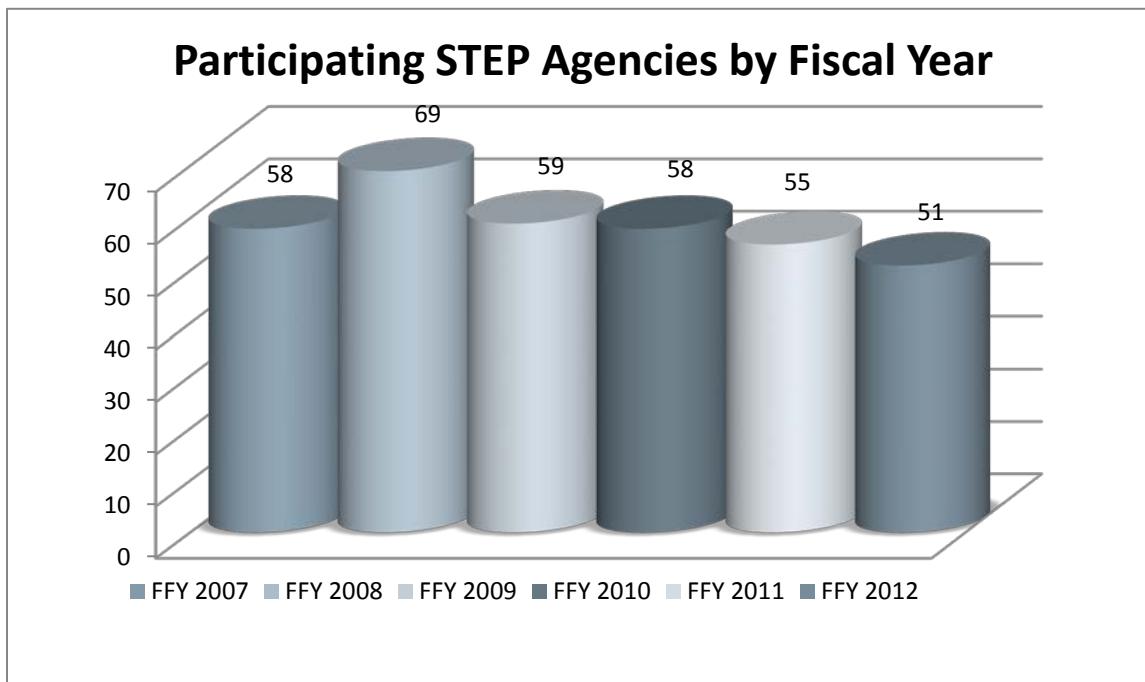
Enforcement is one of the four “E”s of traffic safety (education, enforcement, emergency services, engineering). Montana’s *Comprehensive Highway Safety Plan* consists of several enforcement strategies as summarized in the following section.

Selective Traffic Enforcement Program

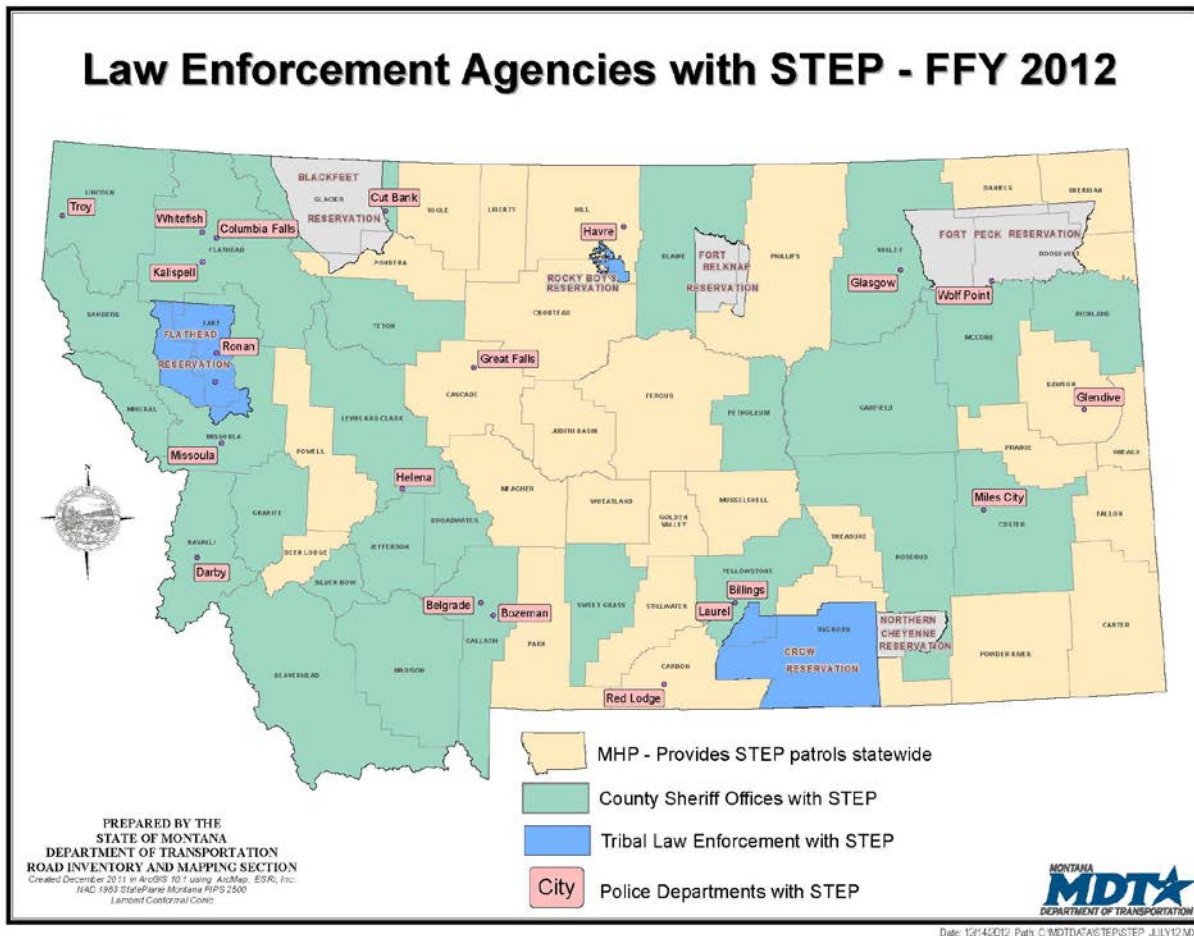
MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP). SHTSO solicits law enforcement agencies based on fatality data and population.

Fifty-one agencies participated in the Selective Traffic Enforcement Program during FFY 2012. This represents a slight decrease in the number of STEP contractors from the previous federal fiscal years. Some agencies elected not to participate because of manpower issues.

A listing of the 51 participating agencies that includes a map, is shown below. Larger law enforcement agencies were offered contracts as a mechanism for reaching Montana’s most populated areas. However, since many severe crashes and fatalities occur in rural areas, we also offered contracts to law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5,000 people followed by counties with less than 5,000 people.



Law Enforcement Agencies with STEP - FFY 2012



In addition, SHTSO contracted with three tribal law enforcement agencies. Only the Confederated Salish and Kootenai law enforcement was active in the STEP program. For more information, please see the Tribal Traffic Safety Section.

MDT-SHTSO contracted with the Montana Sheriff's & Peace Officers Association (MSPOA) to manage STEP contracts for 22 less populated cities and counties.

One hundred percent of the state's population received coverage by law enforcement due to the participation in STEP by police departments, sheriff's offices, tribal law enforcement and the Montana Highway Patrol districts.

Law enforcement agencies conducted year-round sustained enforcement from October 1, 2011 to September 30, 2012. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4th and the Christmas/New Year's timeframes.

Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt violations. Law enforcement uses speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

The FFY 2012 investment in STEP was nearly **\$804,000**.

Nearly **16,000 citations** were written as a result of the Selective Traffic Enforcement Program in FFY 2012.

