

2014

Annual Evaluation



Idaho Transportation Department
Office of Highway Safety
Federal Fiscal Year 2014

FFY 2014

Annual Evaluation of the Idaho Highway Safety Program

Governor C.L. "Butch" Otter



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OVERVIEW

EXECUTIVE SUMMARY

The Idaho Transportation Department Office of Highway Safety (OHS) manages the highway safety driver behavior programs with the goal to eliminate deaths and serious injury on all Idaho roadways. The tragic loss of life, along with the associated economic losses, cannot be simply accepted as a way of life in Idaho.

Federal highway safety funds provide fiscal resources at the state and community level to address Idaho's highway safety challenges. Sustainable successes are realized through valuable partnerships within the enforcement, education, engineering and emergency response communities. The application of identified strategies contained in the Strategic Highway Safety Plan takes Idaho on a path of *Towards Zero Deaths*. Without our valuable highway safety partners, the highway safety programs would gain very little traction.

OHS proudly highlights some accomplishments from FFY2014:

- The FFY2013 Highway Safety Plan was updated into the FFY2014 Highway Safety Plan through collaborative meetings culminating in a fully integrated and consistent plan, tied directly to the Strategic Highway Safety Plan (SHSP) performance targets and measures.
- Idaho utilizes the SHSP as the document of guiding principles for achieving goals in a data-driven environment. In August of 2013, OHS was invited to collaborate with the US Department of Transportation to develop a SHSP Evaluation Plan. The plan will assist in evaluating progress toward reaching safety targets. Through evaluation OHS will analyze the SHSP process and performance, and determine whether current activities deserve enhancement, revision or replacement. This pilot project is nearing completion.
- The Idaho Traffic Safety Commission continues to be fully engaged and many members are considered executive sponsors of projects.
- The OHS is concluding a Positive Community Norms (PCN) pilot project in the communities of Blackfoot, Twin Falls, and Lewiston. This science based project explores design and implementation of community based interventions to stop impaired driving. Idaho expects this project to be successful and is already planning to utilize the PCN approach for distracted, aggressive and occupant protection programs on a statewide basis.
- Idaho's Law Enforcement Liaison (LEL) Program continues to flourish, providing leadership in mobilizations statewide. The active participation is viewed as a model for other states to follow. In FFY2014, the *One Team* concept continues to expand and leverage resources. This is an outstanding opportunity for law enforcement officers from adjoining states, counties, and cities to renew their commitment to work together throughout the year to save lives on all roadways.
- Idaho's annual Highway Safety Summit convened during the spring of 2014 and offered a 2-day format for the first time. Over two hundred participants attended the summit. OHS was very pleased with the turnout for this event; and the summit continues to build commitment on traffic safety issues as it provides highway safety tools to all attendees.

The content of this report provides details of FFY2014 traffic safety efforts, highlights accomplishments and reports on the paid media program, enforcement campaigns and effectiveness of Idaho's safety restraint law.

The FFY2014 Highway Safety Performance Plan is composed of the following grant programs:

- Section 402
- Section 405 Impaired
- Section 405 Seat Belt
- Section 405 Data Program
- Section 405 Motorcycle Safety

The Office of Highway Safety appreciates the commitment of all highway safety partnerships and dedication of individual partners, as Idaho continues to move *Towards Zero Deaths* on all Idaho roadways.

TARGETS

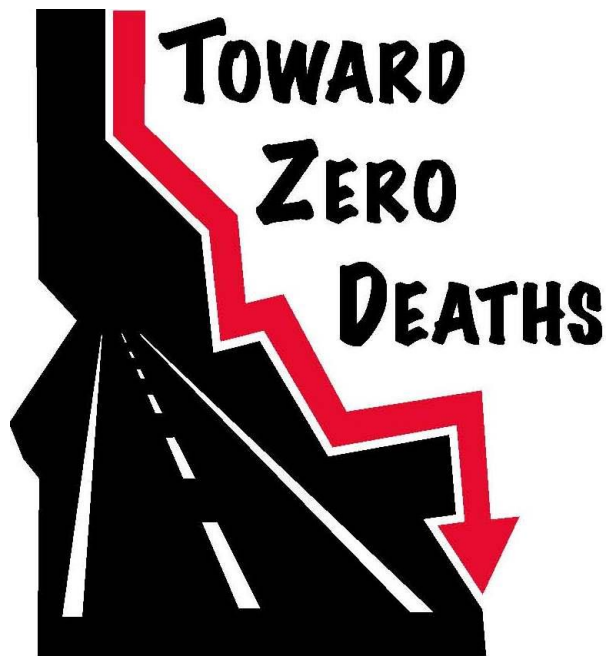
Performance Measures and Goals: 2011-2015

		Benchmark						
		2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	
C1	5-Year Ave Fatalities	Goals	217	209	204	201	200	
		Actual Values	237	217	204	200		
C2	5-Year Ave Serious Injuries	Goals	1,479	1,402	1,384	1,364	1,356	
		Actual Values	1,559	1,480	1,377	1,329		
C3	5-Year Fatality Rate	Goals	1.39	1.34	1.29	1.27	1.25	
		Actual Values	1.53	1.39	1.29			
C4	5-Year Ave Unrestrained PMV Fatalities	Goals	92	90	88	85	83	
		Actual Values	99	90	82	81		
C5	5-Year Ave Driver BAC>=0.08 Fatalities	Goals	69	68	67	66	66	
		Actual Values	73	66	63	59		
C6	5-Year Ave Speeding Fatalities	Goals	71	70	69	67	66	
		Actual Values	76	69	65	61		
C7	5-Year Ave Motorcycle Fatalities	Goals	28	27	26	26	25	
		Actual Values	32	27	26	25		
C8	5-Year Ave Unhelmeted MC Fatalities	Goals	16	15	14	14	14	
		Actual Values	17	15	14	13		
C9	5-Year Ave Drivers <=20 in Fatal Crashes	Goals	41	40	39	38	36	
		Actual Values	43	39	34	32		
C10	5-Year Ave Pedestrian Fatalities	Goals	11	10	10	10	9	
		Actual Values	11	11	11	11		
C11	5-Year Ave Bicycle Fatalities	Goals	3	3	3	3	3	
		Actual Values	3	3	3	3		
B1	Yearly Observed SB Use	Goals	2010	2011	2012	2013	2014	2015
		Actual Values	77.9%	79.1%	79.0%	81.6%	80.2%	79.7%
Items for Reporting								
		2010	2011	2012	2013	2014	2015	
	Yearly Total Fatality Rate	1.32	1.05	1.13				
	Yearly Urban Fatality Rate	0.67	0.47	0.47				
	Yearly Rural Fatality Rate	1.79	1.47	1.60				
A1	Seat Belt Citations Issued during Grant Funded Activities		FFY2011	FFY2012	FFY2013	FFY2014	FFY2015	
			9,795	11,125	8,449	8,651		
A2	DUI Arrests made during Grant Funded Activities		1,214	1,010	803	1,127		
A3	Speeding Citations Issued during Grant Funded Activities		19,932	14,311	8,401	15,848		

PROGRAM IMPACT

A summary of findings for CY 2013 are listed below:

- The number of motor vehicle crashes increased by 4 percent, from 21,402 in 2012 to 22,347 in 2013. The number of fatalities resulting from motor vehicle crashes increased from 184 in 2012 to 213 in 2013, an 18 percent increase. The number of fatal crashes increased 169 in 2012 to 199 in 2013. The number of serious injuries decreased from 1,287 in 2012 to 1,262 in 2013, a 2 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.34 in 2013, up from 1.16 in 2012.
- While 65 percent of all motor vehicle crashes occurred on urban roadways, 79 percent of the fatal motor vehicle crashes occurred on rural roadways in 2013.
- Fatalities resulting from impaired driving crashes increased in 2013 by 32 percent and 45 percent of all fatalities resulted from impaired driving, which is higher when compared with most other recent years. Of the 96 persons killed in impaired driving crashes, 92 (96 percent) were either the impaired driver, a person riding with an impaired driver, an impaired bicyclist, or an impaired pedestrian.
- Idaho's observed seat belt use increased slightly to 82 percent in 2013. While the observed rate was 82 percent, only 33 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 49 of the 97 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 56 percent of the motor vehicle crashes and 84 people were killed in aggressive driving crashes in 2013.
- Distracted driving was a factor in 21 percent of the motor vehicle crashes on 2013 and 43 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2012, youthful drivers were 2.5 times as likely as all other drivers to be involved in a fatal or injury crash. There were 26 people killed in crashes involving youthful drivers in 2013.
- There were 14 pedestrians and 3 bicyclists killed in motor vehicle crashes in 2013.
- The number of motorcyclists killed in motor vehicle crashes increased from 22 in 2012 to 26 in 2013. Three out of every five fatal motorcycle crashes (60 percent) in 2013 involved just the motorcycle, while more than one-third (36 percent) of fatal motorcycle crashes involved an impaired driver.
- Fatal crashes involving commercial motor vehicles more than doubled from 14 in 2012 to 33 in 2013 (partly due to a large decrease in 2012). The number of injury crashes involving commercial motor vehicles increased by 11 percent. There were 36 people killed and 773 people injured in commercial motor vehicle crashes in 2013.



IMPAIRED DRIVING

AL-2014, K8-2014, 164AL-2014, MAP 21 405d

Problem:

Fatalities resulting from impaired driving crashes increased in 2013 by 32%; 45% of all fatalities resulted from impaired driving.

Objective:

Eliminate the number of impaired (drug and alcohol-related) fatalities and serious injuries on all of Idaho's public roadways.

Strategy:

Increase public awareness of the impaired driving problem. Also provide resources for education, training, equipment, and salaries for law enforcement professionals to combat impaired driving.

Enforcement:

- Funding to the Idaho State Police (ISP) allowed continuance of the State Impaired Driving Coordinator (SIDC). This position directly supports the program objective by making one individual responsible for coordination of the Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC provides statewide training for all law enforcement agencies, information, and resource dissemination, and acts as a liaison for Idaho's Drug Evaluation and Classification Program (DECP).
- Idaho has 6 state police regions, 44 county sheriff's departments and 83 local police departments. These law enforcement agencies diligently enforce Idaho's Driving Under the Influence (DUI) laws at all times. The Idaho Office of Highway supports the enforcement of impaired driving laws by paying for officers overtime and agency equipment incentive for DUI mobilizations. DUI Checkpoints are unconstitutional in Idaho; to offset this, 6 impaired mobilizations were conducted whereby law enforcement agencies increased DUI enforcement patrols. These mobilizations are scheduled and funded by OHS each year. On average, 65 agencies perform overtime DUI patrols during the mobilizations, providing additional officers during high impaired driving periods of the year (such as the Labor Day weekend, and Christmas through New Year's Day).
- Overtime funding allowed the Boise Police Department to perform numerous underage alcohol enforcement patrols that included party patrols, retail selling of alcohol to minors, and adults purchasing and supplying alcohol to minors.
- Overtime funding for special events that impact small communities. Idaho is a rural state and some communities have events in their areas that can temporarily impact their community. Extra funding allows for agencies to provide extra DUI patrol as needed.
- The "One Team" program that successfully addresses impaired driving behavior is described in detail in the Law Enforcement Liaison section of this report.
- 100 Deadliest Days Pilot Program. This year our office funded the "100 Deadliest Days" This program focused on the summer months which are the deadliest on Idaho's highways. We did trial of the program in the Treasure Valley where we provided overtime and equipment incentive funding for agencies to enforce impaired driving, aggressive driving and seatbelt enforcement. This program was received so well that next year we will be implementing it statewide.

Media:

For 2014, funding was provided to purchase advertising time across Idaho. Campaigns ran on television, radio, billboard and print media. Media was developed to educate the public concerning the dangers and social irresponsibility of driving while impaired. Media purchases applied to the 5 Impaired Driving Mobilizations before, during and after the periods of statewide law enforcement efforts occurring on:

- November 17-29, 2013
- December 20, 2013 – January 3, 2014 – NHTSA Required
- March 15-22, 2014
- June 28-July 7, 2014
- August 24 – September 5, 2014 – NHTSA Required

The OHS partnered with law enforcement agencies to plan, coordinate, organize and participate in local multi-media public awareness events and news conferences for the campaigns.

Training:

- Funded 2 Drug Recognition Schools which trained 40 new Drug Recognition Officers.
- Funded 4 Drug Recognition Instructor Schools.
- Funded 4 Standard Field Sobriety Trainings for the Idaho POST Academy.
- Funded 6 Advanced Roadside Impaired Driving Enforcement for law enforcement agencies across the State of Idaho
- Funded training and travel costs for 3 Administrative License Suspension Hearing Officers to attend certification courses at the National Judicial College in Reno, NV.
- Funded the training cost for 4 Certified Law Enforcement Phlebotomists to attend a refresher course at the College of Western Idaho.
- Funded 14 law enforcement officers to attend the Phlebotomy course at the College of Western Idaho.
- Funded travel, lodging and per diem for 4 DRE officers to attend the DRE conference in Phoenix, AZ.

Equipment:

Funding contributions assisted law enforcement agencies statewide to purchase Lifeloc FC20 handheld portable breath alcohol testers and printers for courtroom evidence of DUI and youth alcohol consumption.

Outcomes:

Traffic Safety Resource Prosecutor:



Jarod Olsen,
Idaho's
TSRP

The ITD, OHS, and the Idaho Prosecuting Attorney's Association (IPAA) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to support the vision of *Towards Zero Deaths*. The ultimate objective of this grant is continued support for a Traffic Safety Resource Prosecutor (TSRP) to serve as a liaison between prosecutors, judiciary, law enforcement and other stakeholders in the fight against impaired driving.

The TSRP is responsible for solving problems related to the investigation and prosecution of impaired drivers often associated with the presentation of breath, blood and urine testing procedures, proof of impairment and evidence gathering issues. The TSRP provides legal research and guidance, and is involved in governmental relations, policy development, technical assistance and training. The TSRP

provides guidance on the development of short and long-term plans that ensures services and resources remain current with contemporary legal practices, state standards and federal standards.

The Traffic Safety Resource Prosecutor will provide a variety of services including research, training and technical assistance. These services include:

- Assess training needs, develop and provide training programs for prosecutors, law enforcement officers and other traffic safety stakeholders with an emphasis on the legal issues that impact the effective prosecution of impaired driving and traffic safety cases (e.g., traffic stops, presentation of breath and blood testing procedures, proof of impairment, evidence gathering issues, the statewide impact of particular cases). Each presentation will be developed and presented with full consideration of the audience (e.g., law enforcement, prosecutors, highway traffic safety personnel, and victims).
- Perform research and analysis in numerous areas of law (e.g., traffic stops, probable cause for arrest, probable cause for charging any applicable offense, breath, blood, urine and oral testing procedures, trial practice, evidence, sentencing procedures) by evaluating current case law and keeping abreast of issues and developments in legal specialty areas by reading journals, attending professional conferences and conferring with colleagues nationwide. The TSRP will synthesize legal issues and formulate strategies and policies to address issues.
- Provide legal consultation and expertise to prosecuting attorneys and law enforcement personnel on a wide variety of issues related to impaired driving and traffic safety prosecution, including charging decisions, motions practice and trial practice. The TSRP will be available for telephone, mail, e-mail or in-person consultations.
- Review, draft and edit a variety of documents such as legal memoranda, state legislation, administrative rules, policy manuals, contracts, newsletters, and website information to provide guidance to local jurisdictions to improve the quality of prosecution and enhance the capability of the State's prosecutors to effectively prosecute impaired driving and traffic safety violations.
- Assist in the preparation of briefs, legal memorandum and other pleadings for use at hearings, trials or on appeal of such cases.
- Investigate and promote innovative tools, technologies, and standards. This includes establishing or revising protocols for, participating in, and providing technical assistance for special efforts such as task force patrols.
- Be available to travel to any jurisdiction in Idaho to provide on-site consultations to prosecutors on pending impaired driving fatality or serious bodily injury cases to assist them in preparing for trial. The TSRP may assist local prosecutors by serving as "second chair" with difficult, complicated, or unique impaired driving cases. The scope of such involvement will be determined by the Idaho Prosecuting Attorneys Association's Executive Director in consultation with the TSRP. On a case-by-case basis, the TSRP's involvement may include the following:
 - Develop cases by reviewing facts and information from the investigating agency's case file to gain an understanding of the case and to evaluate the basis for a charge. Work as assistant to local attorneys with pretrial, trial, and sentencing preparation and presentation.
 - Develop and participate in the written presentation of cases by conducting research, synthesizing facts under appropriate legal standards, drafting legal documents (e.g. search warrant applications, investigative subpoenas, charging documents, motions, briefs). Conduct and/or assist with written discovery and prepare case-related correspondence.