FFY 2012 agencies with STEP contracts

State Agencies

Montana Highway Patrol

City Police Departments

Belgrade	Billings	Bozeman	Columbia Falls	Cut Bank
Darby	Glendive	Great Falls	Havre	Helena
Kalispell	Laurel	Missoula City	Ronan	Whitefish
Wolf Point				

County Sheriff Departments

Broadwater	Butte-Silver Bow	Flathead
Gallatin	Jefferson	Lewis & Clark
Missoula County	Ravalli	Yellowstone

Tribal Law Enforcement Agencies

Crow Nations Tribal Law Enforcement Agency
 Confederated Salish-Kootenai Tribal Law & Order
 Rocky Boy's Chippewa Cree Tribal Law Enforcement Services

Montana Sheriffs and Peace Officers Association

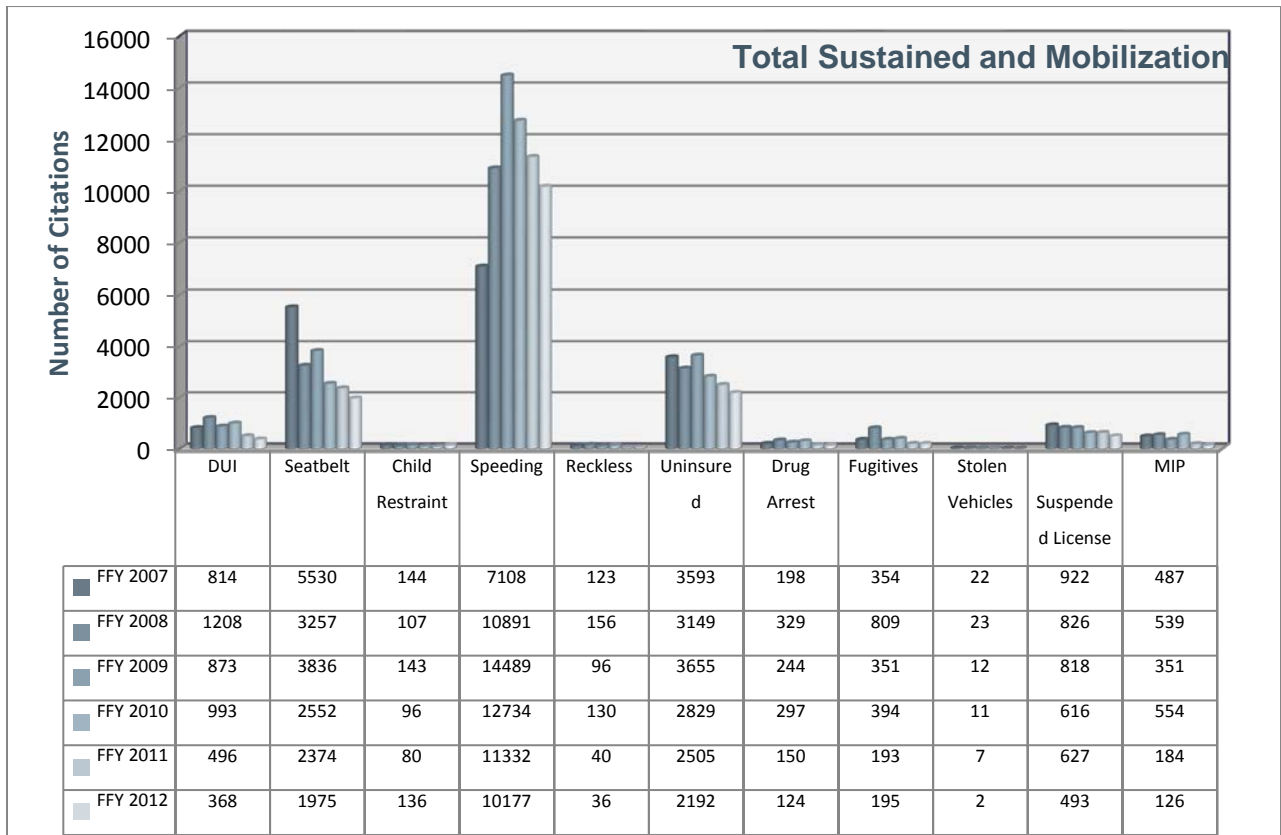
Counties:

Beaverhead	Blaine	Custer	Garfield	Glacier
Granite	Lake	Lincoln	Madison	McCone
Mineral	Petroleum	Richland	Rosebud	Sanders
Sweet Grass	Teton	Valley		

Small Cities and Towns:

Glasgow	Miles City	Red Lodge	Troy
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STEP Participants and FFY 2012 Expenditures	
16 city police departments (except MSPOA)	\$ 196,000
9 county sheriffs (except MSPOA)	108,000
3 tribal law enforcement agencies	45,000
22 less populated cities and counties contracted by MSPOA	131,249
Montana Highway Patrol (8 districts)	323,550
Total	\$803,799



Mobilization Enforcement

Additional, concentrated overtime patrols took place during the national mobilizations:

Memorial Day: May 21 – June 4, 2012
 Labor Day: August 15 – September 3, 2012

Although the Memorial Day mobilization media focused on seatbelt enforcement and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilizations to address both these traffic safety issues.

A total of 5,507 citations (including Speed Warnings) were made during the national mobilizations.

Citations from Memorial Day and Labor Day Mobilizations FFY 2012 (combined)							
DUI arrests	Seat belts	Child restraints	Felony arrests	Stolen vehicles	Fugitives	Speed warning	MIP
80	636	40	18	1	51	1751	26
Suspended Licenses	Uninsured motorists	Speed citations	Reckless driving	Drug Arrests	Other	DRE Evaluations	TOTAL
138	636	1242	12	41	835	3	5,426

Safety Spot Checks

DUI checkpoints are considered unconstitutional in Montana; however, the law provides law enforcement with the ability to conduct Safety Spot Checks. A Safety Spot Check in accordance with Montana Code Annotated allows law enforcement agencies to establish a road block with the purpose of either apprehending a fugitive or checking for driver's license, driver's registration and proof of insurance.

Safety Spot Checks provide law enforcement the opportunity to apprehend those driving impaired. These spot checks also provide an opportunity to educate motorists about seatbelt and child safety seat use. If the officer sees an open container, finds that the person has an outstanding warrant for arrest, etc. appropriate action is taken. Officers may not, however, cite people for occupant protection violations because of the secondary enforcement provisions in the law.

In the past, the Montana Highway Patrol as part of the STEP program conducted Safety Spot Checks in strategic areas throughout the state, in collaboration with local and tribal law enforcement. However, concerns about anti-government groups causing safety concerns at spot check sites caused the Montana Highway Patrol to revise their requirement that each of their eight districts perform two Safety Spot Checks per year.

The Safety Spot Checks are usually placed on roads that are considered to be "High Crash Corridors" or outside of communities with large celebratory gatherings such as rodeos. Safety Spot Checks are intended to verify the legality of a person operating a vehicle. If other violations of the law are noticed, drivers can be cited, depending on the severity of the violation.

Law Enforcement Equipment

Video Cameras

The National Highway Traffic Safety Administration (NHTSA) authorized the use of *Section 1906 Prevention of Racial Profiling* monies for the purchase of video camera systems for law enforcement to assist agencies in the prevention of racial profiling. In accordance with MCA 44-2-117, law enforcement agencies were required to have a written *Prevention of Racial Profiling* Policy prior to contract approval. Nearly every law enforcement agency residing on or near one of Montana's Native American reservations applied for the funding to purchase video cameras. The Montana Highway Patrol purchased five cameras using the *Section 1906* funding and 10 cameras using other funding. SHTSO requested approval from NHTSA for any individual piece of equipment \$5,000 and over.

Mobile in-car video cameras and body worn cameras provide law enforcement the ability to collect compelling evidence during traffic stops of drivers suspected of DUI and other major driving offenses. The video from these cameras provides substantial evidence to judges and prosecutors of DUI related offenses that significantly improve the rate of DUI convictions by the courts. The videos also assist law enforcement in determining if racial profiling has occurred or did not occur during a traffic stop.

Throughout FFY 2013, SHTSO will continue to spend down the *Section 1906 Prevention of Racial Profiling* monies for the purchase of video cameras. SHTSO also plans to contract with an agency to review the videos captured during traffic stops with those agencies that purchased video cameras with Section 1906 Prevention of Racial Profiling funds.

Portable Breathalyzers & Radars

MDT did not provide portable breath testing devices and radar equipment to law enforcement agencies in FFY 2012 due to a shortage of funding. If requests are received for these types of equipment, a review of the budget will be conducted mid-year 2013. Awards will be based upon performance of each agency within the

last few years, including an evaluation of numerous factors such as citations written, high crash areas, and number of contacts.

Intoxilyzer 8000

In FFY 2007, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000s across the state. After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to local, tribal, and state law enforcement across the state.

Training and technical support still continued in FFY 2012. During a site of the Forensics Lab by our office in 2011, we verified that Intoxilyzer 8000's will remain the primary instrument to certify DUI readings by law enforcement. The instruments still have several years of estimated life before replacement will need to be considered.

MHP Strategic Traffic Enforcement Team

Montana Highway Patrol (MHP) started their **Strategic Traffic Enforcement Team (STET)**, also known as **Roving Patrols** in FFY 2008. STET moves around the state to known high-crash corridors to show a presence of high visibility enforcement in these areas. The purpose of STET is to detect and deter impaired driving, speeding, and a host of other traffic safety offenses. The Montana Highway Patrol also uses STET as an education tool to the motoring public.

The team revised their focus and strategies as necessary. For example, a renewed focus on deterring and preventing impaired driving crashes led to patrolling longer sections of roads and the arterials that feed into the high crash sections. As such, they were an effective deterrent which was based upon evidence of low citation numbers, and achievement of the CHSP goal to reduce fatalities and incapacitating injuries in high crash locations.

MHP Traffic Safety Resource Officer (TSRO)

MDT has contracted with Montana Highway Patrol since FFY 2009 to provide a Traffic Safety Resource Officer (TSRO) from the Montana Highway Patrol. Trooper Kurt Sager has been working in this position since March 2009.

Trooper Sager oversees and manages several of law enforcement related traffic safety initiatives that are included in Montana's current *Comprehensive Highway Safety Plan* as strategies. He works closely with MDT's Highway Safety Office and the Traffic Safety Resource Prosecutor to ensure that training efforts are coordinated. His major responsibilities entail the coordination and delivery of SFST, ARIDE, and DRE training programs statewide, and deployment of the MHP Mobile Impaired Driving Assessment Center.

Due to the very rapid growth of the ARIDE and DRE programs in Montana, the TSRO has undertaken many administrative duties in order to maintain the integrity of the programs, such as certification paperwork, re-certifications, review of DRE activities and reports, ensuring communication between officers and toxicologists, distributing new drug information to DREs, and monitoring drug-impaired driving cases as they move through the judicial system.

Trooper Sager serves on the CHSP Team that focuses on the reduction of alcohol- and drug-impaired crashes, and actively participated in the 2012 Annual CHSP/HSP Meeting.

This year, the TSRO organized the first wet lab for several media groups in Missoula just prior to the Labor Day

Weekend. The purpose of this wet lab was to generate education and understanding about the dangers of impaired driving by those who the news to the public. This wet lab was a huge success and received very positive media coverage.

Training for Law Enforcement

Standardized Field Sobriety Testing (SFST)

The TSRO provides training to law enforcement in Standardized Field Sobriety Testing (SFST) using a curriculum adopted by NHTSA. SFSTs are the basis for all impaired driving investigations and are conducted by many officers on a very regular basis. The SFST program provides officers the necessary information to conduct the maneuvers in a manner that assists in prosecution of the case.

Basic SFST training is taught at all law enforcement academies in the state of Montana (three per year). Initial SFST program training is taught as a 24 hour course as required by NHTSA. The TSRO conducted nine series of basic SFST training during FFY 2012. The training is usually offered in conjunction with breath test specialist training required for Intoxilyzer® operation.

SFST Recertification/Refresher Training

Montana is one of the few states in the nation that offers a certified SFST refresher training. The Montana's SFST refresher course is designed to give law enforcement officers updates on technologies and to refresh the officer's knowledge of the testing procedures. This four-hour curriculum has been borrowed by other states and is currently being used as a model for states around the nation.

The curriculum contained information on gaze nystagmus, as well as drowsy driving, distracted driving, mental illness, and drugged driving. During FFY 2012, two SFST refresher trainings were conducted.

SFST Assessment – April 17-19, 2012

The Montana Highway Patrol and the State Highway Traffic Safety Office worked together this year to bring an SFST Assessment to our state. This review of Montana's SFST program by experts from other states and resulting recommendations, combined with the last two years of intensive training, will continue to build momentum for improving the quality of Montana's SFST program. This includes tracking officer certifications and establishing a statewide requirement for recertification.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

The Traffic Safety Resource Officer first brought ARIDE training to Montana during FFY 2010. The ARIDE course bridges the gap between SFST training and the DRE program. ARIDE offers additional information to law enforcement officers on detecting impairment caused by more than just alcohol. This is valuable because law enforcement officers that have not received advanced or in-service training on drug impairment tend to not be able to identify these characteristics. They may inadvertently release an impaired driver because there was no proof of alcohol impairment from the preliminary breath test. This 16-hour curriculum is designed to help officers become more proficient at detecting, apprehending, testing and prosecuting impaired drivers.

Ten ARIDE trainings were conducted this year, primarily in response to requests from law enforcement departments who are seeing a large increase in DUI Drug activity.

The TSRO has also made ARIDE a requirement to participate in DRE training. Participants must receive a grade of 90% or better in order to move on to DRE training.

Drug Recognition Expert (DRE) training

A Drug Recognition Expert (DRE) is an officer who has been specially trained to conduct an examination on a person to determine if the person is impaired and, if so, whether the impairment is caused by drug use or by a medical condition.

The DRE examination is conducted in a controlled environment utilizing a standardized and systematic 12-step process. The Drug Evaluation and Classification Program (DECP) utilize a format that has seven major categories of drugs. These categories are determined based on the pharmacodynamics (the medically known responses of drug use on human physiology) of the drug categories.

Once the examination is completed, the DRE is able to determine which drug category or categories the person has used. Drug Recognition Experts can be used in a variety of ways, from DUI enforcement to internal drug-related investigations.

This year, the TSRO conducted three days of DRE recertification training for Montana's existing Drug Recognition Experts.

Wyoming's DRE State Coordinator requested that Montana's DRE State Coordinator be the course manager for Wyoming's DRE School in May. Many DRE Programs across the country have begun using out of state course managers and instructors to help ensure consistency and quality within the DRE training program. Montana is going to begin doing this in the future and will rely on neighboring states to assist with training. The Wyoming DRE School was a success and certified 14 new DREs to Wyoming's program.



MHP Mobile Impaired Driving Assessment Center (MIDAC)

In 2007, MDT funded the Montana Highway Patrol \$250,000 to procure a *Mobile Impaired Driving Assessment Center* (MIDAC). The MIDAC serves as a deterrent for impaired driving when stationed at events where alcohol tends to be consumed heavily. Its mere presence reminds people that driving DUI is not advisable and that law enforcement is present to crack down on DUI drivers.

Thousands of people are exposed to the MIDAC either through education, DUI processing, or as a display at scheduled events such as rodeos, fairs, etc.

For those who do choose to drive impaired, officers are able to bring suspects to the center to perform SFST and DRE testing, rather than having to transport them long distances to the nearest testing location. Offenders are temporarily held at the MIDAC until they can be picked up by a sober friend or transported to a jail.

The MHP welcomes participation and usage of the MIDAC by other law enforcement entities that they can share during special events such as fairs, rodeos, rock concerts, etc. Sharing the MIDAC provides an opportunity to build relationships among the various law enforcement agencies, and to enhance efficiency.

The TSRO coordinates the scheduling and deployments of the MIDAC based on requests received in from local law enforcement agencies, weather, and manpower availability. During the late fall and winter months, the MIDAC is not deployed very often due to rapidly changing roadway conditions and cold temperatures. The vast majority of MIDAC deployments occurs in the spring and summer months.