- Conduct oral presentation of cases (as assistant) by appearing and arguing pretrial motions and by presenting the case to the court or jury, including jury selection, opening statement, questioning of lay and expert witnesses, cross-examination of witnesses, and closing argument. Must respond clearly, concisely, politely and persuasively to questions from any court.
- Negotiate on and settle cases by communicating with opposing counsel, victims, law enforcement and senior attorneys regarding the appropriate resolution of cases and determining the appropriate resolution in context of all known information.
- Travel the state to locations of local prosecutors, courts, witnesses, and victims.
- Synthesize legal, law enforcement, and policy information into technical assistance publications. This includes presenting information on current case law and other issues associated with effective prosecution of traffic safety cases to a wide variety of audiences with varied levels of understanding of the subject matter.
- Prepare and distribute a quarterly newsletter for prosecutors with timely information related to prosecuting criminal offenses involving impaired drivers, precedential cases, and other noteworthy information related to traffic safety.
- Maintain a website for prosecutors with pertinent information regarding legal issues, relevant case law, schedules of training, forms, standard documents and useful links to other resources.
- Maintain knowledge of the issues regarding traffic offenses on both a state and national level. To this end, the TSRP will communicate and correspond with the following entities and persons:
 - Idaho Prosecuting Attorneys Association
 - County Prosecutors and Deputy Prosecutors
 - City Prosecutors
 - Idaho Attorney General's Office
 - Idaho Federal Prosecutors
 - Idaho State Police
 - Idaho State Police Forensic Services
 - Idaho State Police Alcohol Beverage Control
 - Idaho State Police Training Academy
 - Idaho POST Academy
 - Idaho State Impaired Driving Coordinator
 - ITD-OHS Law Enforcement Liaison (LEL) Officers
 - Idaho Sheriffs Association
 - Idaho Association of Chiefs of Police
 - Idaho Transportation Department, Office of Highway Safety
 - National Highway Traffic Safety Administration (NHTSA)
 - National Association of Prosecutor Coordinators (NAPC)
 - National District Attorneys Association (NDAA)
 - National Traffic Law Center (NTLC)
 - TSRPs in other states
 - Governors Highway Safety Association (GHSA)
 - International Association of Chiefs of Police (IACP)
 - NHTSA's Judicial Outreach Liaisons (JOL) and Law Enforcement Liaisons (LEL)
 - Idaho Governor's Office of Drug Policy
 - Idaho Supreme Court, District Courts and Magistrate Courts
 - Idaho Coroners
 - Mothers Against Drunk Driving and other community coalitions
 - And other traffic safety stakeholders.

- Coordinate with the Idaho Transportation Department's Office of Highway Safety and serve as the liaison between the Office and prosecutors to enable prosecutors to become more involved in traffic safety initiatives.
- Meet regularly with law enforcement agencies, answer questions, and receive suggestions; foster improved law enforcement /prosecutor cooperation; strengthen effective law enforcement and prosecution strategies; and regularly apprise prosecuting attorneys on evolving areas of traffic safety law.
- Assist with Idaho's Impaired Driving Programs, to include: Standardized Field Sobriety Testing, Breath Testing Operators, Breath Testing Specialists, Drug Recognition Expert, Law Enforcement Phlebotomy, Crash Reconstruction programs and other traffic related schools.
- Make presentations and participate in National, State and local meetings on traffic safety issues.
- Develop short and long-term plans and objectives to ensure that legal consultation, government relations, policy analysis, training, and related services remain current with contemporary legal practices and state and federal standards, and develop effective implementation plans for new methods, technologies, and standards. This involves researching and assessing trends and conditions related to impaired driving (e.g., blood alcohol content analysis technology, law enforcement task forces, case law) and state and federal policy initiatives to develop long-term implementation strategies through coordination with other jurisdictions.
- Develop and implement public relations and outreach strategies to increase the effectiveness of the prosecution of impaired drivers. This includes acting as liaison with governmental and private traffic safety and law enforcement entities; developing and maintaining networks to facilitate the provision of information and strategies; and developing and/or participating in public service announcements and media announcements and events.
- Coordinate governmental relations and participate in meetings with city, county, and tribal officials to identify problems, issues, and concerns related to traffic safety and impaired driving; formulate strategies and responses to address jurisdictional, procedural, and operational issues; and achieve consensus and garner support for state highway traffic safety and impaired driving prosecution initiatives.
- Manage and monitor the TSRP budget and grant reporting requirements to ensure program compliance and continued funding. This includes ensuring compliance with federal, state, and agency laws, regulations, and policies; recommending budget allocations for TSRP funds; monitoring budgets and performance indicators to ensure program efficiency; fulfilling reporting requirements associated with the Idaho Department of Transportation grant contract; and developing and implementing corrective actions as necessary to ensure budget adequacy and grant compliance, in consultation with the IPAA Executive Director.

The program continues to have a significant impact on impaired driving prosecutions. Prior to 2006, assistance to prosecutors specific to traffic crimes was limited. During 2014, the TSRP responded to approximately 840 requests for technical assistance compared to:

- 236 requests in the first year,
- 445 requests in the second year,
- 529 requests in the third year, 691 in the fourth year
- 701 in the fifth year
- 722 in the sixth year
- 924 in the seventh year

Trainings received positive reviews and have been touted by others in the nation as the gold standard in traffic crimes prosecutions. Each year the number of technical assistance and

training requests increases, demonstrating the program's positive impact. The TSRP has traveled to all 44 Idaho counties and has personally met with each elected prosecutor.



State Impaired Driving Coordinator (SIDC):

ITD, OHS, and ISP are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, *Towards Zero Deaths*.

In 2012, based on the shared commitment, the position of "State Impaired Driving Coordinator" (SIDC) was established and is supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds. The SIDC is responsible for the daily operations of Idaho's DECP.

The ultimate objective of the SIDC position is to eliminate fatalities and serious injuries as a result of impaired Idaho drivers who are Driving Under the Influence (**DUI**) of alcohol and/or prescription /over the counter drugs. The SIDC position will directly impact this objective by having one individual who will be responsible for coordination of the (DEC) Program, Advanced Roadside Impaired Driving Enforcement (**ARIDE**), Standard Field Sobriety Test (**SFST**) and Law Enforcement Phlebotomy Program (**LEPP**). The SIDC will actively provide training and information/resource dissemination.

FFY2014 objectives achieved:

- 6 ARIDE classes to law enforcement and prosecutors;
- 4 DRE Instructor Schools
- 2 DRE Schools to train 40 new DRE's
- SFST training to 4 POST Academy classes;
- Recertification course for law enforcement phlebotomists;
- New course for law enforcement phlebotomists;
- Training to MADD, Kiwanis, St. Lukes, Department of Environmental Quality, Probation/Parole, School counselors and Health & Welfare employees; and
- The SIDC serves as a member of the Idaho Impaired Driving Task Force.

State Impaired Driving Task Force:

The Idaho Office of Highway Safety established a Statewide Impaired Driving Task Force in 2013. The task force was put together for the purpose of creating the Idaho Impaired Driving Strategic Plan. The purpose of this plan is to provide a comprehensive approach for preventing and eliminating impaired driving behavior.

This plan was developed through the active involvement of Task Force Members representing different perspectives and experiences.

The Idaho Impaired Driving Task Force represents a cross-agency, collaborative effort to prevent and eliminate impaired driving crashes on Idaho's roads. Appropriate stakeholders are included in the effort to meet MAP-21 requirements. Members represent the highway safety office; areas of law enforcement and the criminal justice system (including prosecution, adjudication and probation); driver licensing; treatment and rehabilitation; ignition interlock program; data and traffic records; public advocacy and communication.

The Task Force has been active since that time and working on strategies identified in the Idaho Impaired Driving Strategic Plan that was developed in 2013. The Task Force will continue to oversee implementation of Idaho's plan over the next five years and compare results to measure areas of success. This plan is considered a living document and will be reviewed and updated on an annual basis.

AGGRESSIVE DRIVING

PT-2014

Problem:

- In 2013, there were 84 fatal aggressive driving crashes in Idaho.
- Aggressive driving crashes increased 27 percent over the previous year, and contributed to 56 percent of all combined crashes.
- Drivers under 25, are represented in more than one-third (37 percent) of driver involved crashes.

A 2013 report from the Governors Highway Safety Association (GHSA) on speeding and aggressive driving states that despite progress in other areas, such as increased seat belt usage and fewer drunk driving deaths, speeding continues to be a major factor in about 33 percent of traffic fatalities. An officer may indicate up to three contributing circumstances for each vehicle in an aggressive driving crash and the prevalent behavior involved in these types of crashes during 2013, are ranked as follows:

1. Failure to yield;
2. Fail to yield right of way
3. Driving too fast for conditions
4. Fail to obey stop sign
5. Following too close
6. Exceeding posted speed
7. Fail to obey signal

Strategy:

The Highway Safety Performance Plan Goals for 2011-2015, are to achieve a 5 year average of 66 speed related fatal crashes per year (HSP C-6). In 2013, aggressive driving resulted in 89 fatalities; this represents 39 percent of all fatalities in 2013. The Strategic Highway Safety Plan supports the HSP 5-year-average goal by promoting safety through proven countermeasures which primarily focus on enforcement and education efforts (SHSP 1-2).

The SHSP Aggressive Driving Committee defined aggressive driving as an action by a driver that markedly exceeds the norms of safe driving behavior that directly affects other road users by placing them in unnecessary danger. The OHS Aggressive Driving Program's objective is to provide education for drivers through public information and enforcement outreach at every contact opportunity. Not every moving violation can be considered aggressive driving. However multiple violations that encroach on others safe space such as driving much faster than prevailing speeds, following too close, making unsafe lane changes and running red lights, either on one occasion, or over a period of time, may indicate a pattern of aggressive driving.

Objective: The objective of the OHS is to eliminate motor vehicle deaths and serious injuries on Idaho's highways by implementing programs designed to change driver behavior. The OHS implements proven countermeasures to address aggressive driving behaviors that include high visibility enforcement projects support of law enforcement education and training programs and public information campaigns.

Enforcement:

The time period where most crashes occur is between Memorial and Labor Day holidays. In 2014, OHS focused on creating more awareness about the 100 Deadliest Days of summer driving by providing funding for high visibility law enforcement in the Treasure Valley and billboard advertisements statewide, from May 26-Sept 2, 2014. There were a total of 6,535

citations written between the participation agencies: ISP, Boise PD, Nampa PD, Meridian PD and Caldwell PD.

Statewide OHS funded another five law enforcement mobilizations targeting aggressive driving conducted during April, May, July, and August 2013.

Paid Media:

In 2014, the OHS Aggressive Driving Program funded paid billboards to educate and inform Idaho residents about the risks of aggressive driving. The two week paid media campaign ran during the month of April.

Outreach:

Education and outreach continues to take place as a result of the OHS partners who work to eliminate traffic deaths and serious injuries. The OHS development of materials in close coordination with our law enforcement partners to help get our messages out to the community about the risks involved in aggressive driving. We continue to distribute brochures that discuss the facts about aggressive driving.

SHSP Aggressive Driving Committee:

The SHSP-AD committee continues to work on identifying strategies and new partnerships to help highlight the issues surrounding aggressive driving crashes in Idaho. Committee representatives include local law enforcement agencies, engineering, media, insurance and automobile industry. The committee is working on multiple projects that include identifying ways to promote awareness of the extent of aggressive driving related crashes in Idaho, and to make driving aggressive as unacceptable as driving impaired or distracted.

YOUTHFUL DRIVERS

TSP-2014

Problem:

The youthful driver problems from the Idaho Traffic Crashes 2013 confirm the following:

- Youthful drivers between the ages of 15 to 19 are over-involved in Idaho crashes. The age group represents almost 6% of the licensed drivers in Idaho, yet they were involved in one out of every five crashes.
- For 2013, the fatal and serious injury crash involvement rate indicates the age group between ages 15 and 19 was 2.7 times as likely as all other drivers to be in a crash.
- During 2013, 22.7% of youthful drivers involved in fatal crashes were impaired.
- The youthful drivers were involved in 2.5 times as many crashes as would be expected.
- For the 15 to 19 years age group during 2013, 70% of all crashes involving youthful drivers occurred in urban areas while 77% of the fatal crashes occurred in rural areas.

Objective:

The objective of the program is implementing programs that successfully eliminate motor-vehicle crash fatalities and serious injuries for youthful drivers between the ages of 15 to 19 years old.

Strategies:

Strategies for ages 15 through 19 year olds were developed by the Strategic Highway Safety Plan team to implement in the Idaho Highway Safety Plan: The youthful driver program is focused on eliminating youth-involved traffic crash fatalities, serious injuries and economic losses through a combination of education and enforcement based programs. These strategies for FFY 2014 were:

- Educate young and inexperienced drivers up to age 18, through grade 12 or successfully completing the GED High School Equivalency Certificate, on traffic safety issues;
- Strengthen partnerships with various stakeholders interested in teen traffic safety issues, parents, youth and community groups;
- Maintain a standard and uniform education curriculum for all driver education programs; and
- Establish peer-to-peer education opportunities.

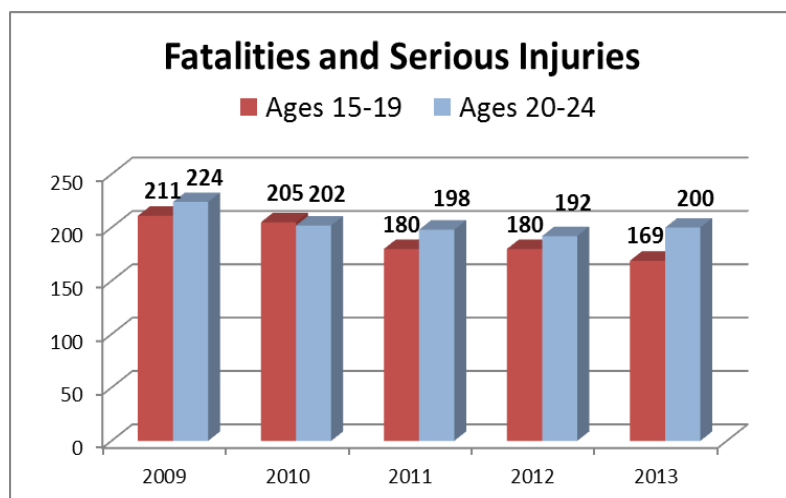
Outcome:

Youthful Drivers Statewide Services TSP-2014-00-00-01 (SYD1402)

Over the past 5 years progress has been made in raising awareness and reducing youthful driver deaths and serious injuries. The C-9 goal for the core five year performance measure in the Idaho Highway Safety Plan for drivers 19 or under in fatal crashes was 39. The recently released data indicated the actual five year average was 32, showing a reduction from FFY 2013 and less than that projected for the FFY 2014 goal.

As part of enhancing the effectiveness of training Idaho’s inexperienced drivers and meeting the standards recommended by the Association of National Stakeholders in Traffic Safety (ANSTSE), a group of Idaho stakeholders met to determine what standards have already been adopted by Idaho educators and with the graduated driver licensing laws currently in place. This was a first step in meeting the 2013 Driver Education Assessment recommendations and priority recommendations made by the national team of experts. Organized by the Office of Highway Safety (OHS), the meeting included participating agencies from the Idaho Transportation Department, Department of Education, and the Bureau of Occupational Licenses Driving Businesses. Held September 24 and 25, 2014, Sharon Fife and Nina Saint, facilitators from the ANSTSE organization, provided expertise and national perspective during the onsite visit. Idaho attendees were: Sally Phillips representing private business driving schools, Audra Urie as Driver Education Coordinator from the State Department of Education, Debra Hall and Amy Kearns from the Department of Motor Vehicles, Sgt. John Gonzales and Officer Will Stoy representing law enforcement, Dave Carlson from AAA, Kristin Oostra and Lisa Berry from the Idaho Digital Learning Academy, and Brent Jennings and Margaret Goertz from the OHS.

Participants worked through a matrix of the Assessment recommendations, beginning with the priority recommendations and proceeding through the recommendation list. While reviewing the matrix format, the onsite facilitators determined this could be a useful tool for other states to utilize and record accomplishments and the status on recommendations. The report has been received in OHS from ANSTSE, and the facilitators determined it would be in Idaho's



best interest to establish the group as a taskforce. They also recommended the group expand to include representatives from third party testers, the Department of Health and Welfare,

Research analysts (for data), insurance companies and state driver education associations. Future meetings will be regularly scheduled in FFY 2015.

Financial assistance was provided to the State Department of Education for reprinting the Idaho Supervised Driving book. Total costs expended for the book and the Assessment Taskforce were \$4,122.

Alive at 25 TSP2014-00-00-02 (SYD1402) and Paid Media Youth PM-2014-00-00-01 (SPM1401-G):

Strategies to eliminate youthful driver fatalities and serious injuries are driven by the data, Highway Safety Plan and the Strategic Highway Safety Plan Youth Driver Team. The Youthful Driver Team supports educating the young inexperienced drivers and pre-drivers with driver education. Beyond driver education, the Alive at 25 program has been implemented to concentrate efforts on changing behaviors and decisions young inexperienced drivers make after obtaining a driver license.

The Alive at 25 program is a class presented by certified instructors from law enforcement. Looking at the graph, "Fatalities and Serious Injuries", one will note it includes teens, ages 15 to 19 years, and young adults, ages 20 to 24 years. Both age ranges have been identified because the Alive at 25 program being presented in Idaho is designed for, and offered to 15 through 24 year olds. Youthful Drivers show a continued reduction or no increase in numbers of fatalities and serious injuries for the age group. Prior to 2013, the trend for young adults was on a decline in fatalities and serious injuries. The graph now indicates an increase for young adults 20 to 24 in 2013 and will continue to be observed for the future trend. The program continues to influence the trends of reducing the teen driver fatalities and serious injuries, and contributes to the C-9 core performance measure.

Students attending the classes may be recommended by driver education instructors, required by parents, recommended by law enforcement through traffic contacts and citations, or required by prosecutors and judges as part of the court process. Reasons for attending the class have changed over the past 5 years as shown on the "Reasons for Attending the Class" chart.

Alive at 25 is a 4 ½ hour defensive driving class specifically focused on the targeted age group of 15 through 24 year old young adults. The National Safety Council and Colorado State Patrol designed the course for this age group. Idaho's program began in late 2009, and is presented by Idaho law enforcement officers that are trained and certified instructors. The dedicated instructors focus on the behaviors and driving choices young, inexperienced drivers make. The Alive at 25 program provides skills young adult drivers can utilize to prevent traffic crashes by raising awareness, being prepared for the unanticipated, and responsibilities as drivers and passengers. Instructors strengthen community traffic safety focusing on state traffic laws and the collision formula of "R U A Defensive Driver". The Alive at 25 program supports the *Toward Zero Deaths* target of keeping families whole by saving teen and young adult lives through education.

In FFY 2014, electronic billboards were displayed at prominent locations in Coeur d'Alene, Post Falls, Boise, Meridian and Nampa during the month of October to coincide with the National Teen Driver Safety Week and advertised the Alive at 25 message. Class registrations did increase during this period of time. There were 16 paid billboard spots and three matching spots at a total cost of \$25,242. The average frequency for messages was 6.8, and the reach was 57.5%.

City police departments, county sheriff's officers and Idaho State Police have signed agreements in place to offer the program. A total number of 19 agencies now offer the Alive at

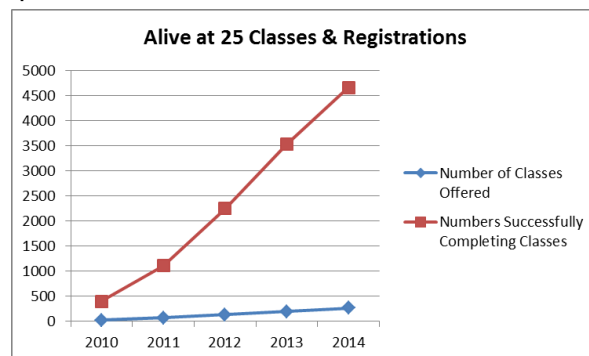
25 program. This has nearly tripled from the original seven agencies sending personnel to the first training.

Summary of Classes Presented by Agencies

Agency	Number of Classes Presented	Number of Students Completing Classes	Average Per Class
Bingham County Sheriff's Office (CSO)	1	6	6.0
Blackfoot Police	5	67	13.4
Boise Police	39	916	23.5
Caldwell Police	8	131	16.4
Elmore CSO	5	39	7.8
Emmett Police	10	118	11.8
ISP	9	78	8.7
Kootenai CSO	60	878	14.6
Madison CSO	2	28	14.0
Meridian Police	53	1,194	22.5
Moscow Police	7	71	10.1
Nampa Police	39	721	18.5
Orofino Police	6	68	11.3
Pocatello Police	2	44	22.0
Rexburg Police	5	58	11.6
Rexburg Police	3	36	12.0
Rupert Police	3	36	12.0
Twin Falls CSO	9	157	17.4
Washington CSO	1	12	12.0
Total	267	4,658	17.4

As more agencies have joined the team, promotion and awareness of the Alive at 25 program has increased among teens and young adults, parents, prosecutors, judges, and other community members. Class sizes have been steadily increasing. Between 2013 and 2014 the number of students completing the classes rose 32%. Class sizes have increased, and the number of instructors being trained and certified to present the class now totals 48.

Two new training opportunities were held during FFY 2014. The first was October 21-25, 2013 with Jared Willmore being the instructor trainer. Nine new instructors became certified with four from new agencies. The two new agencies were Blackfoot Police Department and Washington County Sheriff's Office. Three instructors from Wyoming Highway Patrol also attended. During the week of July 21-25, Todd Bilbo trained seven new instructors. One agency, Payette Police, was a new agency and sent two officers to be trained. The trainings were held at the Candlewood Suites in Meridian, Idaho.

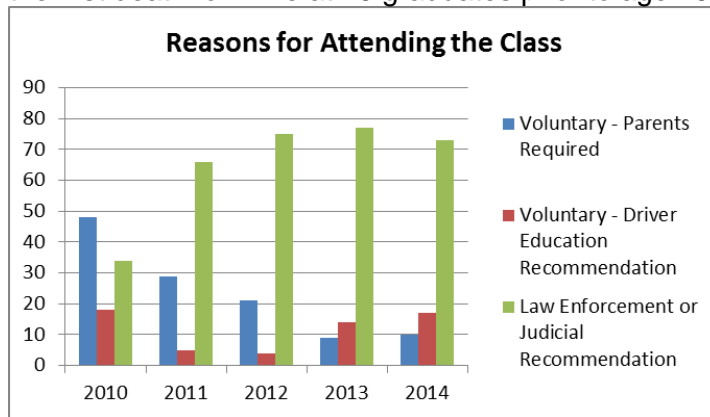


Feedback from those who have completed the class is a welcome testimony to the traffic safety awareness they have begun to practice. One such response was from a student, Shelby. She

had taken the class on May 9 and emailed the Alive at 25 website on May 24. She indicated her attendance was for a speeding violation. If the instructors had not emphasized the need for wearing a seat belt, she states “I would probably be in a body bag”. Both the front and rear of the vehicle were damaged and she was sent to the emergency room, but the seat belt saved her life.

In the Idaho Traffic Crashes 2013 report, only 3 of 10 (30%) youthful drivers killed were wearing a seat belt. Of the teen passengers who died in 2013, only 2 of 8 (25%) were wearing a seat belt. Because the importance of wearing a seat belt was heard by Shelby in her class, she was convinced to wear it every time. She is alive today to tell the story.

In the 2011, 2012 and 2013, there were 6,627 graduates of the Idaho Alive at 25 program. There was one fatality during the three-year period for those completing the class. This was the first death for Alive at 25 graduates prior to age 25. The fatality was the driver. There was no alcohol impairment, but it should be noted the deceased young adult was not wearing a seat belt. With only one fatality since the program was first implemented, Alive at 25 presentations do contribute to the overall state core performance measure in reducing traffic safety deaths in Idaho for youthful and young adults drivers.



As was noted in the chart on Reasons for Attending the Class, almost three out of four attending Alive at 25 classes are recommended by law enforcement, or required by judges and prosecutors to attend. The attendees are already at risk of being in a crash because of poor driving behaviors and choices they have made. In the National Highway Traffic Safety Administration (NHTSA) Countermeasures That Work, extensive research on teen drivers was summarized by Hedlund, Shults, & Compton, 2003 that not only are teens inexperienced, but with their immaturity, they also “seek risks”. The Alive at 25 class provides valuable information on risky driving behaviors for the age group.

During the past three years, youthful drivers have been over-involved in crashes. In the next chart, you will note columns 2 and 3 relate crashes including all ages involved in youthful and young adult crashes. Columns 4 and 5 relate only to the age group noted and whether the crash happened before or after attending the Alive at 25 class. The class appears to be contributing to reducing deaths and serious injuries, and the C-9 core performance measure.

Total costs expended for the program during FFY 2014 were \$106,130 in federal funding.

FFY 2011 - 2013 Crash Statistics and Alive at 25 Graduates

	Crashes for 15-19 Years	Crashes for 20-24 Years	Alive at 25 Graduate after attending class 15-19 Years	Alive at 25 Graduate after attending class 20-24 Years
Total Reportable Crashes	14,652	14,442		
In Crash Before Attending Class	1,650	458		
In Crash After Attending Class	633	0		
Fatalities	59	77	0	1
Of Fatalities, those Under the Influence of Alcohol or Drugs	12	25		
Total Fatalities NOT Wearing a Seat Belt	34	45		
Driver Fatalities NOT Wearing a Seat Belt	19	31	0	1
Passenger Fatalities NOT Wearing a Seat Belt	15	14		
Serious Injuries	502	546	36	18
Of Serious Injuries, those Under the Influence of Alcohol or Drugs	38	101	3	0
Total Serious Injuries NOT Wearing a Seat Belt	183	182	15	2
Driver Serious Injuries NOT Wearing a Seat Belt	19	31	11	0
Passenger Serious Injuries NOT Wearing a Seat Belt	15	14	4	2

Teen Coalition TSP2014-00-00-03 (SYD1403):

The City of Meridian has recognized the 'youth voice' as an important element to better prepare and plan for the future of the City. The City of Meridian has made youth issues a priority. Toward this goal, the City has developed the Mayor's Youth Advisory Council (MYAC) to give youth the opportunity of developing skills in leadership through service within our community. MYAC has developed into an energetic service organization for youth that is organized through the Office of Mayor Tammy De Weerd. Recognizing the benefits of the relationship the City has built with its youth, the Meridian Police Department saw the opportunity for members of MYAC to be promoting youth safety on a peer-to-peer level.

The Meridian Police Department (MPD) has for many years been committed to the safety of young people through the School Resource Officers (SRO) program. Police Chief Jeff Lavey encouraged the Police Department to continue seeking out opportunities of engaging youth in a non-enforcement capacity. As a way to work towards the initiative promoted by Chief Lavey, the Traffic Team of the Meridian Police Department also became directly engaged in promoting youth safety through the Alive at 25 program in December of 2011.



Meridian's Youth Crash Data:

In 2012, four Meridian teens from the same high school were killed in two separate vehicle crashes, during the months of March and September. The crashes occurred outside of Meridian city limits. In both crashes alcohol/drug impairment and speed contributed to the cause of the crash; and the lack of seat belts contributed to the severity of the injuries. From 2009 through 2011, the city of Meridian had 55 fatal and serious injury crashes involving youth. The average number of fatal and serious injury crashes involving youth between 2009 and 2011 for Idaho cities with a population over 40,000 (including Meridian) was only 30. The youthful fatal and serious injury crash rate for the city of Meridian was 0.25 crashes per 1,000 population. This was higher than the average youthful fatal and serious injury crash rate per

1,000 population (0.13) for Idaho cities with a population greater than 40,000 (including Meridian).

These tragedies reinforced the need to ensure teens take their own safety into consideration through appropriate educational opportunities. The stage was set for various parts of the community to come together and partners in improving teen safety, thus the development of the Meridian Advocates for Youth Safety (MAYS) to form as a coalition.

Alive at 25:

The need for a collective approach promoting youth safety was identified early on. Through the Alive at 25 program, grant funding was sought from the Idaho Transportation Department (ITD) Office of Highway Safety (OHS) for the City of Meridian to begin the development of a youth safety coalition. Funding of \$31,000 was authorized in FFY 2013 to help initiate the development of the youth safety coalition, to be expanded for activities during FFY2013 and FFY 2014. Additional educational equipment was sought in FFY 2014 at a cost of \$3,320. The police department and MYAC became the foundation of the coalition since they were already engaged in various events and programs promoting youth safety.

Coalition Building

In the summer of 2013, the youth safety coalition began to be structured. A consultant assisted a small group of key community representatives in developing a coalition Strategic Plan. The Strategic Plan was finalized in September 2013. Every group needs a name, so the group agreed the coalition should be called the Meridian Advocates for Youth Safety (MAYS).

MAYS Launch and Activities:

MAYS officially launched in January 2014 with a Town Hall style meeting on youth safety topics. As part of the launch, Kelly Browning with Impact Teen Drivers was invited to be a part of the public town hall meeting and to provide training for officers and teens.

Monthly meetings were held to give the community at large the opportunity to be involved. Youth involvement was always a high priority, so youth have been encouraged to participate in the MAYS activities. A regular schedule was set for the second Thursday of every month. These meetings have been an opportunity to share and help prepare for upcoming events, and debrief past events. It is also an opportunity for meeting attendees to be informed and to be involved in other community youth safety activities.

Youth Safety Activities Coordinated by MAYS:

Education and interaction with youth is paramount for MAYS. As we interact with youth, an effort has been made to empower them to influence their peers in making smart and safe decisions. MAYS has not been directly engaged in advocating for changes in policy, State law, and/or City ordinances; however, the teens involved have been able to represent the youth voice in issues regarding safety.

Some of the activities sponsored by MAYS are:

- **Alive at 25 Classes** are clearly one of the main activities engaged in to help influence youth safety.
- The fact that vehicle crashes are the number 1 killer of youth teaching this class is a priority. The Alive at 25 program in Meridian hosts four to five classes a month with most classes having 30 students registered.

MAYS Mission Statement:

The mission of the Meridian Youth Safety Coalition is to unify likeminded people and organizations that have a goal of creating a safe environment for our youth and families.

MAYS Vision Statement:

The vision of the Meridian Youth Safety Coalition is to create and protect a nurturing community environment where our youth and families actively engage in maintaining a healthy and safe community.

- **Youth Safety Town Hall** is an opportunity to engage the community at large and have an open conversation about the safety challenges youth experience.
- **Youth Safety Summits** are the premier events since they are an opportunity to have fun with youth while sharing important safety information. The event is presented in the format of a professional conference, and the facilities of Wahooz, a local activities center, are used to share various safety messages.
- **Spring Safety Fling** is a high energy event at local high schools during the lunch period. Various safety information booths are set up to share information with attending students. Students are attracted to the event through the use of music. Students visiting information booths are given stamps for a slice of pizza.
- **Teen Road Safety Assessment** is a road safety assessment done by teens. A group of teens are taken to the various locations to evaluate the roadways traffic control, lanes, signals, and driver behaviors.

Expenditures:

The initial plan was to hire a professional services/consultant to assist in establishing the coalition and have a part-time employee (up to 10 hours a week) manage the day-to-day operations of the coalition. As the work of the coalition progressed, the cost of the available consultants was beyond the budget due to consultation fees and travel costs. Additionally, we were unable to hire locally to assist with the day-to-day operations, so the focus then became to work on providing the educational opportunities with youth.

To remain within budget, a local consultant was hired to help develop the Strategic Plan and a youth risk assessment survey. The Strategic Plan helped the coalition find its area of focus to begin working with youth. Once working with the youth, the surveys assisted in ensuring we were working in the areas that youth thought were topics of the greatest impact.

As the coalition progressed, the focus was on sponsoring youth safety events along with obtaining the necessary educational materials for those events and to have for future events.

Summary of Expenditures for the Pilot Project

	Section 402	FHWA	City of Meridian Match	State Match	State Farm Grant	Total Expended
FFY 2014	\$500	\$17,857	\$2,568	\$94	\$3,320	\$24,339
FFY 2013	\$5,357	\$1,750	\$2,547	\$0	\$0	\$9,654
Total	\$5,857	\$19,607	\$5,115	\$94	\$3,320	\$33,993

MAYS Partners:

- | | |
|--|--|
| Meridian Mayor’s Youth Advisory Council (MYAC) | Nampa Police Department |
| Meridian Mayor’s Anti-Drug Coalition (MADC) | Idaho State Police |
| West Ada School District | Ada County Juvenile Probation |
| Buckle Up for Bobby | Mothers Against Drunk Driving (MADD) |
| Office of Highway Safety | Focus on the Drive |
| Impact Teen Drivers | Idaho State Department of Education Driver Education Program |

Conclusion

The City of Meridian has placed youth as a high priority. The safety issues youth face should not be forgotten, so the MAYS coalition is able to help youth make good choices regarding safety. MAYS has developed key partnerships that have been successful in the past. Several youth events have been successful by putting together the youth with the educational resources and adults that care for their success.