The MIDAC was deployed to the following locations in FFY 2012:

Quarter one

- Bobcat-Grizzly football game in Bozeman.



Quarter two

- St. Patrick's Day in Butte
- Wayne Estes Basketball tournament in Anaconda.

Quarter three

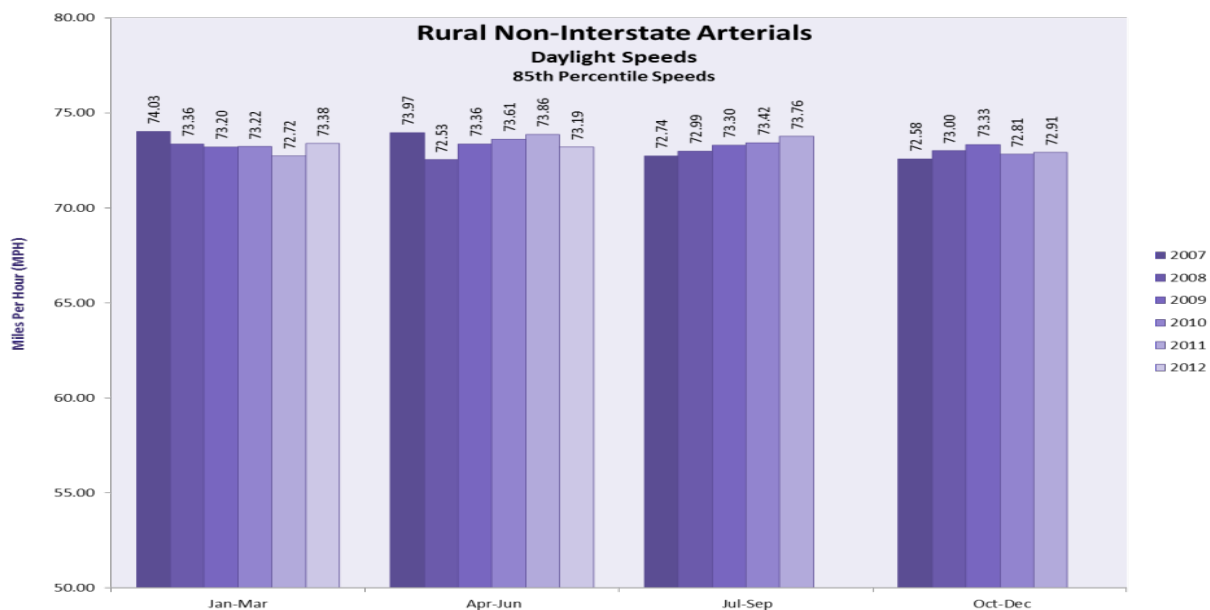
- Great Falls Safety First Rally
- Two Yellowstone National Park DUI Checkpoints. The Yellowstone Park DUI Checkpoints are very beneficial to Montana as they are conducted within the state, and operate under federal law. This allows the Park Rangers to conduct a true DUI Checkpoint in which they check every driver. This is a very effective enforcement tools and results in many DUI alcohol and drug arrests. Yellowstone Park is very impressed with the MIDAC and requests its use several times a year. Due to the high volume of traffic through Yellowstone Park, the MIDAC gets great exposer to the traveling public during its deployments within the Park.

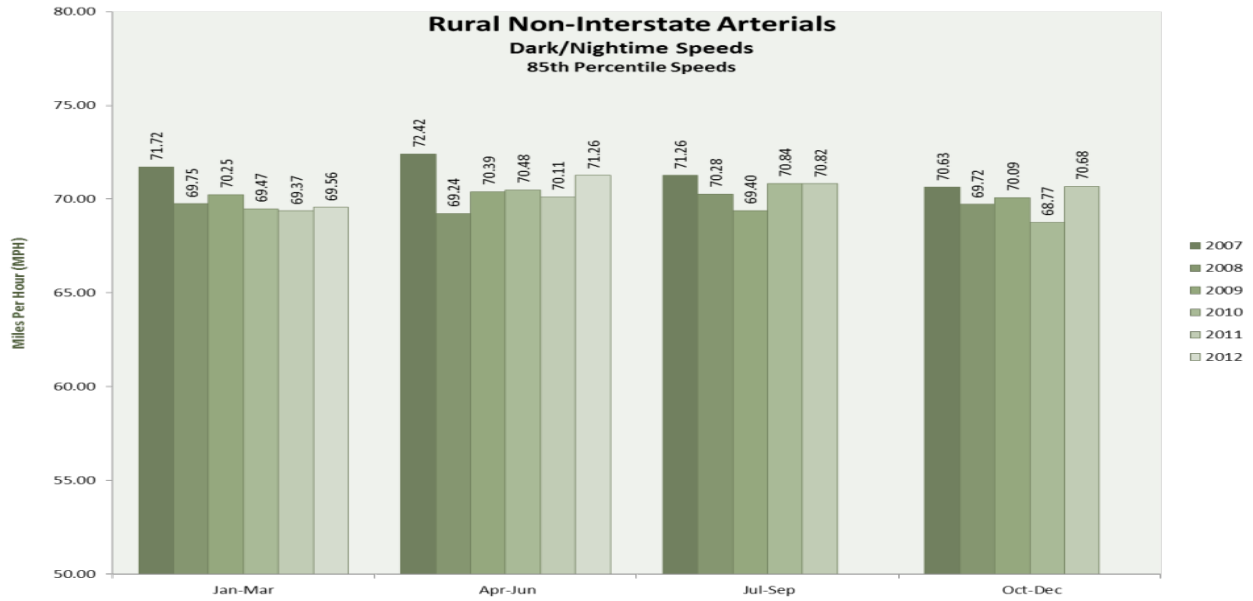
Quarter four

- Anaconda for 3 days for the Goose Town Softball Tournament
- Red Lodge for 5 Days for the Iron Horse Rodeo
- Stevensville for 2 days for the Creamery Picnic
- Plains for 4 days for the Sanders County Fair
- Static display for the Helena Police Department

Speed Control

Eighty-five percent of daylight speeds for rural non-interstate arterials during the last five years have either stayed relatively the same, with the exception of the July-September timeframe where speeds continue to increase. Dark or nighttime speeds for the same roads have also stayed relatively similar to previous years. The April-June timeframe saw an increase in 2012, but is still below the same timeframe in 2007. The charts below outline the changes in speed on rural roads in Montana. Note: due to software issues, speed data for July 2012 to the present time are unavailable.





People who speed often do so because their judgment is impaired. In the last five years (2007-2011), 60% of the speeding related fatalities in Montana were alcohol-related.

Speed has been listed as a contributing factor in Montana crashes over 12,000 times from 2007 to 2011.

A review of Montana STEP data shows speed is the most frequently addressed traffic violation. A total of 10,177 citations and warnings were issued for speed violations in FFY 2012, directly as a result of the Selective Traffic Enforcement Program.

Citation Study

The State Highway Traffic Safety Office will continue contracting the Montana Highway Patrol through the end of December 2012 to do a citation study. This study is a continuation of the Prevention of Racial Profiling contract with the Highway Patrol since FFY 2008. This contract helped the patrol purchase a state of the art citation tracking system. This system has been operational since 2009 and recently contained enough citation information to begin the study. In FFY 2008, SHSTO continued a contract with the Montana Highway Patrol by having them report on the development of an integrated software solution for tracking citations and trooper contacts as a means to identify incidents of biased policing

This study will contain the results of analyses of traffic stops, traffic citations, searches and use of force for evidence of biased policing. The analysis of MHP citation data will be carried out both at the statewide and individual areas that have high rates of racial diversity. The analysis will indicate whether there are instances of noteworthy minority/non-minority disparities in the use of police discretion by the Troopers of the Montana Highway Patrol. In addition to these types of substantive findings, this study will also contain findings derived from a testing of the utility of racial coded traffic crash data as a “denominator” for racial profiling assessments by means of three observational studies conducted with digital photography.