Report prepared by:

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Teen Website TSP-2014-00-00-04 (SYD1404):

Updates to the teen website are made to provide current news, general activities and information for teenagers, parents and pre-drivers. The website link is www.idahoteendriving.org. During the year the contractor was unable to continue and the process has taken time to select a new contractor for updates the website. This will be completed and in place for FFY 2015. Total expenditures for hosting the website and contractor updates totaled \$836.

Highway Safety Kids Calendar TSP-2014-00-00-05 (SYD1405):

Teachers from 27 Idaho elementary schools submitted student creativity for educating peers, families and communities. Almost 700 artwork designs and traffic safety messages were received from kindergarten through sixth grades. These children are providing traffic safety messages and starting at a young age to build safe habits of wearing a seat belt, obeying all traffic laws for aggressive, distracted, and impaired driving. It is the beginning of creating culture change at a younger age. A total of 9,000 *Highway Safety Kids Calendars* was distributed to Idaho elementary schools, law enforcement and other state agencies at a total cost of \$6,858.

OCCUPANT PROTECTION

OP-2014, MAP 21 405b

Problem:

In 2012, of the 135 passenger motor vehicle occupants over the age of 7 killed, 73 were not wearing seat belts. Seat belt use in Idaho remained the same from 2011 to 2012 at 79%, a rate that is still well below the national average of 84%.

Objective:

Eliminate motor vehicle related deaths and serious injuries in Idaho by increasing the use of seat belts statewide.

Strategy:

1. Fund saturation patrol efforts through traffic enforcement mobilizations using Memorandums of Understanding.
 - a. Provide funding for state, county and city law enforcement agencies to conduct seat belt enforcement during overtime hours in conjunction with state and national seat belt mobilizations.
 - b. Provide equipment incentives for regular duty hours dedicated to seat belt enforcement.
2. Conduct an annual NHTSA approved statewide seat belt survey.
3. Develop and produce educational materials to encourage seat belt use.

4. Provide funding for seat belt education and training to low use groups, law enforcement, EMS and other stakeholders.
5. Fund paid media to increase seat belt use statewide targeting the low seat belt use rate demographic.

Mobilizations:

April 11-28, 2014 Aggressive Driving/Seat Belt (joint) Mobilization: There were 69 participating agencies, consisting of 38 police departments, 23 county sheriff offices, 2 Marshal Offices and 6 ISP districts. Thirty-five of the 69 agencies participated in both overtime and equipment incentive programs, 21 agencies in overtime only, and 13 agencies in the equipment incentive program.

During the mobilization, 1,255 seat belt citations and 43 child safety citations were issued, equating to less than one citation per hour statewide. The top-performing agencies were Boise PD (1 citation/hour), Coeur d’Alene PD (1.1 citations/hour), and Bellevue Marshal (1.3 citations/hour). No pre- and post-mobilization seat belt surveys were performed.

May 19 – June 1, 2014 Seat Belt Mobilization: There were 66 participating agencies; 38 police departments, 29 county sheriff offices, 2 Marshal Offices and 6 ISP districts. Thirteen of the 69 agencies participated in the equipment incentive only (including ISP District 4), 21 agencies participated in overtime, and 33 agencies participated in both the overtime and equipment incentive programs. Nez Perce Tribal PD participated however did not request funding.

During the May mobilization, 2,996 seat belt citations and 53 child safety citations were issued, equating roughly to .4 citations per hour statewide. The top-performing agencies were Boise PD (3 citation3/hour), Idaho Falls PD (1.9 citations/hour), Coeur d’Alene PD (1.8 citations/hour, and Hailey PD (1.6 citations/hour). The average seat belt use rate before the mobilization was 71.1% and after was 75.9%, a 4.8 point increase. The mobilization overtime was funded with Section 405b OP (M2HVE-2014-01) in the amount of \$136,990.

August 1-18, 2014 Seat Belt/Aggressive Driving (joint) Mobilization: There were 42 participating agencies, consisting of 23 police departments, 12 county sheriff offices, 1 Marshal office and 6 ISP districts. Mobilization was funded for overtime only.

Agencies issued 525 seat belt citations and 17 child safety citations during the mobilization, equating to less than one citation per hour statewide. The top-performing agencies were Idaho Falls PD (1.4 citations/hour), and Nampa PD (1.1 citations/hour). No pre- and post-mobilization seat belt surveys were performed.

The mobilization was partially funded with Section 405b OP (M2HVE-2014-01), amount \$27,089.

All mobilizations included participating agencies tracking and reporting the mileage incurred while performing in the mobilizations.



Media:

OHS conducted 3 seat belt media campaigns. The first media campaign was held the month of September 2013 which coincided with the football season, and featured former Idaho State University and TV personality Merrill Hoge in a PSA.

The second campaign was conducted during the April Aggressive Driving/Seat Belt mobilization; media used were TV, Radio, billboards, and social media. A new PSA was created with OHS partners Idaho Power Company, Ada County Paramedics, Idaho State Police, and Boise Police Department. The PSA focus was Work Place Seat Belts use.

Additionally, a new poster was created “Pickups rock...and roll. Buckled up?” and was featured on billboards and social media.



The third campaign coincided with the May seat belt mobilization; media used was billboards and emphasized the message “Pickups rock...and roll. Buckled up?” Wall posters were distributed statewide, along with a press release template, to all Idaho law enforcement agencies, including Idaho’s Tribal police departments.

Education and Outreach

The OHS purchased and distributed over 23,000 seat belt educational materials (brochures, tattoos, wristbands, pens, pencils) to various organizations statewide.

OHS participated in outreach with booths demonstrating the effective use of seat belts at the “Walk like MADD” event June 4, 2014; Western

Idaho State Fair August, 15-24, 2014; Act Out Loud events at Centennial, Vallivue and Mountain View High Schools, and during the July Meridian Youth Safety Summit. The toy doll car crash used to demonstrate seat belt effectiveness was also loaned out to at least 10 organizations throughout the year for use in school, civic and club demonstrations.

Annual Seat Belt Survey and Quality Control:

A statewide seat belt survey conducted in September 2014 was funded using section 405b op (M2PE-2014-22). Quality control monitoring for the seat belt survey was conducted at nine sites; six sites in Kootenai County and three sites in Bingham County.

Based on monitoring observations, the final seat belt quality control report written with following recommendations:

- Future surveys conducted by two counters per site to ensure data is captured and counted as accurately as possible.
- Annual instruction and training mandatory for all counters (new and previous). Counters without OHS training cannot conduct surveys.
- New counters must receive *in-person* instruction and training.

Seat Belt Use in Idaho – 3 yr. averageⁱ

	2011	2012	2013	3 Yr. Average
Idaho's Safety Restraint Use	79%	79%	81.6%	79.9% ⁱⁱ
Unbelted Fatalities	77	73	97	82
Unbelted Seriously Injured	278	261	274	271

Seat Belt Use in Idaho by Transportation District – 3 yr. averageⁱⁱⁱ

District	2011	2012	2013	3 yr. Average ^{iv}
1	71.7%	71.8%	72.3%	71.9%
2	86.2%	86.1%	85.0%	85.8%
3	93.4%	93.1%	85.8%	90.8%
4	66.7%	66%	74.2%	69%
5	60.6%	64.3%	81.2%	68.7%
6	68%	70.9%	76.8%	71.9%

Seat Belt Use by Vehicle Type – 3 yr. average^v

	2011	2012	2013	3 yr. Average ^{vi}
Passenger Car	81.0%	81.3%	84.4% ^{vii}	82.2%
Vans & SUVs	83.4%	82.9%	84.4% ^{viii}	83.6%
Pick-up Trucks	71.2%	70.8%	73.5%	71.8%

CHILD PASSENGER SAFETY

CR-2014, MAP 21 405b

Problem:

- Children under 8 years restrained in a seat belt alone are 4 times more likely to suffer serious head and neck injuries.
- Child safety seats for infants are 71% effective in reducing fatalities and serious injuries for children up to 8 years. The correct and proper use of child safety restraints is critical in reducing the number of deaths and serious injuries among Idaho children.
- Child safety seats, when used properly, has found them to reduce fatal injury by 71% for infants (younger than 1 year old) and by 54% for toddlers (1-4years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%.

Objective:

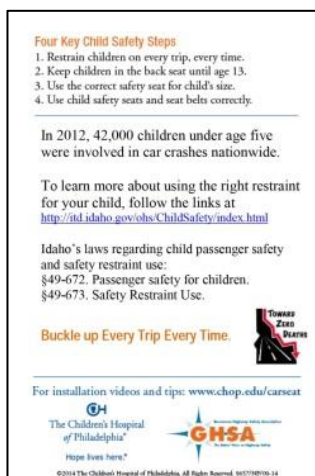
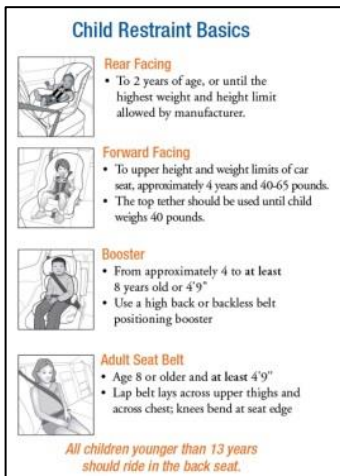
Eliminate deaths and serious injuries among children from motor vehicle-related crashes through a combination of correct installation, public safety education and increasing child safety restraint use in Idaho^{ix}

Strategy:

1. Develop and produce educational materials to encourage proper selection, installation and use of child restraints by parents, caregivers and grandparents.
2. Provide funding for child restraint education and training including Child Passenger Safety (CPS) Technicians statewide.
3. Implement maintenance and improvement activities to enhance the Office of Highway Safety (OHS) Child Restraint website.
4. Fund paid media to increase seat belt use statewide targeting the low seat belt use rate demographic.
5. Increase the use of WHALE (We Have a Little Emergency) kits to be used by law enforcement and emergency medical service workers.

Education and Outreach:

In conjunction with Children’s Hospital of Philadelphia (CHOP) and Governors Highway Safety Association (GHSA), OHS updated the Child Restraint Basics pocket card for law enforcement and created a pocket card for parents and caregivers; initial distribution to agencies during National CPS Week. Parent cards available to the public through online ordering, and safety events such as car seat checks, conferences, Women, Infants, and Children (WIC), and other training venues. Law Enforcement cards being distributed to new officers/deputies by Peace Officer Standards and Training’s (POST).



The OHS purchased and distributed over 10,000 child passenger safety educational materials (brochures, growth charts, posters, tattoos) to various organizations statewide.

OHS created car seat labels for NHTSA-funded restraints distributed through ICAAP. Labels include statement that restraint is “not for resale.”

OHS participated in several safety events focused on occupant protection. OHS had a booth at Meridian WalMart’s CPS

safety event June 20, 2014.

Training:

OHS established a Section 405b grant with ICAAP to provide recertification and Continuing Education Unit (CEU) courses for existing Child Passenger Safety Technicians (CPSTs) in an effort to sustain a minimum number of certified technicians in Idaho. Two recertification and two CEU courses were offered. Courses were held in Middleton, Twin Falls, Moscow and Meridian. A total of 60 technicians attended the courses.

A breakout training session “Taking the Confusion out of Child Passenger Safety” was offered at the OHS 2014 Highway Safety Summit; taught by OP Committee Chair (BPD) Kyle Wills and Safe Kids Magic Valley CPS instructor Carma McKinnon.

OHS CPS Website:

OHS CPS website was updated to include:

- GHSA link to all states' CPS laws
- Used car seat recommendations
- Car seat registration
- Provided revised list of Idaho's car seat inspection stations for NHTSA link

Website links and information are verified monthly to ensure functionality and accuracy.

Child Restraint Citations:

During OHS's 12 FFY '14 traffic enforcement mobilizations, 188 citations were issued for child safety seats. Fifty-three (53) citations issued during May 19-June 1, 2014 Seat Belt mobilization, and zero issued during 100 Deadliest Days mobilization.

Media:

Child Passenger Safety Week (September 14-20, 2014) media campaign's focus was parents using the correct seat for their child. Media exposure included radio, billboards, OHS Facebook, and ITD's Facebook and Twitter. The radio PSA "The Right (Child) Seat" was translated to Spanish and aired on Spanish stations.

ITD posted a news release on their website reminding the public "how to keep young ones safe when driving," and published four free car seat checks held in Idaho during CPS week (Boise, Twin Falls, St. Maries, and Pocatello). On September 15, 2014, OHS partnered with KTVB Channel 7, Safe Kids Treasure Valley, Boise Police Department, Meridian Fire Department, Mrs. Eagle Island, and St. Luke's Meridian to feature an early morning show with Larry Gebert on Child Passenger Safety. The event lasted four hours, and KTVB posted CPS information links on their website.



WHALE Kits:

We Have A Little Emergency (WHALE) Kits, available to everyone, are designed to alert emergency personnel responding to a crash that there is a child seat in the car and a child may be present. Rescue workers can refer to an identification card attached to the safety seat and find the child's name, medical information and emergency contact information. WHALE kits are typically handed out with each child seat inspection performed through ICAAP sub-grantees.

OHS is partnering with the Idaho Hispanic Cultural Center to convert the WHALE kits into Spanish. During FFY '14, over 12,000 kits were distributed.

Idaho Chapter of the American Academy of Pediatrics (ICAAP):

ICAAP was awarded a year-long grant to provide statewide distribution of child passenger seats, training, outreach and education. Through the grant ICAAP sub-granted to one location in each of the seven health districts/regions.

As of September 30, 2014:

- Region 1, Kootenai Health purchased 152 seats, provided 237 checks, and distributed 117 seats.
- Region 2, Moscow Police Department purchased 147, conducted 180 checks, and distributed 85 seats.
- Region 3, Canyon County Paramedics purchased 140 seats, and distributed 30 seats.

- Region 4, Meridian Fire Department purchased 276 seats, provided 254 seat checks, and distributed 78 seats.
- Region 5, Twin Falls Police Department purchased 102 seats, provided 32 seat checks, and distributed 5 seats.
- Region 6, Pocatello Police Department purchased 142 seats, conducted 43 seat checks, and distributed 93 seats.
- Region 7, Rexburg Police Department purchased 177 seats, provided 16 seat checks, and distributed 60 seats.

ICAAP works closely with three Safe Kids chapters to help advertise and provide funding for CPST courses. Ten courses were offered, two of which were funded under the Section 405b grant. Idaho currently has 38 active child passenger seat inspection stations; these stations service nearly 77% of Idaho's population. Each inspection station is staffed with a certified child passenger safety technician or trainer.

DISTRACTED DRIVING

DD-2014

Problem:

- In 2013, there were 43 fatal distracted driving involved crashes.
- Distracted driving crashes made up 21 percent of all crashes in 2013, and were responsible for 20 percent of all fatalities.
- While 72 percent of all distracted driving crashes occurred on urban roadways, 83 percent of the fatal distracted driving crashes occurred on rural roadways.
- The majority (60 percent) of the drivers involved in distracted driving crashes were under the age of 45 while youthful drivers represent 18 percent of the fatal and serious injury distracted driving crashes.



Objective:

The Highway Safety Performance Plan Goals 2011-2015, are to achieve a 5 year average of 200 fatal crashes, per year (HSP C-1). Distracted driving was responsible for 20 percent of all fatal crashes in 2013. The Strategic Highway Safety Plan supports this goal by promoting safety through proven countermeasures which primarily focus on enforcement and education efforts that target distracted drivers (SHSP 1-2).

Strategy:

Of the distractions that can occur while driving, texting has taken “a front seat”. During April 2014, which was National Distracted Driving Awareness Month, OHS partnered with a distracted driving crash victim named Ashley Zumbrennen to make a short commercial and also create a 3 minute video to submit her story to the Project Yellow Light. Ashley was partially paralyzed in a crash caused by texting. She has been featured on both local and national news stories, and has been giving presentations at schools and taking every opportunity to talk with people of all ages to tell her story and how her decision to text and drive changed her life. She and her eight year old daughter Valerie were featured on a billboard during distracted driving awareness week.

During April, OHS partnered with Franklin Building Supply (FBS) to highlight their new “No Phone” policy. FBS is one of Idaho's largest employers with over 20 locations across Idaho

and Nevada. The company implemented a policy that prohibits the use of all hand held electronic communications devices in company vehicles for all employees. They helped us kick off Distracted Driver Awareness Week with a press event to announce their new policy.

Idaho Power Company has also taken the initiative to ban phone use in company vehicles. They have partnered with OHS, Idaho State Police and local media to help highlight distracted driving awareness through the “Just Drive” pledge and media campaign. It was a two month campaign that kicked off in late August, with television spots and news stories that aired leading up to events that were held in Boise and Twin Falls. The public were invited the public out to take the “Just Drive” pledge, and use a driving course to test their driving skills while texting using state police vehicles on a real life driving course with obstacles and distractions. Ashley Zumbrunnen attended both events and told her story; she had a profound effect on everyone she talked to. The attendants were both young drivers and parents, who were also invited to participate in Alive at 25 presentations and to enter a drawing for iPad’s that were offered at both events. Here is the link to the [Just Drive](http://www.ktvb.com/features/just-drive/) website, or go to <http://www.ktvb.com/features/just-drive/>.

Idaho’s texting law is difficult for officers to enforce, and the penalty is significantly less than an inattentive driving ticket. At the annual Highway Safety Summit, OHS held a workshop for law enforcement officers on “How To Write A Texting Ticket”, which was hosted by the law enforcement agency responsible for the vast majority of texting tickets written in Idaho since the law came into effect.

EMERGENCY MEDICAL SERVICES (EMS)

EM-2014

Problem:

The availability and quality of services provided by local Emergency Medical Service agencies is the difference between life and death for someone injured in a traffic crash. Improved post-crash victim care reduces the severity of trauma incurred by crash victims. The sooner someone receives appropriate medical care, the better the chances of recovery. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.

Objective:

To eliminate motor vehicle related deaths and serious injuries in Idaho by decreasing the time it takes to transport a victim to proper medical care through multi-agency and jurisdictional collaboration, improve proper scene safety as well as increase access to the proper extrication equipment to remove the victim from the crash.

Strategy:

Provide funding to purchase equipment to remove crash victims and reduce time elapsed from the crash incident to victims’ arrival to a medical facility.

Two agencies were funded to purchase extrication equipment. As part of the purchase of the equipment, the agencies were to hold training sessions for the employees that would use the equipment. As vehicle manufacturers are improving vehicle structural integrity, those that provide extrication must be trained with the new equipment in order to maximize the equipment’s effectiveness. Vehicles are also manufactured to protect those that stay within the cage of the vehicle and are buckled up properly. When a passenger is properly secured in the vehicle extrication is more likely required.

SEM1401-Emergency Medical Services Statewide Services,

Troy Volunteer Fire Department – Twin power roll cage couplers, spreader, cutters, telescoping rams and hoses.

SEM1402-Clark Fork Fire & Rescue – Reciprocating saw kit and battery pack, vehicle struts and chains.

MOTORCYCLE SAFETY

MC-2014, K6-2014, MAP 21 405f

Problem:

- In 2013, there were 26 fatal motorcycle crashes, and an 18.2 percent increase in fatal motorcycle crashes.
- 52.4 percent of motorcycles in crashes were wearing helmets in 2013.
- It is estimated that motorcycle crashes cost Idahoans \$240 million dollars in 2013.
- Idaho code requires that operators and passengers of motorcycles who are younger than 18 must wear motorcycle helmets.
- 53 percent of the motorcycle riders and passengers under the age of 18 involved in crashes were wearing helmets in 2013.

Objective:

The Highway Safety Performance Plan Goals 2011-2015 are to achieve a 5 year average of 25 motorcycle fatal crashes per year (HSP C-8). There were 26 motorcycle fatalities in 2013. The Strategic Highway Safety Plan supports this goal by promoting safety through proven countermeasures which primarily focus on motorcycle rider education and training, and driver awareness of motorcycles (SHSP 1-2).

Strategy:

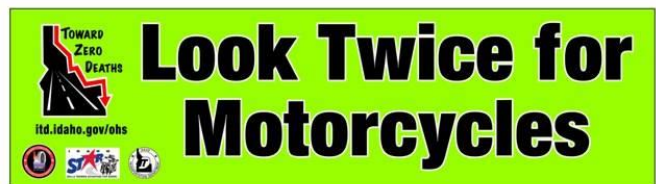
The OHS together with our SHSP partners focused our efforts on increasing public awareness among drivers about the presence of motorcycle, and increasing the awareness among riders about the need for proper licensing, knowledge of motorcycle laws, wearing protective gear, eliminating impaired riding, and increasing capacity and demand for motorcycle rider training.



In May, OHS promoted awareness of motorcycles during the Motorcycle Safety Month, through paid advertising on billboards across the state. The Idaho **STAR** (Skills Training Advantage for Riders) program promoted the billboard on their Facebook page during May, and it was their most popular Liked/Shared post of 2014.



OHS continued to distribute the popular Look Twice for Motorcycle bumper stickers and brochures through events attended by our Idaho **STAR** safety partners in FY14.



OHS distributed our heart patch emblems with message *Safe, Skilled, Sober and Seen* motorcycle safety promotional item in 2014, the heart is requested by visitors to the www.idahostar/ride-safe-idaho website. The heart patch comes with a certificate that the recipient is given by a loved one to remind them to come home safe, on every ride everytime.

The **Strategic Highway Safety Plan (SHSP)** committee for Motorcycle Safety continues to be a driving force behind all program activities. This committee is comprised of partners working to further rider safety training. Partners include representatives from the Idaho **STAR** Program, Idaho Coalition for Motorcycle Safety, Idaho National Guard, Idaho State Police, Meridian Police Department, ITD Engineering and OHS. The OHS sponsored two ICMS Motorcycle Awareness Rallies in Boise and Coeur d'Alene in 2014. The rallies were attended by several hundred motorcyclists. Idaho STAR Director, Stacey "Ax" Axmaker, was the keynote speaker at the Boise rally.

SHSP Motorcycle Committee member motor Officer Will Stoy from Meridian Police Department, provided training for motorcycle riders at dealerships on "How to Avoid A Ticket" during FFY14.

BICYCLE AND PEDESTRIAN SAFETY

PS-2014

Problem:

- In 2013, Idaho had 3 bicyclist fatalities, and 14 pedestrian fatalities.
- Bicyclists represent 3.7 percent of all fatal and serious injury crashes, while pedestrians represent 4.5 percent of all fatal and serious injury crashes.
- Crash statistics show that one Idaho bicyclist was injured or killed every 27 hours during 2013, which is nearly one crash per day.
- In 2013, the most common contributing circumstances attributed to pedestrian involved crashes were impairment, failure-to-yield and inattention.
- Males made up 76 percent of the bicyclist involved in fatal and serious injury crashes and are also represented in the majority of pedestrian crashes, and more bicycle and pedestrian fatal and serious injury crashes occurred in urban areas.
- In reported bicycle crashes, 24 percent of all bicyclists were wearing helmets, and only 13 percent of bicyclists under 35 years of age were wearing helmets.
- Crashes involving pedestrians decreased by 10 percent in 2013, while the number of pedestrians killed in motor vehicle crashes increased by 8 percent.
- Of the 14 fatal pedestrian crashes in 2013, 50 percent of those were impaired.



Objective:

To eliminate bicycle and pedestrian involved deaths and serious injuries in Idaho by decreasing the number of distracted driving crashes statewide.

Strategy:

The Highway Safety Performance Plan Goals 2011-2015 are to achieve a 5 year average of 9 fatal pedestrian crashes and 3 fatal bicyclist crashes per year (HSP C-10/11). The Strategic Highway Safety Plan supports this goal by promoting bicycle and pedestrian safety through enforcement and education efforts (SHSP 1-2).

The projects chosen by the OHS Bicycle and Pedestrian Safety program in FFY14 aimed to educate both law enforcement and the general public about Idaho's bicycle and pedestrian traffic laws. Confusion about traffic laws regarding bicyclists and motorists can contribute to serious injury and death. Most Idaho bicyclists know that the Gem State has a unique law that allows them to proceed through red lights, unlike motorists who must wait for a green light before proceeding. Law enforcement officers say that when there's confusion about who has the right of way it can lead to conflicts at intersections where bicyclists are far more vulnerable and can get seriously injured or killed.

Idaho Code 49-720 requires bicyclists to treat and red lights as stop signs, and stop signs as yields. OHS contracted We Bike, etc., L.L.C. to conduct three pedestrian/bicycle classes about enforcement of bicycle and pedestrian laws. One class was held in Boise, the others in Coeur d'Alene and Idaho Falls. Officers from the following agencies (Boise PD, Meridian PD, Caldwell PD, Rexburg PD, Bonneville CSO, Rigby PD, Kootenai CSO, Bonners Ferry PD, Sandpoint PD and Lewiston PD) took advantage of the specialized two day classes.



In June 2014, OHS also funded a pedestrian crash reconstruction course for law enforcement. It was attended by officers from across Idaho. The

instructor was Greg Russell, a crash reconstruction expert from Maryland. The purpose of the training was to provide Officers with the training needed to investigate the serious injury and fatality crashes involving pedestrians, bicyclists and motor vehicles.

The training helped officers determine the contributing circumstances surrounding the collision. This information can be used to formulate education, engineering, and enforcement strategies to help reduce the number of collisions between pedestrians and automobiles as they interact on our highways. The officers who attended this program found it valuable and several expressed an interest in becoming instructors in order to provide additional classes for more effective bicycle and pedestrian enforcement mobilizations.

MULTI-FUNDED GRANTS

Bonneville County Sheriff (SDD1402, SSB1402, SPT1402):

Problem: There were 10 fatal crashes in Bonneville County in 2012. 60% were unbelted fatalities. Aggressive driving was a contributing factor in 60% of the crashes in the county. Distracted driving crashes made up 23% of all crashes and were responsible for 22% of the fatalities in 2012.

Objective:

Reduce the number of distracted and aggressive driving crashes from 60% in Bonneville County. Decrease the percent of unbelted crashes from 53%.

Strategy:

Using high visibility enforcement (HVE), Bonneville CSO conduct sustained enforcement patrols throughout the year with emphasis on distracted driving, aggressive driving and increase seat belt use. During each HVE effort, seat belt enforcement was an essential component. Seat belt stats were evaluated; pre and post surveys were conducted.

Outcome:

During the HVE's, 203 seat belt and 18 child passenger citations were written. Using the post seat belt surveys, there was an increase of 1% in seat belt usage over the year. The first survey was conducted in February and the second in September. Distracted driving citations continue to be low despite the fact that almost a quarter of all crashes can be attributed to distracted driving.

The Sheriff's office sent officers to traffic related training including the attendance at the annual Highway Safety Summit. The CSO received increased visibility with the use of media such as press releases, Facebook and social media, outreach to schools and community events, posted signs.

By participating in the program, Bonneville CSO was able to get more deputies committed to making Occupant Protection a priority on all traffic safety stops. They have increased the public awareness that Bonneville CSO actively enforces seat belt violations, distracted drivers and aggressive drivers. The agency was not satisfied with the slight increase in seat belt use of 73.5%. They believe there is still room for improvement.

There was a slight reduction in the number of traffic crash fatalities from 10 in 2012 to 9 in 2013 and it looks like there will be 5 for 2014. (*At the time of this report FFY2014 FARS data was not complete.*) The Sheriff's department continues to forge partnership with surrounding agencies such as the Idaho Falls Police and the Idaho State Police.

Idaho State Police (SSB1409, SAL1409, SPT1409, SDD1409):

The impact evaluation, which compares WebCARS data from FFY13 and FFY14, shows a decrease in all districts for impaired driving and aggressive driving crashes. The most significant decreases in impaired driving and aggressive driving crashes were both in District 1: 59% and 51% respectively. On a statewide level, impaired driving crashes decreased by 33% and aggressive driving crashes decreased by 29%.

The seat belt comparison for fatalities and incapacitating injuries shows a decrease or no change in most instances, but nine (9). Fatalities in District 1 for not belted occupants increased by 10% (10 in FFY13 to 11 in FFY14). Fatalities in District 2 for belted occupants increased from 4 in FFY13 to 8 in FFY14. District 3 fatalities increased for both belted (5%) and not belted (71%) occupants. In District 4, fatalities for belted occupants increased by 40% (10 in FFY13 to 14 in FFY14). Incapacitating injuries for belted occupants in District 5 increased from 50 in FFY13 to 58 in FFY14, representing the only increase in incapacitating injuries.

Fatalities for not belted occupants in District 5 also increased over the last year by 13%. Both fatalities for belted (33%) and not belted (20%) occupants increased in District 6. Statewide totals show a 13% increase in fatalities for belted occupants, while fatalities for not belted occupants and incapacitating injuries for belted and not belted occupants decreased statewide.

ISP worked 98 aggressive driving, 115 impaired driving, 103 seat belt, and 49 distracted driving emphasis patrols throughout the state for a total of 365 overtime shifts. The following statistics represent all 6 districts and are from December 2013 through September 2014: Hours Worked – 3,506.70; Contacts – 5,916; Speeding Citations – 1,288; Aggressive Driving Citations – 174; Seat Belt Citations – 1,133; Distracted Driving Citations - 68; DUI Arrests – 67; and Other Arrests – 391. The attached 2014 Performance Measures include additional information regarding grant activities.

According to WEBCARS, crashes decreased by 31%, fatalities increased by 2%, and injuries decreased by 34% between FFY13 and FFY14. As of October 4, 2014, there were 173 fatalities on Idaho roadways; 3 more than FFY13. Statistics prove that law enforcement and OHS efforts to decrease crashes and injuries in Idaho are having the desired effect. However, the increase in fatalities show there is still much more to be done to attain the ultimate goal of zero deaths on Idaho roadways.

Note: *The data from WEBCARS is a combination of all law enforcement activity (city, county, and state) in a district. The statistics for FFY13 and FFY14 were gathered from WEBCARS on October 4, 2014.*

The Idaho State Police continues to be a valuable partner for the Office of Highway Safety. They participate in several committees, the Strategic Highway Safety Plan and multi-agency task forces throughout the state.

District 1 – Sgt. Greear is a member of the Operation Lifesaver Committee and is active on crossing safety review boards.

District 1 troopers participated in multi-agency emphasis patrols targeting specific violations, such as impaired drivers; interdiction patrols with local agencies; and Operation Lifesaver patrols with major participation from the Kootenai County Sheriff's Office and Rathdrum and Coeur d'Alene Police Departments.

District 2 – District 2 coordinated and participated with the Nez Perce County Sheriff's Office on an impaired driving emphasis during the Lewiston Roundup. Sgt. Adamson serves as a Law Enforcement Liaison for the Office of Highway Safety coordinating multi-agency functions as well as helping increase district participation in High Visibility Enforcement campaigns.

District 3 – District 3 troopers participate on the Ada County Traffic Safety Advisory Committee (ACTSAC) and the Multi-Agency Cooperation Law Enforcement (MACLE).

District 4 – Sgt. Hitt participates on the OHS Lane-Departure Committee, which examines the cause of crashes when a motor vehicle departs from the designated lane of travel. Lt. Rausch serves on the OHS Impaired Driving Committee. This committee addresses educational opportunities for drivers, enforcement efforts, and training opportunities for business owners and law enforcement officers. Lt. Rausch provides POST-certified instruction in Standardized Field Sobriety Testing, ARIDE, and Drug Recognition Expert Training. Lt. Rausch also serves on the Idaho Highway Safety Coalition. This coalition uses social media and innovative age-specific instructional material to reach target audiences and spread the word about preventing tragedy in Idaho.

District 4 has a tremendous relationship with local law enforcement agencies, which allow them to set up emphasis patrols at target locations and events to help decrease crashes and injuries.

District 4 troopers frequently work emphasis patrols with officers from different agencies to help increase the travel safety of the members of their communities.

Sgt. Wendler serves as a Law Enforcement Liaison for the office of Highway Safety, coordinating multi-agency functions as well as help increase district participation in High Visibility Enforcement campaigns.

District 5 – Captain Dayley, Lt. Gonzales, and other troopers attended safety concern meetings in District 5 and resident areas. Troopers worked numerous running and bike events, including the largest bike event of the year – LOTOJA. District 5 also held numerous multi-agency impaired driving patrols with participation from the Pocatello Police Department and Bannock, Bingham, Franklin, and Oneida County Sheriff Offices.

District 6 – District 6 troopers participated in dozens of combined directed patrols during major holidays and summer events throughout the district with Idaho Falls and Shelley Police Departments and Bonneville, Jefferson, Teton, Fremont, and Lemhi County Sheriff Offices.



Boise Police Chief Masterson along with ISP Lt. Col. Ked Wills, directly to his left, conduct at a media event during distracted driving awareness month hosted at Franklin Building Supply.

The ISP works closely with their Public Information Officer (PIO) to coordinate news releases for the high visibility traffic enforcement efforts. The ISP aided in the development of an aggressive driving TV PSA, a seat belt PSA, and impaired driving

billboards and poster campaign. By working closely with the ISP, the ITD and ISP can maximize our resources to provide media and outreach.

LAW ENFORCEMENT LIAISON PROGRAM CP-2014 (SCP1402)



District 1
Nick Knoll
Coeur d'Alene PD



District 2
Sgt. Rich Adamson
Idaho State Police



District 3
Kyle Wills
Boise PD
LEL Chairman



District 4
Sgt. Michael Wendler
Idaho State Police



District 5
Dep. Chad Morgan
Bingham CSO



District 6
Cpt. Cameron Stanford
Madison CSO

Problem:

The total number of traffic crashes in 2013 increased by 2.7% from 2011. Fatal crashes increased by 11.2% and injury crashes increased by 1.8%. Total fatalities increased by 10.2% from the previous year, while the number of injuries increased by 1.1%. The number of property damage crashes increased by 3.1%.