Public viewing of current racial profiling data application through is available on the following MHP home page:

<https://doj.mt.gov/wp-content/uploads/2011/06/trafficstopsreport2011.pdf>

This information is updated on a monthly basis and shows a listing of it.

TRIBAL TRAFFIC SAFETY

Native Americans make up 6.3% of Montana's population, yet in 2011 they accounted for 11.5% of the State's fatalities. From 2002 to 2011, Native Americans comprised from 11 to 20 percent of the state's fatalities.

From 2007–2011:

67% of Native American fatalities were alcohol-related. 42% of all non-Native American fatalities were alcohol-related.

86% of Native American vehicle occupant fatalities were unbelted. 64% of all non-Native American vehicle occupant fatalities were unbelted.

51% of Native American fatalities were speed-related. 35% of all non-Native American fatalities were speed-related.

Because of these statistics, the Native American occupant protection and impaired "Safe on all Roads" (SOAR) program that started in 2004 continues to this day. The target audience is still Native American men age 18 – 34.

Safe On All Roads (SOAR)

The SOAR program is currently managed by a full-time MDT program manager. MDT has partnered with Confederated Salish & Kootenai, Fort Peck, and Northern Cheyenne to promote highway safety on Tribal reservations and is seeking to secure commitments from Crow Agency, Rocky Boy, and Fort Belknap Reservations. With the addition of the program manager, MDT is successfully expanding this program to include all Tribal reservations.

MDT drafted Memorandums of Understanding (MOU's) to provide directly to each Tribal Council. The goal of the program is that tribes will eventually become self-sufficient and able to manage their own SOAR program.

According to the MOU, each tribe will create their own traffic safety plan that reduces impaired driving and increases seatbelt usage by working with the SOAR coordinator. The emphasis is to reduce Native American highway fatalities to 30 by 2013. Tribes are expected to explain in detail their activities, accomplishments, hours necessary to spend on their traffic safety program, and how they will evaluate the effectiveness of their project. A budget is required to be submitted indicating line item costs of implementation. MDT provides access to existing SOAR materials, data, and technical assistance when developing their plan. The plans are expected to address key traffic safety issues unique to that particular tribe. MDT will review each of these documents to determine if their proposed traffic safety projects meet the goals and objectives of the State's Comprehensive Safety Plan and Montana's Highway Traffic Safety Plan. Once accepted and negotiated with each tribe, MDT will develop contracts based upon the Tribes' proposals for implementation by the Tribal SOAR representatives.



Many of the SOAR impaired driving and occupant protection media messages used in FFY 2011 were used again in FFY 2012. Currently MDT is reviewing this material to update for FFY 2013.

The following are key examples of media used in support of the FFY 2012 SOAR program that had already been created in previous years.



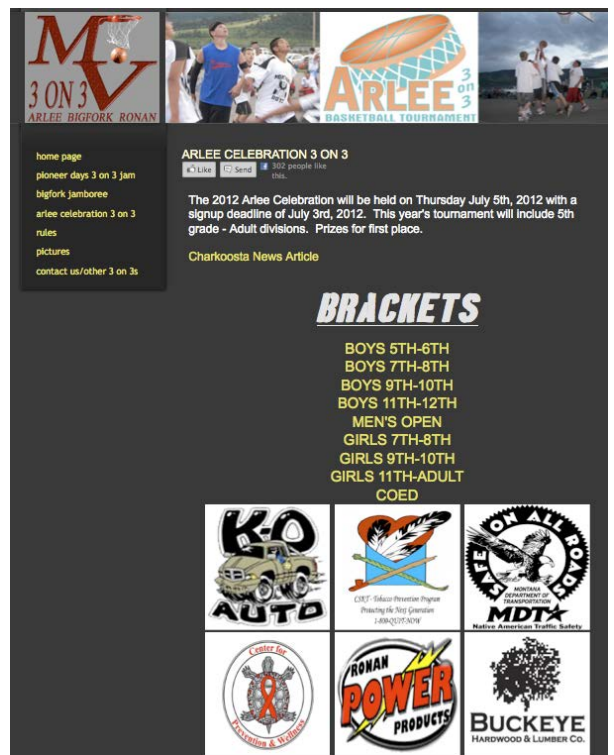
MDT continued to utilize the SOAR Facebook page as a venue for educating Native Americans on impaired driving and occupant protection (www.facebook.com/SafeOnAllRoads)

Basketball tournaments are popular outlets to place SOAR related ads that focus on the 15-18 year olds. For example, SOAR co-sponsored the 30th annual Poplar Youth Basketball Tournament. MDT has been the primary sponsor for this basketball event the last 4 years. In exchange, MDT's SOAR program received pre-event publicity, space for a SOAR display table, and announcers that used talking points about seatbelt usage and sober driving during breaks that reached out to this young audience with traffic safety related messages.

Billboards remain popular on each of the reservations to convey SOAR related messages. The Blackfeet, Flathead, Fort Belknap, Fort Peck, Rocky Boy, and Northern Cheyenne reservations placed billboards with the message "Choose the Right Path—Don't Drink and Drive" intended for the target audience 18–34 year olds.

Community events that occurred on the reservations in FFY 2012 provided opportunities for placement of SOAR educational materials such as brochures, fact sheets, and posters. These events included powwows, dances, safety seat checks, fairs, and responsible alcohol server trainings. Educational materials were given out to attendees that conveyed sober driving and seatbelt messages. Some of those events included:

- The 4th Annual Sober Behind the Wheel Dedication Walk/Run/Drive on the Blackfeet Reservation
- 6th Annual Ceremony at Blackfeet Medicine Wheel
- The Memorial Day Parade at Northern Cheyenne





- Mission High School Ghost Out on the Confederated Salish and Kootenai Reservation
- Bike Path Appreciate Day on the Confederated Salish and Kootenai Reservation



- Midnight Family Fun Night on the Confederated Salish and Kootenai Reservation

SOAR coordinators supported the statewide high visibility effort during the holiday season by participating in the production and/or approvals of thirty-second radio spots by a local law enforcement officer. The SOAR coordinators also distributed flyers around the reservations to let people know that law enforcement would be out in force or holding safety checks.

In 2011, Lavonne King, SOAR Coordinator, from Northern Cheyenne was presented a National Highway Traffic Safety Administration Public Service Award at the 2011 Life Savers Conference. She received this award for her work in traffic safety under the Safe On All Roads program and as an Indian Roads Technician. This award provides a great example of the recognition that the SOAR program has received at the national level.

In August 2012, Janis Spear, SOAR Program Manager from Northern Cheyenne, and Avis Spencer, SOAR Coordinator from Fort Belknap were invited to speak at the 2nd National Tribal Transportation Safety Summit in Mystic Lake, Minnesota. They shared some of their activities and successes on their prospective reservations with regard to the SOAR program.

Tribal STEP

In FFY 2012, MDT contracted with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP) including the Confederated Salish and Kootenai, Crow and Rocky Boy's Chippewa Cree Tribal Law Enforcement Agencies.

(For information about non-Native American state and local law enforcement agencies traffic enforcement efforts, please refer to the Police Traffic Services section.)

The tribal law enforcement agencies participated in year-round sustained enforcement overtime activities. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4th and the Christmas/New Years' time frames. The tribes other than the Flathead Law Enforcement submitted their overtime activity reports to their Indian Highway Safety Offices.

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilization time periods to address both traffic safety issues.

A total of 1,145 citations were written by Flathead Tribal law enforcement during the sustained enforcement and mobilization time periods, with the following highlights:

- 88 DUI citations
- 20 Seatbelt citations
- 333 Speeding citations and warnings

The laws on the reservations in Montana allow tribal law enforcement agencies to establish DUI and Seatbelt checkpoints with the purpose of either apprehending an impaired driver or checking for driver's and occupant restraint systems. These checkpoints are also used as an opportunity to educate motorists about seatbelt and child safety seat use.

The Highway Safety Office encourages tribal law enforcement agencies to work with non-tribal law enforcement agencies to accomplish the goals of the Selective Traffic Enforcement Program.