Objective:

Eliminate motor vehicle related deaths and serious injuries in Idaho by increasing the number of law enforcement agencies that participate in the statewide traffic enforcement mobilizations as well as maintain law enforcement agency relationships and facilitate the development and promotion of highway safety programs and officers in Idaho.

Strategy:

- Designate one Law Enforcement Liaison in each of the six transportation districts.
- The use of short-term high visibility enforcement for focused areas of emphasis has been proven to be effective. Increase agency participation in the statewide traffic enforcement mobilizations and enforcement efforts and increase officer commitment and effectiveness of the traffic law enforcement activities.
- Promote the formation and use of multi-agency task forces when conducting statewide traffic enforcement mobilizations.
- Traffic related training and classes provided to the law enforcement during the Idaho Highway Safety Summit.

Outcome:

- We have filled our roster of LEL's for 2014. After soliciting for a LEL from District 2 through an application process, Sgt. Rich Adamson with the Idaho State Police was welcomed as an LEL for the Office of Highway Safety. LEL representation includes Idaho State Police, City Police Departments and County Sheriff Offices. The LEL's dedicated a total of 425.75 paid overtime hours and 139.50 regular duty match hours for a total of 602.20 hours.
- In 2014 OHS, conducted ten High Visibility Traffic Enforcement mobilizations. In 2014, the number of agencies that participated in the mobilization slightly decreased from 77 in 2013 to 71 in 2014.

Mobilization Participation

Year	Sheriff Offices	Police Dept.	Total
2014	24	47	71
2013	32	45	77
2012	26	43	69
2011	37	47	84
2010	22	40	62

- This group of LELs holds numerous certifications such as Drug Recognition Experts, SFST Instructor, Child Passenger Safety Technician Trainer, TOPS instructor, Below 100 instructor, Radar instructor, and grant management. They are great resources regarding DUI/FST updates, at coordinating multi-agency task forces, and incorporating best practices into Traffic Enforcement Mobilizations.

UNBIASED POLICING PROJECT

K10-2014 (SK11401)

Section 1906 Unbiased Policing Project:

The goal of the Section 1906 Unbiased Policing Project (2008-2013) was to maintain and improve the demographic data available on all traffic stops, thereby allowing greater opportunities for public review and transparency within the participating agencies of Ada, Twin Falls, Clearwater and Madison Counties. The funding was utilized to establish project implementation teams, furnish electronic citation and video camera systems, establish department wide policies on racial profiling, and for training officers on racial profiling and on the collection of relevant data.

STRATEGIC HIGHWAY SAFETY PLAN

CP-2014-01 (SCP1401)

MAP-21 requires that States coordinate their Highway Safety Plan (HSP) with the Strategic Highway Safety Plan (SHSP). (23 U.S.C 402(b) (1) (F) (v))

The Office of Highway Safety (OHS) identified traffic safety solutions by drawing on the strengths and resources of highway safety partners through collaboration and coordination using data-driven comprehensive statewide goals, objectives and key emphasis areas. Provide funding to support and promote the activities and projects for the Strategic Highway Safety Plan (SHSP) including, committee meetings, workshops, activities, administration, partnerships, outreach and education to promote highway safety.

Goals:

The goal of the SHSP is to have fewer than 200 traffic deaths on Idaho roadways by 2015 based on the 5-year running average. By 2015, reduce the 5-year running average fatality rate to 1.25 fatalities per 100 million annual vehicle miles traveled or less and by 2015, reduce the 5-year running average of serious injuries on Idaho roadways to 1,356 or less.

Strategies:

- Update the Strategic Highway Safety Plan (SHSP) in cooperation with local, state, federal and private sector safety stakeholder using data-driven, comprehensive planning that establishes statewide goals, objectives, strategies and key emphasis areas to reduce traffic deaths and serious injuries focusing resources on education, enforcement, engineering and emergency response.
- Ground level implementation activities, projects and educational components that support the SHSP goals and objectives.
- Marketing to increase visibility of all partner's efforts to reduce traffic deaths and serious injuries by tagging events and program with *Toward Zero Deaths* (TZD).

Outcome:

- There is progress toward the goal of fewer than 200 traffic deaths on Idaho's roadways b 2015 based on a 5-year average. If crashes continue with the same trend, then we should achieve the goal by the designated date.

		2006-2010	2007-2011	2008-2012	2009-2013
5-Year Ave Fatalities	Goals		217	209	204
	Actual Values	237	217	204	200

- The statewide seat belt usage rate experienced a slight decrease from 81.6% in 2013 to 80.2% in 2014.
- The OHS designated a Program Manager to manage the SHSP and assist with coordination of the Highway Safety Plan with the SHSP.
- The Office of Highway Safety worked with the Federal Highway Administration (FHWA) on a pilot program to create a SHSP Model for evaluation, which is an important element in ensuring a successful roadway safety program is having a proactive evaluation process. Through evaluation we will analyze our SHSP process and performance and determine whether current activities deserve enhancement, revision, or replacement.

HIGHWAY SAFETY SUMMIT

CP-2014-01 (SCP1401)

Objective:

Provide a format for traffic safety professionals and advocates with innovative, results-oriented solutions to help save lives and reduce serious injuries from motor vehicle crashes through the offering of a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants on a variety of topics through seminars and workshops.

The 2014 Highway Safety Summit was held in Boise, Idaho at the Riverside Hotel. There were 234 attendees with 7 vendors. As part of the Summit, law enforcement received 8 hours of Continuing Education Post credits for attending the Summit in its entirety.

Summit Attendance			
Year	Location	Attendees	Vendors
2014	Boise, The Red Lion Riverside	234	7
2013	Coeur d'Alene, The Coeur d'Alene	225	10
2012	Boise, The Center on the Grove	252	10
2011	Pocatello, The Red Lion	212	10
2010	Boise, DoubleTree	264	8

The Summit featured two keynote presentations. Day one featured “Anatomy of a Fatality Collision. What you do today, matters tomorrow.” The presentation highlighted fatal crash investigation and prosecution as a team effort because no single player can do it all. Day two featured “Fooling ourselves: Why do we Drive Distracted” by Paul Atchley, Ph.D, Associate Chair of the Undergraduate Studies Director of Cognitive Psychology at the University of Kansas. Dr. Atchley provided a clear wall-through of the driver’s brain with compelling demonstrations to debunk the “myth of multitasking”, explained why distracted driving is increasing.

The four E’s, Engineering, Education, Enforcement and EMS were addressed during 1-hour workshops presented at the Summit.

- **The new trends of drug concentrates:** Use abuse and paraphernalia - Jermaine Galloway, Boise PD
- **The anatomy of a fatal crash: Behind the scenes** – Sgt. Mark Crandall, WA State DRE Coordinator, Lt. Marcia Hamden, Bellevue, WA PD and Amy Freedheim, Senior Deputy Prosecutor King Co. WA
- **Taking the confusion out of child passenger safety: Updated curriculum** – Kyle Wills, Boise PD and Carma McKinnon, Safe Kids Magic Valley
- **8 Questions to ask when you find a cell phone at a crash scene.** – Jared Olson, Idaho TSRP and Kyle Wills, Boise PD.
- **Reducing Impaired Driving Crashes in Idaho Using Positive Community Norms** – Jay Otto, Research Scientist
- **Time sensitive Emergencies: Traumas, Stroke & Heart Attack** – Mark Zandhuisen, Captain Bonner County EMS
- **When Traffic Laws and Separatists Meet** – Wesley Sommerton, Coeur d’Alene City Attorney.



- **WebCARS Data: What does it mean and how can I use it?**- Kelly Campbell, Analyst Principal,
- ITD OHS
- **Enforcing Idaho's Texting laws** – Will Stoy Meridian PD and Terry Derden, ESQ Boise Police Liaison
- **Buckle up for Bobby** – Duke and Sheri Rogers
- **Distance between cars functions for lidars, certification workshop** – Joe Cronn, Laser Technology, Inc.
- **ATSSA-Map-21, Future National legislation and highway work zones** – Bob Felt, Associate Dir. Of Member Services, ATSSA

TRAFFIC RECORDS AND ROADWAY SAFETY

TR-2014 (STR1401), RS-2014 (SRS1401)

Program Area

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

- Maintain and enhance the electronic version of IMPACT (eIMPACT).
- Maintain and enhance the WebCARS analysis software.
- Respond to user requests for changes within the eIMPACT and WebCARS software.
- Maintain and enhance rank high crash locations, crash causation and roadway characteristics.
- Identify safety corridors with data-driven support for infrastructure safety improvements on Idaho roadways.
- Address recommendations noted in the 2011 Traffic Records Assessment to improve data in the traffic records systems for timeliness, completeness, accuracy, accessibility, uniformity and integration.
- Increase the number of MMUCC (Model Minimum Uniform Crash Criteria) elements and attributes to comply and certify for Section 405c Part 2 funding of Traffic Records Data Improvement.

Objective:

The objective of this grant is to eliminate motor vehicle-related fatalities, serious injuries and economic loss by improving the timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems. The Idaho Transportation Department (ITD) Office of Highway Safety (OHS) comprehensive traffic records system is based upon efficient and accurate records systems, with an effective program including processes to identify highway safety problems, develop performance measures to address the problem, implement the measures and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools. Projects are consistent with the Highway Safety Plan and Strategic Highway Safety Plan (SHSP) emphasis area goals to utilize data-driven measurements for decisions on projects.

Strategy:

Idaho is recognized nationally for the crash data system and analysis. The strategies that have proven successful for the OHS crash system and providing accurate data, and are attributed to several factors:

- a uniform crash report is required by law;
- standardized training is provided for law enforcement agencies;
- timely crash data is transmitted electronically by IMPACT (Idaho **M**obile **P**rogram for **A**ccident **C**olle**C**tion) software;

- within the OHS, the IMPACT crashes are processed through software called CIRCA (**C**rash **I**nformation **R**etrieval **C**ollection and **A**nalysis);
- utilizing WebCARS, the web-based crash analysis reporting tool provides is an avenue to easily obtain the data for analysis;
- statistical analysis is provided by trained professional research analysts;
- the system is financially supported by Idaho Transportation Department to allow planners, engineers and other organizations utilization of the OHS crash data and analysis tools; and
- increasing Model Minimum Uniform Crash Criteria (MMUCC) elements is considered when considering revisions to the IMPACT system are implemented.

Outcomes:

Traffic Records TR2014-01 (STR1401):

Support and maintenance of the crash system to accurately, efficiently and effectively analyze the crash data is a primary focus of OHS. Electronic reporting continues with 100% of the 122 law enforcement agencies submitting 22,390 crash reports. There were fewer technical support issues during the year, even with the SQL server database changes implemented by the Enterprise Technology Services at Idaho Transportation Department. Any “bugs” producing incorrect data or errors were resolved immediately. While issues were minimal, the records indicate most pertained to agencies purchasing new computers requiring the link and instructions for downloading and installing eIMPACT, replacing the crash report DLL file, reporting or the crash drawing system, East Street Draw.

While less time was required on technical support, a benefit was time-availability for programming changes to the Quick Crash Entry. These were requested by end users for usability and convenience. OHS worked with one of the larger law enforcement agencies to initiate and test the enhancements to the Quick Crash Entry. Quick Crash Entry is a simplified crash entry form to enter data from a crash, for exchanges of driver information. It includes the basic crash, unit, and person information. It can be either manually entered or scanned from the driver license and registration. The benefit for Quick Crash Entry will be experienced with the implementation of the statewide electronic citation system. Project expenditures totaled \$28,573.

To maintain uniformity and standardization of the data, 18 trainings were held throughout the state, with 152 law enforcement personnel attending. The three classes currently being offered are: Basic eIMPACT called "101", a Refresher class and an Approver class for those who approve the crash reports. During the year, four Basic 101 classes, 11 Refresher classes and three Approver classes were conducted.

Roadway Safety RS2014-01 (SRS1401):

The analysis tool WebCARS, is supported through this program. Agencies utilizing the tool include the two OHS Research Analyst Principals, ITD engineers, law enforcement agencies, city, county and state agencies, educational institutions, research entities, engineering and consulting firms, regional metropolitan planning agencies, Alive at 25 instructors and those reporting for mobilization campaigns. With the crash analysis tool being actively utilized by 365 users in 129 agencies, “bug” errors are carefully researched and quickly resolved. Total expenditures were \$59,827.

With the implementation of the electronic Alive at 25 and Mobilization Tracking system, all data is gathered and submitted electronically. The systems provide a streamlined electronic transmittal of reimbursement expenditures from participating law enforcement agencies to OHS, through the ITD financial management system, and finally electronically submitted to NHTSA for grant reimbursement to ITD. Project expenditures supported by ITD state budget totaled \$102,845.

SECTION 408

K9-2014, MAP 21 405c

Section 408 and 405 State Traffic Safety Information System Improvements: SK9-2014 and M3DA-2014:

The Traffic Records Coordinating Committee continues to address recommendations in the 2011 Traffic Records Assessment and updated in the Idaho Traffic Records Strategic Safety Plan (ITRSSP) for improving the traffic records systems of crash, roadway, vehicle, driver, citation/adjudication and injury surveillance systems on timeliness, completeness, accuracy, accessibility, uniformity and integration of data.

Listed below are projects funded to improve data under Section 408. Program funding identifies priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. Sections 408 and 405 funding are provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in developing, supporting and prioritizing the Traffic Records Strategic Plan developed to address recommendations noted in the 2011 Traffic Records (TR) Assessment and last updated on May 28, 2014.

Measurable Progress on the System Performance Measures:

I-C-2 Injury Surveillance System Performance Measure: The percentage of Emergency Medical Service (EMS) patient care reports submitted with no missing data elements.

The EMS Bureau captures 129 data elements considered critical to assess internal completeness by dividing the electronically submitted patient care records entered through the EMS system of Prehospital Electronic Record Collection System (PERCS), by the total number of patient care records submitted to the system (via all systems), and multiplying by 100. Those not submitted electronically via PERCS do not have the full 129 fields and are submitted via a different electronic system.

During the period of 7-2-2012 through 7-1-2013, 139,807 records were submitted via PERCS, divided by the total records submitted of 141,941 ($139807/141491 \times 100$) with completeness of 98.8 percent. During the period of 7-1-2013 through 5-28-2014, 118,816 records were submitted via PERCS divided by the total records submitted of 119,752 ($118816/119752 \times 100$) with completeness of 99.2 percent. Progress of 0.4 percent was achieved.

CRS10 Crash System Performance Measure: The number of crash records submitted with the eIMPACT 4.0 or newer version divided by the total number of crash records. The records submitted in the older versions of eIMPACT only have 28 MMUCC elements available.

The uniformity of compliance for records reporting 42 MMUCC elements has improved between the period of 4-1-2012 to 3-31-2013 and the period of 4-1-2013 to 3-31-2014 with current progress of 0.1 percent. There were 24,268 crash records created during the period 4-1-2012 to 3-31-2013. A total of 24,226 were created in the version of eIMPACT 4.0 with 42 MMUCC elements, providing 99.8 percent ($24,226/24,268 \times 100$) records with additional MMUCC elements.

There were 24,136 crash records created during the period 4-1-2013 to 3-31-2014. A total of 24,133 were created in eIMPACT version 4.0, with 42 MMUCC elements providing 99.9 percent ($24,133/24,136 \times 100$) records with additional MMUCC elements.

408 Statewide Services K92014-01 (SK91401) and Data Warehouse K92014-03 (SK91403):

During the 2011 TR Assessment (updated May 28, 2014), the question arose as to whether OHS had considered creating a data warehouse as a reporting tool. The TRCC discussed the data warehouse concept, and approved funding for a feasibility study to determine whether the TRCC should provide resources for a larger project. Subject matter expert Kevin Herbert with KMP Companies, LLC was selected to perform the study. In his executive summary, Herbert notes the parameters of the study did not include a comprehensive review and recommendations for a Business Intelligence (BI) strategy. He does report the findings support the development of a data warehouse. "The Data Warehouse should not be seen simply as effort to provide a collection of data that agencies can get to easier. The Enterprise Data Warehouse (EDW) is a dynamic strategic tool and should be viewed that way both in the short-term as related to this project and in the long-term. The EDW can be used by all agencies, even if they do not provide data in the initial phase. The sharing of analytics is important." Expenditures for the data warehouse feasibility study totaled \$24,980. Match totaled \$56,744.

The TRCC subcommittee chaired by Holly Skaar, a representative from the Idaho State Police, and subcommittee members reviewed the report and recommended to the TRCC that a project be funded for developing an architecture plan for a data warehouse that includes more detail with listed benefits of the EDW and resources required. The project will also need the support of the ITD Governance Council, the Judicial Branch Governance Council and a collaboration effort with all participating TRCC agencies of Idaho State Police, Idaho Transportation Department, Department of Health and Welfare, and the Supreme Court. The funding for the project, \$217,579, is currently retained in the SK9-2014-01-00-00 project for selection of a subject matter expert contract to further the considerations.

408 Mapping and Integration K92014-02:

The project was funded to develop a linkage with crash data in WebCARS and the Transportation Asset Management System (TAMS). Based on roadway characteristics, rates were going to be developed for safety performance functions and roadway segments. A total of \$13,163 was expended for the project. Formatting issues between the databases did not allow the data to be sorted or downloaded in a readable format, and the project was terminated by project manager Kelly Campbell. A total of \$13,163 was expended for the project. The unexpended balance of \$31,837 will be moved to K9-2015-01-00-00.

Statewide eCitation K92014-04 (SK91404) and 405 Statewide eCitation M3DA2014-04 (SKD1404):

After considering three vendors, the subcommittee and chairman Capt. Bill Reese, from the Idaho State Police, recommended implementing the Meridian Police Department eCitation system. The system is not proprietary, and the city is willing to turn the system code over to a state agency for coordinating the project on a statewide basis. Meridian Police Department is committed to programming necessary system changes for the software to be available for all agencies across the state.

Ucon Police Department stepped forward to initially test the system and has successfully implemented. The next step is testing the system in a larger regional pilot project. Bingham County Sheriff's Office (CSO) stepped forward as the pilot for the regional project. Blackfoot Police Department, Shelley Police Department, and Aberdeen Police Department will participate in the pilot, with Bingham CSO being the lead agency. Electronic citation equipment was purchased and has been installed in the vehicles of agencies participating. The Supreme Court plans to set up each agency with a secure file transfer protocol (SFTP). When this is complete, the pilot project testing can begin. After the regional pilot project, the TRCC will review the pilot results prior to a final determination of proceeding with a statewide implementation. Expenditures on the project total \$77,719 expended in Section 408 funding, and a match of \$293. No funding has been expended in Section 405 funding. Funding will be carried forward to FFY 2015 in Sections 408 and 405 for this project.

K9-2014-26-00-00 (SK91426) Moscow Police eCitation:

The Moscow Police Department implemented a vendor package for the electronic citation system in 2012. Electronic citation data to the courts was delayed and required additional programming for court submittals. Full implementation was completed on April 30, 2014. Baseline data tracked accuracy of citations during the period of 10-1-2012 to 10-14-12 and determined 19% error rate in the baseline sample of 32 citations. After implementation, the progress of the in the 71 electronic citation data collected from 5-5-14 to 5-18-14 indicated a 9% error rate. Progress was shown with increasing accuracy and a 10% reduction in errors. A total of \$70,089 was expended for the project, with \$62,979 expended in FFY 2013 and \$7,110 expended in FFY 2014.

M3DA-2014-01-00-00 (SKD1401) 405 Statewide Services:

The proposed pilot project, "All Roads Network of Linearly-Referenced Data", or known as ARNOLD, is to determine whether the Environmental Systems Research Institute (ESRI) software solution of "Roads and Highways" will be used as the ITD solution for maintaining linear referencing on all Idaho roads. The pilot project will evaluate and develop methodologies for dual carriageway representation; provide a proof of concept for applying address ranges; create an off-the-shelf submission tool for the Highway Performance Monitoring System (HPMS); and establish a methodology and technology platform where local agencies can communicate geometry and roadway attributes. ARNOLD is awaiting input from the Local Highway Technical Assistance Council (LHTAC) and metropolitan planning organizations prior to the Traffic Records Coordinating Committee (TRCC) giving the notice to proceed. Funding will include project professional and technical support for a total of \$100,668.

TRCC members continue to be active and supportive in implementation of the Traffic Records Strategic Plan projects. During this year the Supreme Court chose Kevin Iwersen, Chief Information Officer, to actively participate on the TRCC. Julie Cottrell will continue to be invited to the meetings and will attend as her schedule with the Courts system upgrade allows.

TRAFFIC ENFORCEMENT MOBILIZATIONS

The greatest advocates for highway safety are our state and local law enforcement agencies. Traffic enforcement is a proven counter measure in the reduction and elimination of traffic deaths, serious injuries and economic loss, as identified by the Strategic Highway Safety Plan (SHSP). Law enforcement partners are instrumental in helping Idaho achieve the goal of zero fatalities. OHS funds statewide traffic enforcement mobilizations to provide high visibility enforcement during specified emphasis periods, special events or corridor enforcement for OHS Performance Plan focus areas.

The goal of each mobilization is to target specific traffic safety violations (impaired, aggressive, seat belt and distracted driving) to increase driver awareness. Participating agencies enter into an agreement with OHS to use dedicated overtime enforcement hours and/or traffic enforcement equipment for regular duty dedicated to traffic enforcement. As part of the agreement the agencies publicize the enforcement effort through local media to increase awareness of enforcement efforts. Agencies provide results in a news release following the mobilization. After each mobilization agencies report their performance for the mobilization period. During the Seat Belt mobilization, pre- and post-mobilization seat belt surveys are completed and submitted with the performance report.

FFY 2014	Incentive Equipment Purchased	No. Equipment Purchased
1	Radar (include Lidar & TruCam)	66
2	Alcohol Testing Equipment	23
3	Flashlights/LED Warning Devices	24
4	Tint Meters	12
5	Bike Helmets	450
6	Personal Computers/Laptops/Tablets	4
7	Mini DVR/Microphone (Body Worn)	80
8	In-Car Video System	19
9	Lightbars/Sirens	16
10	Speed Trailers/Speed Signs	6
11	Other Warning/Safety Devices	85
12	E-Citation Equipment	31
13	Miscellaneous Equipment	2
14	Motorcycles	2
15	Computer Software	1
16	Radios	2
17	Accessories to Current Equipment (Antennas, Keyboards, Cables)	29

2014 Traffic Enforcement Mobilization Calendar

Month	Focus Area	Dates
November	Impaired Driving Mobilization	November 17 - 29, 2013
December & January	Impaired Driving Mobilization	December 20, 2013 - January 3
March	Impaired Driving Mobilization	March 15 – 22
April	Aggressive Driving/Seat Belt Mobilization	April 11- 28
May	Impaired/Aggressive Driving Mobilization	May 1 – 15
May & June	Seat Belts Mobilization	May 19 - June 1
June & July	Impaired Driving Mobilization	June 28 - July 7
July	Aggressive Driving Mobilization	July 18 – 28
August	Seat Belt/Aggressive Mobilization	August 1 – 18
August & September	Impaired Driving Mobilization	August 24 - September 5

FFY 2014 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY

Total Agency Results During Traffic Enforcement Mobilization Periods

	Nov	Dec	March	April	May- Sept 100 Deadliest Days	May Impaired / Aggressive	May Seat Belt	June Impaired	July Aggressive	August Seat Belt / Aggressive	Sept Impaired	Total	
# of Participating Agencies	54	67	64	63	5	55	61	51	43	36	45		
Total Contacts	11,135	15,265	8,816	22,711	Not Reported	14,588	22,638	10,070	9,438	15,766	9,837	140,264	
DUI Arrests	161	285	186	240		225	199	148	117	143	127	1,831	
Seat Belt Citations	167	256	206	1,484		556	3,409	195	554	676	406	7,909	
Youth Speeding Citations	2	1	0	0		0	1	0	2	0	0	6	
Child Safety Seat Citations	15	14	21	60		41	91	16	17	25	19	319	
Felony Arrests	162	237	139	296		277	272	127	80	321	231	2,142	
Recovered Stolen Vehicles	10	21	10	18		19	18	11	3	21	3	134	
Fugitives Apprehended	59	213	142	344		256	276	186	45	221	202	1,944	
Suspended Licenses	252	393	233	470		330	474	228	168	277	218	3,043	
Uninsured Motorists	938	1,326	843	2,224		1,517	2,251	737	830	973	793	12,432	
Speeding Citations	1,066	1,291	879	3,714		2,523	2,714	1,317	1,932	1,516	1,469	18,421	
Youth speeding Citations	0	1	6	0		0	0	0	4	0	5	16	
Reckless Driving Citations	28	102	65	122		86	64	44	38	46	45	640	
Drug Arrests	204	322	220	380		292	329	200	130	185	188	2,450	
Underage Alcohol Citations	41	65	44	77		98	67	50	39	45	74	600	
Texting/Distracted Driving	30	18	13	69		70	60	35	59	36	41	431	
other	726	982	609	1,787		1,543	2,080	1,148	1,105	607	414	11,001	
Total Citations	3,135	4,545	2,998	11,285			6,290	12,305	3,917	4,018	5,092	3,821	57,406

Results from Officers who Received Overtime or Worked Incentive Equipment Hours During the Mobilizations

	Nov	Dec	March	April	May- Sept 100	May	May	June	July	August	Sept	Total
	Impaired	Impaired	Impaired	Aggressive /Seat Belt	Deadliest Days	Impaired / Aggressive	Seat Belt	Impaired	Aggressive	Seat Belt / Aggressive	Impaired	Mobili- zations
# of Participating Agencies	54	67	64	63	5	55	61	51	43	36	45	
# of Officers	959	1,289	1,085	1,908	511	1,225	1,744	701	967	403	388	11,180
Total Contacts	4,013	7,382	4,980	10,181	7,826	7,095	10,391	4,162	5,655	3,898	2,763	68,346
DUI Arrests	111	164	139	75	161	119	45	100	93	11	42	1,060
Seat Belt Citations	63	92	114	1,255	1,191	376	2,996	69	503	525	63	7,247
Youth Seat Belt Citations	1	0	0	1	0	1	1	0	64	0	0	68
Child Safety Seat Citations	6	11	11	43	22	20	53	9	8	17	10	210
Felony Arrests	16	35	23	31	36	29	18	19	11	10	8	236
Recovered Stolen Vehicles	3	4	3	1	2	1	1	1	0	0	1	17
Fugitives Apprehended	16	51	50	41	38	40	50	29	25	12	13	365
Suspended Licenses	96	173	140	209	233	157	234	105	122	62	60	1,591
Uninsured Motorists	367	531	510	1,285	1,337	784	1,243	319	603	430	178	7,587
Speeding Citations	423	448	440	2,690	2,629	1,719	1,513	626	2,553	843	377	14,261
Youth Speeding Citations	0	0	0	0	0	0	0	0	71	0	0	71
Reckless Driving Citations	8	19	12	33	8	20	18	12	48	8	18	204
Drug Arrests	46	64	62	51	53	61	54	53	76	12	27	559
Underage Alcohol Citations	20	15	30	4	8	12	14	27	1	2	5	138
Inattentive/Distracted Citations	1	6	10	38	111	15	36	3	16	2	1	239
Other	454	627	418	1,056	706	427	836	297	209	195	104	5,329
Total Citations	1,631	2,240	1,962	6,813	6,535	3,781	7,112	1,669	4,403	2,129	907	39,182

	Speeding	DUI	Seat Belt
Mobilizations	14,332	1,060	7,315
ISP	1,288	67	1,133
Bonneville			
CSO	228	0	203
Total	15,848	1,127	8,651

PAID MEDIA REPORT

2014 Public Opinion Poll for FFY 2014 Annual Evaluation PM-2014-02 (SPM1402):

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety, to conduct the annual public awareness survey. A version of this survey has been conducted annually since 2003. In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly two thirds (65.3 percent) of Idaho households no longer have a landline telephone number^x. Research has shown that wireless-only households tend to be younger (18-34 years), are more likely to be male, to be living in poverty, and more likely to be Hispanic than landline households^{xi}. Thus, accounting for wireless-only households is important in representative survey research. Thus, two frames were used for the sample: a landline frame (n = 800) and a wireless number frame (n = 2,000), both drawn proportionate to population densities in the state (using phone number exchanges).

The survey instrument was modified slightly from previous years. Wording for questions which were retained from previous years was kept the same so that data can be compared across years, however some questions were omitted that had been on previous surveys. New questions were also included in this year's survey. The final survey instrument is shown in Appendix A. The survey took 15 minutes on average to complete. This study was reviewed by the University of Idaho's Institutional Review Board and verified as meeting human subjects research criteria under federal regulations and university policy.

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati, a computer assisted telephone interviewing system, and analyzed using SAS^{xii}.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (8 July 2014). The postcard stated the SSRU would be contacting the household within the next week, the purpose of the survey, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began 8 July 2014 and continued until 19 August 2014. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed one Spanish-language speaking interviewer. Spanish calls began on 19 August 2014 through the end of the survey, 19 August 2013. Two surveys were conducted in Spanish.

Final survey dispositions in the mobile frame included 238 completed interviews, 754 disconnected numbers, 229 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 311 refusals. The final response rate is 32.6 percent, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 43.3 percent, and the refusal rate is 42.7 percent^{xiii}.

In the landline phone frame, the study resulted in 242 completed interviews, 64 disconnected numbers, 76 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, were too young to complete the survey), and 129

refusals. The final response rate is 41.6 percent, the cooperation rate is 65.1 percent, and the refusal rate is 22.2 percent.

The final response rate for the two frames combined is 37.7 percent, the final cooperation rate is 52.1 percent, and the final refusal rate is 34.5 percent.

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on “Estimation Using Dual-Frame Methodology”). Percentages and 95% confidence intervals are based on the weighted frequencies. For some key variables (those where the question was asked identically across years), percentages from 2013 and 2012 are also presented for easy comparison. Results from 2014 which are statistically significantly from 2013 results the 95% confidence limits for the estimates for the two years do not overlap are marked with two asterisks (**).

Comparison to Census Data

In order to determine sample representativeness, we compared the age distribution of adults (over 18) for the respondents in the 2014 Idaho Transportation Department Public Awareness survey to percent of adults over age 18 in the state of Idaho as estimated in the 2008-2012 American Community Survey (ACS) by the U.S. Census Bureau^{xiv}. When the Census figures are compared to the 95 percent confidence intervals of the weighted sample estimates (both landline and cell phone frames), younger residents are slightly underrepresented and the older age groups are slightly overrepresented.

Comparison of Weighted Sample Estimates to ACS Age Estimates for Idaho Residents			
Age Category	Census	Total Sample	95% Confidence Limits
18 – 19 years old	4.0%	2.6%	0.9% - 4.3%
20 – 24 years old	9.6%	5.5%	2.9% - 8.0%
25 – 34 years old	18.3%	12.1%	8.4% - 15.7%
35 – 44 years old	16.9%	13.2%	9.7% - 16.8%
45 – 54 years old	18.1%	18.5%	14.5% - 22.5%
55 – 59 years old	8.4%	11.1%	7.9% - 14.4%
60 – 64 years old	7.4%	9.2%	6.5% - 11.8%
65 – 74 years old	9.7%	16.6%	13.3% - 20.0%
75 – 84 years old	5.3%	9.5%	7.0% - 12.0%
Over 85 years old	2.2%	1.7%	0.7% - 2.7%

Notes on Estimation Using Dual Frame Methodology

Survey weights were calculated in order to account for the complex survey design. Households had differing probabilities of inclusion in the study based on which highway district they lived in (because smaller districts were oversampled to allow for an adequate sample size in that strata) and based on whether respondents live in a household with both wireless and landline telephones, only landlines, or only wireless phones. The number of occupied households in Idaho is 577,648 using the most recent data available^{xv}. In addition, recent data from the U.S. Department of Health and Human Services estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 97.3 percent are estimated to have a telephone of some sort (including wireless), 52.3 percent live in wireless-only households, 4.9 percent live in landline only households, and the remainder (40.2 percent) live in households with both a landline and wireless telephones^{xvi}.