SHTSO will continue to encourage other Native American law enforcement agencies to join the STEP overtime program in FFY 2013.

MDT has devoted staff time and resources addressing the prevention of Racial Profiling throughout the state made possible with NHTSA Section 1906 funds (see Racial Profiling Prevention section).

T R A F F I C R E C O R D S

For FFY2012, the Traffic Records Coordinating Committee approved the allocation and expenditure of \$964,917 of Section 408 funds to four different projects supporting the improvement of Montana's Traffic Records System.

Each funded project links directly to one or more of the objectives and accompanying strategies contained in the *Montana Traffic Records Strategic Plan*. The expended funding as represented by the table below includes \$1,300,544 in previous years carry forward from unexpended Section 408 funds.

FFY2012 Section 408 Expended Funding	Amount
Traffic Records Strategic Plan Implementation, Program Management	\$74,462
DOJ MHP Web-Based Crash Reporting	80,500
DOJ MHP Web-Based Crash Trainer	120,227
DPHHS OPHI-PCR Tablet Data Collection	20,000
DOJ Network Infrastructure Improvement Pilot Project	69,188
Indirect Costs	37,730
FFY2012 Total	\$402,108

Measurable Progress

In May 2012, Montana submitted the Interim Progress Report to the Section 408 Review Team for consideration. The team determined that Montana has demonstrated measurable progress toward achieving the goals and objectives identified in the strategic plan. Montana improved the timeliness of the citation database by decreasing the average number of days from citation issuance to entry into FullCourt at the Gallatin County Justice Court from 4.43 days during July 1 – December 31, 2010 to 2.16 days during July 1 – December 31, 2011.

DOJ MHP Web-Based Crash Reporting & Trainer

The Montana Highway Patrol (MHP) is implementing a statewide, web-based crash reporting (WBCR) program for all law enforcement agencies (LEAs) that report crash data with the goal of uniform crash reporting. For those LEAs with their own electronic data systems, a mechanism can be developed to allow those agencies the ability to enter the data into their own system then transmit the required data electronically into the MHP system.

Although this project continues to struggle to stay on schedule, extended testing was vital in order to ensure any major issues with the software were alleviated. In June 2012, the WBCR program code was accepted and moved to the DOJ production environment. Although there were some difficulties due to server issues, the delay was largely minimal and the Miles City Police Department was completely trained and began crash data entry in August 2012. In September 2012, the Billings Police Department was trained and began entering crash data. Demonstrations were also provided to both the Sidney Police Department and the Richland County Sheriff's Office. Future demonstrations are either scheduled or intended for the Glendive Police Department, Butte Police Department, Great Falls Police Department and the Flathead Tribal Police.

During the trainings and with regular use by the local agencies there is a noticeable slowdown in the functionality of the system, which is being investigated by both MHP and CTS America (the system developer). One other issue that will need to be addressed in the future to achieve the goals of both the Crash Data Improvement Project and the Crash Reporting project in the Traffic Records Strategic Plan is prioritizing crash investigation skills. Non-MHP agencies handle more than just crashes, so crash timeliness, accuracy, and completeness will need to be reviewed to ensure the crash data continues to meet expected standards.

DOJ Network Infrastructure Improvement Pilot Project

The DOJ Data Center is physically located in the Armed Forces Reserve Center at Fort Harrison. While the previously existing WAN connection adequately met the needs of the DOJ computing environment at the time it was installed, new applications, interfaces and increased demands for DOJ data stressed the network infrastructure to the degree that network performance no longer meets the needs of the current user community. For example, MDT was only able to access DOJ data between 3-6AM. Access outside this timeframe was not permitted due to the network capacity shortage, in order to sustain network performance during periods of peak need for critical DOJ systems.

The increased network bandwidth eliminated the risk of network saturation and allows MDT and other traffic safety stakeholders to access DOJ data real-time on a 24-7 basis. The circuit was upgraded and fully tested in December 2011. MDT was allowed full access to the bandwidth in January 2012. During one major data exchange, which has overloaded the circuit in the past, the pull was completed in 2.5 minutes, approximately half the time previously recorded. Also, the increased bandwidth at the DOJ Data Center impacts the following:

- Supports future integration needs: the network is no longer the bottleneck and enhancing integration will not degrade existing DOJ services due to limited bandwidth.
- Improves accessibility: solving the issue of the bottleneck opens the door for DOJ and partner agencies, such as MDT, to share more business data, services and generally improve each agency's delivery of services.
- Improves timeliness: an improved network servicing the DOJ Data Center offers the opportunity of real-time information sharing between systems and each agency's brokers

DPHHS Traffic Records Projects

For the first time in Montana, the Montana Department of Public Health and Human Services (DPHHS), EMS and Trauma Systems Section (EMSTS), is developing and implementing a Health Information and Resource Management System (HIRMS) that represents a secure, web-based software solution for collection of EMS, trauma and other healthcare information for public policy and evaluation purposes. DPHHS adopted new data collection rules in January 2012, with an effective date of April 2012 that requires all ambulance services to provide minimum National EMS Information System (NEMSIS) data to the state. These rules will provide a mechanism to gather more information for the injury surveillance system in Montana and will be enhanced by the following three projects.

Pentaho BI Suite

In 2009, 408 funds were utilized to deploy ten static reports that allow EMS services to run reports that summarize information about all their Online Pre-Hospital Information – Patient Care Record (OPHI-PCR) data including reports for: specific responses such as for medical, cardiac and trauma calls; information about their response times; patient assessments and treatments provided; and evaluation of the accuracy and completeness of data. This development was conducted using the community-based, open-source version of Pentaho software.

The Pentaho BI Suite project is building upon and enhancing the work completed to date by implementing the Enterprise Edition of the Pentaho Business Intelligence Suite. The enterprise version of Pentaho will vastly increase the reporting and analysis functionality of HIRMS with the long term goal to be able to integrate various databases and link data.

The Enterprise version of Pentaho was installed to production service in April 2012. EMSTS staff began training on the reporting software with initial reports developed to help validate the data and provide summary information. EMSTS plans on collaborating with Utah to utilize their expertise in configuring and sharing reports.

Unfortunately, the contractor working on this project had to do extensive code changes to the OPHI-PCR code which has caused some delays with reporting. Many of the ambulance services were not able to import data into the DPHHS system, but this issue is largely resolved and regular data imports will begin again by the end of 2012.

OPHI-PCR Tablet Data Collection

Among several modules being developed and implemented in HIRMS, the Online Pre-Hospital Information – Patient Care Record (OPHI-PCR) module will enable EMS services to collect patient care information electronically through a secure, web-based tool. This project will enable field collection of OPHI-PCR data on a tablet in real time. This electronic reporting system will greatly ease the work and will improve the timeliness, accuracy and completeness of data collected in the field.

Due to internal DPHHS issues, this project is slightly behind schedule. A new beta delivery date of May 15, 2013 and final approval date of July 12, 2013 have been provided in the updated product design and work plan. The DPHHS contract has been working regardless of the delays, and it appears some of the tablets will be ready for field testing after the new year.

DPHHS Web-Based Trauma Registry

There is an essential need for Montana to implement a trauma system for the planning, prevention and care of injured Montanans and visitors. Included in this system is a trauma registry. Currently nine of the larger hospitals utilize a pc-based trauma data collection program. Forty-four other facilities also collect trauma data, but submit that information to DPHHS for hand-entry into the trauma registry. This project will implement a web-based version of the current trauma data collection program that would facilitate local entry of trauma data by hospitals. The web-based registry accommodates abbreviated rules for minimum data collection enabling local data entry that can be both more accurate and timely. Additionally, a reports dashboard will enable each facility to query their own data as needed.

The internal DPHHS contracting issues delayed the start of this project until September 2012. The deliverable dates have been revised and the project will move forward mainly as planned. Software specifications and installation will begin early in FFY2013 with internal testing and training to begin shortly after that. Depending on any installation issues, both internal and external training should start right after the first of the new year.

Safety Information Management System

A project that will be key to the future of traffic safety data analysis is developing a new Safety Information Management System (SIMS) for MDT. The current Safety Management System can no longer meet the needs of its stakeholders and is the bottleneck for the exchange of the more robust datasets required for full traffic safety analysis.

In February 2012, the SIMS project team presented Phase 2 project findings to the current stakeholders. The purpose of Phase 2 was to investigate options to replace the current Safety Management System and bring a recommendation to the stakeholders. The recommendation brought forth was to purchase a COTS (commercial-off-the-shelf) product, support a data warehouse design and implement the entire project in a

phased approach. The stakeholders agreed to the recommendation and supported moving forward into Phase 3: complete a business case; define and document project scope, impacts, benefits and risks; draft a budget with a 5-year return on investment; and expand stakeholder awareness and involvement.

The SIMS COTS business case was completed and presented to the stakeholders in June 2012. At that time management approval of the business case and management authority to move into Phase 4 of the project was requested and approved. Phase 4 initiates the writing and publishing of a request for proposal (RFP), vendor selection, contract approval and initial SIMS implementation. The initial Phase 4 goal of the SIMS team was to have an RFP published by late August 2012 and ultimately with initial SIMS implementation completed by the end of SFY2013. Due to staff availability and changes in project staff these goals will not be met.

MDT continues to work on writing a RFP with a new goal of publishing it by Spring 2013.

Future 408 Expenditures

The Traffic Records Coordinating Committee has approved the Section 408 funding proposals for FFY2013 (those projects marked with an * are still conceptual with no formal application yet). Many of these projects will also benefit from funds outside the Section 408 grant. More information on these projects, including how each ties to the NHTSA objectives for traffic records systems, are included in the *Montana Traffic Records Strategic Plan*. The proposed expenditure plan, as represented by the table below, includes \$1,398,436 in previous years carry forward from unexpended Section 408 funds.

FFY2013 Section 408 Proposed Expenditures	Amount
Traffic Records Strategic Plan Implementation, Program Management	\$135,141
DOJ MHP Web-Based Crash Trainer	160,000
DPHHS Web-Based Trauma Registry	59,500
DPHHS OPHI-PCR Tablet Data Collection	80,500
DOJ Network Infrastructure Improvement Pilot Project	38,997
MDT Safety Information Management System	400,000
MDT Analysis Reporting System for Citations *	50,000
Local Law Enforcement Software & Hardware (Web-Based Crash Reporting) *	100,000
DOJ MHP Crime Analysis Mapping Tool *	65,000
DOJ MVD Software Enhancement *	50,000
Indirect Costs	131,313
FFY2013 Total	\$1,270,451

P R O J E C T A D M I N I S T R A T I O N A N D M A N A G E M E N T

Planning and administration

Salaries and benefits for staff of the MDT State Highway Traffic Safety Office.

MDT-SHTSO Contract Manager	Funding source	Amount approved	Amount expended
Priscilla Sinclair	402 PA	\$178,000	\$146,418
	410 K8PA	83,109	75,419
	402 AL, 402 OP, 402 PT, 402 TR	222,427	84,190
	408 K9	62,154	73,982
TOTAL		\$545,690.00	\$380,009.00

Staff and other travel & training, operating supplies, GHSA dues, travel reimbursement for public to attend meetings & trainings such as the annual CHSP session, annual DUI Task Force meeting, and CPS Instructors to conduct 4-day certification trainings.

MDT-SHTSO Contract Manager	Funding source	Amount approved	Amount expended
Priscilla Sinclair	402 PA	\$12,000	\$12,858
	410 K8	\$10,000	4,009
	1906 K10	\$10,000	0
TOTAL		\$32,000	\$16,867

Indirect cost

In accordance with state law, the Montana Department of Transportation assesses an indirect cost on all projects. The approved rate for State Fiscal Year 2012 is 9.64%. A new rate will be determined for SFY 2013, effective July 1, 2013.

Indirect cost has already been accounted for so funding amounts approved in this plan represent actual amounts available for contracts and/or expenditures.

MDT-SHTSO Contract Manager	Funding source	Amount approved	Amount expended
Kim Doherty	402	\$166,620	\$134,857
	405	17,641	5,110
	408	122,202	37,730
	410	192,242	177,819
	1906	40,841	10,717
	2010	27,206	25,628
	164 HE	2,019,749	365,221
	TOTAL	\$2,586,501	\$757,082

F I N A N C I A L S U M M A R Y

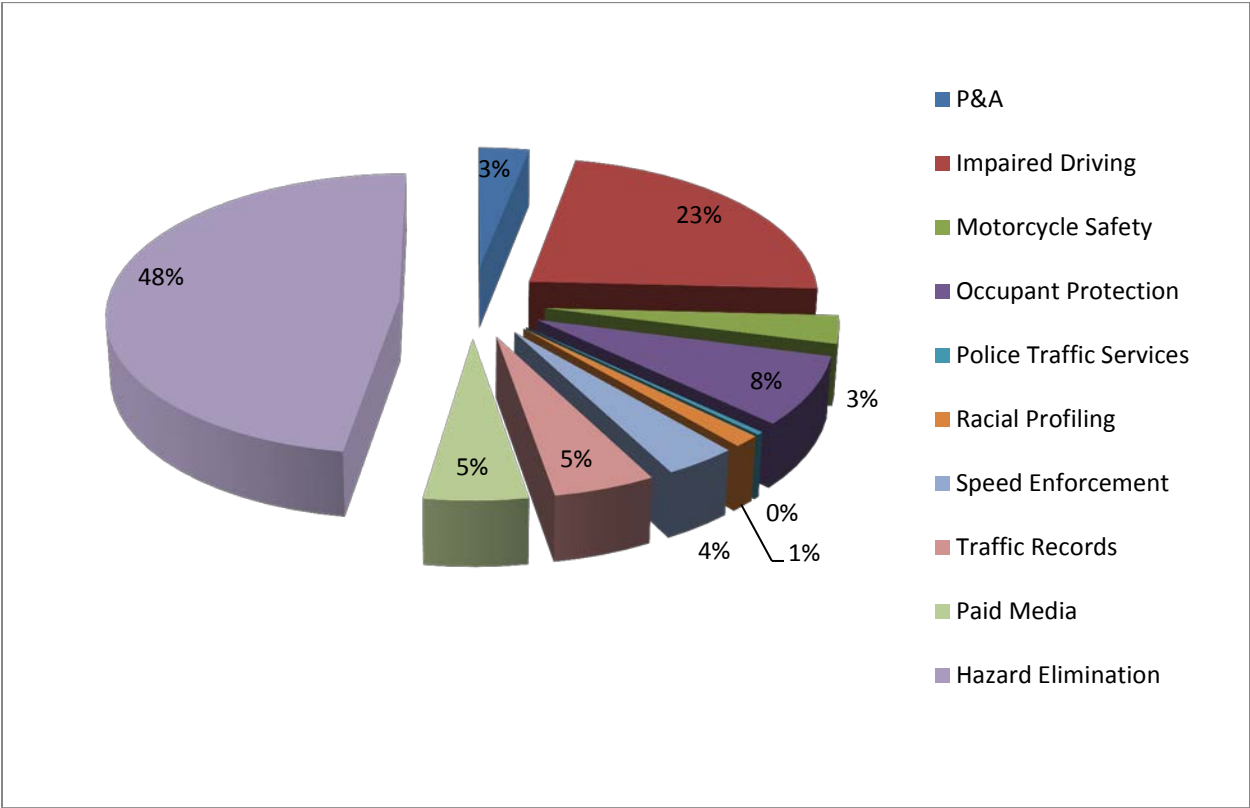
During FFY 2012, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration. These grant monies include Section 405 (Occupant Protection), 408 (Traffic Records), 410 (Impaired Driving Prevention), and 2010 (Motorcycle Safety). Montana applied for 1906 Racial Profiling Prevention grant monies a few years ago as one time funding and carried forward the remaining balance into FFY 2012 and 2013.

Base level funding under Section 402 was received following the submission of a Performance Plan in accordance with federal law. Montana estimates carry forward into FFY 2013 to be \$6,803,131 which includes funding for contracts spanning FFY 2012-2013. Montana anticipates receiving funding for impaired driving, motorcycle safety, occupant protection, and traffic records combined into one application known as Section 405 in accordance with Map-21.

Section 164 Penalty Transfer funds will carry forward from FFY 2012 into FFY 2013.

As required by federal law, at least 40 percent of Section 402 funds will be spent at the local level by city, county, and tribal governments.

	402	405	408	410	1906	2010	164	163	Total
P&A	161,172	\$ -	\$ -	87,845	\$ -	\$ -	\$ -	-	\$ 249,017
Impaired Driving	226,581			1,578,726					\$1,805,308
Motorcycle Safety						256,925			\$ 256,925
Occupant Protection	573,785	55,563							\$ 629,348
Police Traffic Services	26,630								\$ 26,630
Racial Profiling					107,443				\$ 107,443
Speed Enforcement	288,978								\$ 288,978
Traffic Records			402,108						\$ 402,108
Paid Media	151,801			257,088					\$ 408,889
Hazard Elimination							3,788,590		\$3,788,590
Total	\$1,428,947	\$ 55,563	\$402,108	\$1,923,659	\$107,443	\$ 256,925	\$3,788,590	\$ -	\$7,963,236



LOOKING TO THE FUTURE

The Montana Highway Safety Office will continue to play an integral role in the state's Comprehensive Highway Safety Plan (CHSP).

Montana's primary challenges in driver behavior remain impaired driving and lack of safety belt use. However, distracted driving is also gaining public attention.

Montana remains one of the top states in the nation for alcohol-impaired fatalities, with a rate that is almost twice the national average. From a positive perspective, Montana's rate dropped from a recent high of 1.01 alcohol-impaired fatalities per 100 million vehicle miles traveled (VMT) in 2002 to 0.63 fatalities per 100 million VMT in 2011 (based on preliminary VMT data). Alcohol-related fatality rates have also dropped, from 1.2 in 2002 to 0.75 in 2011.

In 2011 legislation was passed SB 29 (MCA 16-4-1006) that made the Responsible Alcohol Sales & Service (RASS), training mandatory in Montana. The Montana Department of Revenue's (DOR) program, *Let's Control It*, is one of the major training programs provided across the state. DOR continues to enhance the program to improve quality of the curriculum and delivery. We expect this mandatory training to become a contributing factor in the reduction of alcohol sales to minors and over-service that translates into a reduction in DUI-related crashes, injuries and fatalities.

The CHSP team tasked with reducing drug and alcohol impaired driving crashes is working on a "responsible patron" educational campaign that would be implemented in addition to the mandatory education that servers and sellers of alcohol are receiving. The campaign would cover standard drink sizes and low-risk drinking guidelines.

In 2011 Legislature passed HB-106 that authorizes the 24-7 Sobriety Program (MCA 44-4-1203) modeled after South Dakota's program that went into effect in that state on October 1, 2011.

Lewis & Clark County piloted the program prior to the passage of HB 106. The following counties currently have this program in place: Yellowstone, Flathead, Butte-Silver Bow, Anaconda-Deer Lodge, Powell, Lincoln, Big Horn and Custer. Another 12 counties are working toward implementing 24-7 in February 2012.

Although MDT has no particular role in the 24-7 program, as it rolls out in counties across the state, we look forward to seeing the program contribute positively towards an ongoing reduction in repeat DUI offenses, and associated crashes, injuries and fatalities in Montana.

The DUI court program will continue in FFY 2013. In March 2013, Hill County Justice Court will become Montana's sixth DUI Court funded by MDT. Hill County's Judge Audrey Barger and her team have already attended the 3.5 day DUI court training program sponsored by NHTSA and the National Center for DWI Courts that provided them the necessary skills to implement a successful DUI court.

Montana's **seatbelt** use rate had plateaued during the last decade and has begun to decrease. Lack of primary enforcement of the safety belt law may contribute to the perception that buckling up is a "choice" rather than the law.

Montana's 2011 legislature reinstated a primary child restraint law for children under age 6 and under 60 pounds. To improve the safety of children riding in motor vehicles, the next step is to increase the age, weight and height requirements for placement of children in booster seats before they are able to fit safely into a seatbelt.

States with primary enforcement of their seatbelt laws typically see a significant increase in seatbelt use. The CHSP Occupant Protection Emphasis Area has acquired an active Champion that will help coordinate and advance strategies for increasing seatbelt use in the state. The Montana Seatbelt Coalition lost its chairperson late in 2012 and is searching for another chairperson as well as a legislator who would draft and carry a primary seatbelt bill during the 2013 Legislative Session. If such a bill is not introduced this session, a possible strategy is to request a legislative joint resolution where legislators will study Montana's seatbelt law to determine if it is satisfactory as a secondary law or should become a primary law.

The *Respect the Cage* safety caravan exhibit will not continue through FFY 2013. This exhibit was part of the nationally acclaimed Ford's Driving Skills for Life events in several Montana cities during October 2012 but was retired early November 2012. The truck and trailer will be returned to the Montana Department of Transportation and the rollover simulator will be donated to an agency that submits a proposal for continuing to use this equipment for educational and training purposes.

Media advocacy is one of the key strategies of environmental change that Buckle Up Montana coalitions continue to exercise. The coalitions share traffic safety related press releases with each other and participate in community conversations such as submitting and responding to newspaper editorials, letters to the editors, and online newspaper blogs. Media advocacy is critical to educating the public about the issues, generating interest in the topic, and encouraging change.

The BUMT coordinators are active members of the Montana CHSP Seat Belt Emphasis Area Team, which includes the Montana Seatbelt Coalition. United, these groups are strategizing how best to increase seatbelt usage rates in Montana. In addition to media advocacy, their focus will include other environmental prevention activities touching upon applied data, enforcement, advocacy organizing, and stronger policies relating to seatbelt use.

Although comprehensive data on the effects of distracted driving are largely unavailable for Montana, it is obvious that driver behavior has changed in this area. Many drivers may be observed engaging in cell phone use while driving. Also, young drivers are often noted for texting while driving.

Several of Montana's larger cities have passed ordinances, ranging from texting bans, to bans of handheld cell phones (allowing hands-free usage). This is also becoming an area of focus at the national level. Should funding from NHTSA become available, Montana would take this on as a major media campaign.

During FFY 2012, Montana hosted a statewide SFST Assessment. Work continues on implementing recommendations from the assessment, in coordination with the Montana Highway Patrol.

As Montana continues to move forward making changes to its traffic records system, communication is critical in understanding what changes are being made to the systems and how they may impact other partners. The Traffic Records Coordinating Committee (TRCC) will continue to meet regularly (every eight weeks) to discuss the current status of systems and projects.

Each part of the traffic records system (crash, vehicle, driver, road, citation/adjudication, and injury) is going through continual changes that improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the data. For example, the changes in Montana laws are impacting driver records, which require changes to both citation/adjudication and driver systems.

The Montana Highway Patrol (MHP) is entering all crash reports into the CTS America-developed database and is now in the initial phase of training and implementing the Web-Based Crash Reporting system with local law enforcement agencies. As this project moves forward more agencies will use the same system to collect and report crashes, thus bringing the state closer to having consistent and MMUCC compliant data.

Clearly, Montana still has significant challenges in the area of traffic safety. The Department of Transportation will continue to provide leadership, promote partnerships, and fund projects in order to change these trends and achieve the mission:

**To reduce the number and severity of traffic crashes,
Injuries and fatalities on
Montana highways.**

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Each state has a Highway Traffic Safety Office that receives and manages funding from the National Highway Traffic Safety Administration for implementing behavioral programs aimed at improving traffic safety.

In Montana, the planning cycle begins in late winter/early spring and summer with the solicitation of applications for funding. Funding is competitive and funds are usually awarded on an annual basis, even for projects that may span longer than one year.

For information on applying for funding, please contact the State Highway Traffic Safety Office or go online to www.mdt.mt.gov/safety/grants.shtml.

This report was submitted to the National Highway Traffic Safety Administration by December 31, 2012
in accordance with 23 CFR 1200.10