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho and presents. Several key finding from this study are:

- 78.6% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (74.9% - 82.3%). This estimate is not statistically different than the survey estimate from the 2012 telephone study (82%).
- Over half of respondents (56.8%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt, while the percentage individuals who would definitely not support fell from 23.4% in 2012 to 19.6%. Females and older respondents were statistically more likely to support seat belt offenses as a primary offence than men and younger respondents.
- 37.1% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour; that percentage rises to 46.5% for roads with a 65 mile per hour speed limit.
- 56.6% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit.
- The most common inappropriate teen driving behavior observed was talking on a cell phone (43.8%). The second most observed behavior was speeding with 15.6% (although decreasing statistically significantly from 24.3% in 2012).
- About two-thirds (65.2%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, and 63.2% felt that it is either “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child. There is no statistically significant relationship between gender and support for child safety restraint legislation.
- Nearly all respondents (99.1%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws, though only 69.7% of drivers would support roadblocks to check for drivers who had been drinking. This is a statistically significant difference from 72.3% in 2012. Females are more likely to support setting up road blocks.
- Over half of all drivers (62.3%) “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans. This is a statistically significant increase from 56.2% in 2012.
- 87.5% of respondents feel either “safe” or “very safe” on Idaho’s roads and highways, and a similar amount (87.0%) feel that the laws and highway safety regulations contribute either a “great deal” or “somewhat” to safer highways. Men are more likely to state that the laws and regulations contribute “a great deal” to safer highways.
- 48% of respondents reported to have ‘never’ driven within two hours of drinking alcoholic beverages, while only 2.2% felt that most Idaho adults would respond ‘never’ to the same statement. 40.9% felt that ‘many’ Idaho adults have driven within two hours of drinking alcoholic beverages, while only 2.6% reported to have done so.
- About half (50.6%) of Idaho respondents ‘strongly agree’ that they should prevent a stranger from driving after drinking enough alcohol to be impaired, though only 17.1% felt that most Idaho adults would ‘strongly agree’ with the same statement.
- Over half of respondents (55.5%) feel that if the situation arose they would try to prevent a stranger from driving after drinking enough alcohol to be impaired. Only 18.2% of respondents felt that most Idaho adults would ‘strongly agree’ with the same statement. Of those who have been in that situation in the last 12 months, less than half of respondents (41.9%) have tried to prevent a stranger from driving after drinking enough alcohol to be impaired in the last twelve months.

Expenditures for the public opinion poll totaled \$19,023.

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

Response	Weighted Frequency	Weighted Percent
Once	35	7.3
Twice	21	4.3
Three times	16	3.3
Many times	8	1.6
Never	169	35.2
I don't drink alcohol	231	48.2
Don't know	0	0.0
Total	480	100.0

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

Response	Weighted Frequency	Weighted Percent
Never	9	1.9
Rarely	7	1.4
Occasionally	27	5.6
Usually	64	13.2
Always	375	77.7
Total	482	100.0

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

Response	Weighted Frequency	Weighted Percent
No	143	29.8
Yes	336	70.1
Don't know	1	1.0
Total	480	100.0

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

Response	Weighted Frequency	Weighted Percent
Yes	224	46.5
No	250	51.8
Don't know	8	1.7
Total	482	100.0

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

Response	Weighted Frequency	Weighted Percent
Very likely	112	23.3
Likely	157	32.8
Am Neutral	100	20.9
Unlikely	88	18.4
Very Unlikely	13	2.8
Don't know	8	1.7
Total	478	100.0

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

Response	Weighted Frequency	Weighted Percent
Very likely	74	15.4
Likely	132	27.5
Neutral	71	14.7
Unlikely	137	28.5
Very Unlikely	52	10.7
Don't know	16	3.2
Total	482	100.0

On a local road with a speed of 30 mph, how often do you drive faster than 35 mph? (required question S1-a)

Response	Weighted Frequency	Weighted Percent
Never	129	26.7
Rarely	198	41.1
Occasionally	113	23.4
Usually	27	5.5
Always	16	3.3
Don't know	0	0.0
Total	483	100.0

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

Response	Weighted Frequency	Weighted Percent
Never	192	40.0
Rarely	166	34.4
Occasionally	80	16.7
Usually	37	7.7
Always	7	1.5
Don't know	0	0.0
Total	482	100.0

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

Response	Weighted Frequency	Weighted Percent
No	315	65.3
Yes	160	33.2
Don't know	7	1.4
Total	482	100.0

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

Response	Weighted Frequency	Weighted Percent
Very likely	88	18.4
Likely	161	33.5
Am Neutral	101	21.0
Unlikely	97	20.3
Very unlikely	27	5.7
Don't know	6	1.3
Total	480	100.0

*Actual percentage may be under or greater than 100 due to rounding

**Results from 2014 which are statistically significantly from 2013 results of the 95% confidence limits for the estimates for the two years do not overlap

Idaho Transportation Department, OHS - FY14 Annual Report - 10/15/14

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Seatbelt	Radio	Flight #2 4/7 - 4/20	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	6.2	50.60%	738	741	\$13,205.26
	Television/Cable	Flight #1 9/30 - 10/13	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	4.6	68.90%	1,009	1,261	\$35,431.95
	Television/Cable	Flight #2 4/7 - 4/20	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.5	55.18%	1,203	1,517	\$30,713.56
	Outdoor	Flight #2 3/31 - 5/4	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.2	36.50%	65	26	\$55,493.17
	Outdoor	Flight #3 5/5 - 6/15	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.72	37.71%			
	Online Specific Media	4/1 - 4/30	Statewide	NA	NA	1,997,634	1,020,000	\$6,675.43
	Online Facebook	3/31 - 4/27	Statewide					
Impaired Drivers	Radio	Flight #1 11/18 - 12/1	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.10	56.60%	3,108	3,139	\$60,854.48
	Radio	Flight #2 12/23 - 1/5	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.40	59.80%			
	Radio	Flight #3 3/3 - 3/23	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.80	58.70%			
	Radio	Flight #4 4/28 - 5/11	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.70	59.70%			
	Television/Cable	Flight #1 11/18 - 12/1	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.80	51.60%	2,771	3,002	\$81,153.20
	Television/Cable	Flight #2 12/23 - 1/5	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.60	52.10%			
	Television/Cable	Flight #3 3/3 - 3/23	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.12	38.00%			
	Outdoor	Flight #1 11/4 - 12/15	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.17	39.45%	153	67	\$148,055.09
	Outdoor	Flight #2 12/16 - 1/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.17	39.45%			
	Outdoor	Flight #3 3/3 - 4/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.40	42.90%			
	Outdoor	Flight #4 4/28 - 6/1	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.28	38.90%			
	Outdoor	Flight #5 6/16 - 7/13	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.65	45.50%			
	Outdoor	Flight #6 8/18 - 9/21	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					
	Aggressive Driving	Radio	Flight # 1 4/1 - 4/30	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.97	58.60%	936	920
Outdoor		Flight #1 3/24 - 4/29	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	6.32	42.51%	26	16	\$24,497.11
Online Facebook		3/31 - 4/25	Statewide	NA	NA	2,342,680	0	\$5,026.50
Child Restraints	Radio	Flight #1 9/8 - 9/28	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.5	62.70%	1,194	1,218	\$22,272.75
	Outdoor	Flight #1 8/25 - 9/30	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					
	Online Specific Media	10/1 - 10/6	Statewide					
	Online Facebook	9/9 - 9/27	Statewide	NA	NA	120,255	0	\$500.93
Motorcycle	Outdoor	Flight #1 5/12 - 6/22	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.92	41.17%	24	12	\$22,363.64
Bike-Ped	Live Read Radio	5/5 - 5/25	Southern Idaho, Eastern Idaho, Northern Idaho, Lewiston/Moscow	7.1	46.13%	617	807	\$9,921.68
100 Deadliest Days	Outdoor	5/19 - 6/15	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	8.3	28.81%	14	0	\$10,711.54
	Outdoor	6/16 - 7/13						
	Outdoor	7/23 - 8/26						
Courageous Voices	4th Qtr. 2013 Radio	11/4 - 12/29	Eastern Idaho, Twin Falls, Lewiston/Moscow	11.5	53.20%	628	664	\$10,709.63
	1st Qtr. 2014 Radio	2/10 - 3/23	Eastern Idaho, Twin Falls, Lewiston/Moscow	11.2	52.65%	705	719	\$10,815.00
	2nd Qtr. 2014 Radio	4/7 - 6/29	Eastern Idaho, Twin Falls, Lewiston/Moscow	21.15	62	1,527	1,537	\$22,329.37
	3rd Qtr. 2014 Radio	9/1 - 9/28	Eastern Idaho, Twin Falls, Lewiston/Moscow	19.45	60	950	955	\$14,469.77
	4th Qtr. 2013 Television	11/4 - 12/29	Eastern Idaho, Twin Falls, Lewiston/Moscow	8.25	86	1,831	2400	\$44,932.48
	1st Qtr. 2014 Television	2/10 - 3/23	Eastern Idaho, Twin Falls, Lewiston/Moscow	7.45	80	1,202	1544	\$35,645.61
	2nd Qtr. 2014 Television	4/7 - 6/29	Eastern Idaho, Twin Falls, Lewiston/Moscow	9.6	81	1,687	2,363	\$47,275.49
	3rd Qtr. 2014 Television	9/1 - 9/28	Eastern Idaho, Twin Falls, Lewiston/Moscow	6.6	87	567	701	\$14,519.68
	4th Qtr. 2013 Outdoor	11/4 - 1/19	Eastern Idaho, Twin Falls, Lewiston/Moscow	9.96	57	10	4	\$5,439.02
	1st Qtr. 2014 Outdoor	12/30 - 4/13	Eastern Idaho, Twin Falls, Lewiston/Moscow	15.8	44	15	6	\$8,158.53
	2nd Qtr. 2014 Outdoor	3/24 - 7/13	Eastern Idaho, Twin Falls, Lewiston/Moscow	15.8	45	18	7	\$9,731.02
	3rd Qtr. 2014 Outdoor	7/7 - 10/5	Eastern Idaho, Twin Falls, Lewiston/Moscow	15.8	45	15	6	\$8,158.53
	4th Qtr. 2013 Online Specific Media	11/4 - 12/31	Statewide	NA	NA	1,371,284	1,371,284	\$7,461.45
	1st Qtr. 2014 Online Specific Media	1/1 - 3/31	Statewide	NA	NA	2,031,504	2,036,553	\$11,053.83
	2nd Qtr. 2014 Online Specific Media	4/1 - 4/30	Statewide	NA	NA	681,497	512,963	\$3,708.17
Teen/Youth	Outdoor	9/30 - 10/27	Southern Idaho, Eastern Idaho, Northern Idaho	6.8	57.50%	16	3	\$25,241.73

Paid Media Summary
PM-2014

Focus Area	Section 402		Section 410*/405**		Section 2010		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving	\$10,000	\$5,891	\$740,000	\$564,841			\$750,000	\$570,732
Aggressive Driver	\$51,000	\$50,888					\$51,000	\$50,888
Occupant Protection	\$89,000	\$33,212	\$190,632	\$0			\$279,632	\$33,212
Child Passenger Safety	\$20,400	\$20,400	\$50,000	\$15,575			\$70,400	\$35,975
Youthful Driver	\$13,600	\$0					\$13,600	\$0
Motorcycle Safety	\$35,000	\$0			\$24,638	\$24,638	\$59,638	\$24,638
Distracted Driving	\$51,000	\$12,500					\$51,000	\$12,500
Media Poll/Survey	\$30,000	\$19,023					\$30,000	\$19,023
Total Paid Advertising	\$300,000	\$141,914	\$980,632	\$580,416	\$24,638	\$24,638	\$1,305,270	\$746,968

***Section 410 (SAFETEA-LU Impaired Driving) Note:**

Budget \$340,000; Expenditure \$261,648.46

****Section 405d (Impaired Driving) Note:**

Budget \$400,000; Expenditure \$303,192.39

FINANCIAL SUMMARIES

Multi-Funded Grants Budget vs. Expenditure

Focus Area	Bonneville County Sheriff's Office		Idaho State Police		% of Federal Portion Expended vs. Budget*
	Budget	Expended	Budget	Expended	
Impaired Driving	\$0	\$0	\$70,000	\$66,301	94.72%
Aggressive Driving **	\$5,000	\$4,905	\$65,000	\$64,119	98.61%
Distracted Driving	\$5,000	\$4,904	\$29,770	\$29,770	99.72%
Occupant Protection	\$5,000	\$4,904	\$65,000	\$64,120	98.61%
TOTAL FFY 2014 GRANTS BUDGET vs. EXPENDITURE	\$15,000	\$14,713	\$229,770	\$224,310	
Match:		\$5,370	Match:	\$0	**
Match vs. Fed. portion:		<u>26.70%</u>		<u>0.00%</u>	

* Includes the year-long multi-funded grants.

** ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

FFY 2014 Comparison of Costs – Plan vs.. Actual

Program Area	Planned Costs (HSP)			Actual Costs (Voucher 31)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Alcohol Traffic Safety	\$79,176	\$387,500	\$250,000	\$76,093.18	\$352,029.89	\$221,742.00	3.89%	9.15%	11.30%
Emergency Medical Services	\$4,250	\$131,500	\$23,000	\$7,581.42	\$22,612.30	\$20,554.50	178.39%	82.80%	10.63%
Motorcycle Safety	\$11,333	\$58,000	\$15,000	\$4,117.95	\$14,549.49	\$1,936.74	63.66%	74.91%	87.09%
Occupant Protection	\$80,333	\$376,000	\$260,000	\$83,385.43	\$270,959.50	\$158,218.00	103.80%	27.94%	39.15%
Child Passenger Safety	\$1,200	\$113,600	\$50,000	\$2,253.70	\$78,221.16	\$62,448.00	187.81%	31.14%	124.90%
Pedestrian/Bicycle Safety	\$667	\$5,500	NA	\$1,658.02	\$5,485.47	NA	248.58%	0.26%	NA
Police Traffic Services	\$90,000	\$340,000	\$205,000	\$85,462.83	\$250,339.78	\$160,781.76	5.04%	26.37%	21.57%
Traffic Records	\$10,700	\$172,100	NA	\$5,492.08	\$45,049.19	NA	48.67%	73.82%	NA
Community Traffic Safety Project	\$4,000	\$133,000	\$75,000	\$11,226.34	\$108,778.81	\$36,136.13	280.66%	18.21%	51.82%
Roadway Safety	NA	\$140,000	NA	NA	\$59,826.63	NA	NA	57.27%	NA
Distracted Driving	\$7,333	\$91,000	\$20,000	\$8,815.70	\$49,956.26	\$6,552.07	120.22%	45.10%	67.24%
Teen Safety	\$61,667	\$280,000	\$195,000	14,668.03	\$130,077.02	\$35,360.34	76.21%	53.54%	81.87%
Paid Advertising	\$50,000	\$589,700	\$279,850	\$4,540.38	\$141,913.99	NA	90.92%	75.93%	NA
Planning & Administration	\$101,102	\$168,000	NA	\$57,614.20	\$95,736.91	NA	43.01%	43.01%	NA
NHTSA 402 Total	\$501,761	\$2,985,900	\$1,372,850	\$362,909.26	\$1,625,536.40	\$703,729.54	27.67%	45.56%	48.74%
Program Benefit to Local			45.98%			43.29%			2.69%

<i>Section 408 SAFETEA-LU</i>									
408 Data Programs	\$388,800	\$1,545,200.00	NA	\$57,036.61	\$122,678.37	NA	85.33%	92.06%	NA
<i>Section 410 Alcohol SAFETEA-LU</i>									
Planning & Administration	\$18,000	\$29,000.00	NA	\$1,693.62	\$2,814.16	NA	90.59%	90.30%	NA
Alcohol SAFETEA-LU	\$2,090,000	\$385,000.00	\$100,000	\$4,146,678.58	\$384,730.16	\$344,708	198.41%	0.07%	344.71%
Paid Advertising	\$50,000	\$340,000.00	NA	\$595.98	\$261,648.46	NA	98.81%	23.04%	NA
<i>Section 2010 SAFETEA-LU</i>									
2010 Motorcycle Safety	NA	\$77,062.24	NA	NA	\$1,688.50	NA	NA	97.81%	NA
2010 Paid Advertising	NA	\$24,637.76	NA	NA	\$24,637.76	NA	NA	0.0%	NA
<i>Section 1906 SAFETEA-LU</i>									
Prohibit Racial Profiling	\$900	\$3,401.19	NA	NA	NA	NA	NA	100.00%	NA
<i>Section 164 Transfer Funds</i>									
164 Alcohol	NA	\$1,200,000	\$700,000	NA	\$4,138.43	\$3,751.99	NA	99.66%	99.46%
Total SAFETEA-LU Incentive Programs	\$2,547,700	\$3,604,301	\$800,000	\$4,206,004.79	\$802,335.84	\$348,460.00	165.09%	77.74%	56.44%
Total 402 & SAFETEA-LU Incentive	\$3,049,461	\$6,590,201	\$2,172,850	\$4,568,914.05	\$2,427,872.24	\$1,052,190.00	149.83%	63.16%	51.58%

Program Area	Planned Costs (Original HSP)			Actual Costs (Voucher 29)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
NHTSA 402 Total	\$501,761	\$2,985,900	\$1,372,850	\$362,909.26	\$1,625,536.40	\$703,729.54	27.67%	45.56%	48.74%

SAFETEA-LU Incentive Total	\$2,547,700	\$3,604,301	\$800,000	\$4,206,004.79	\$802,335.84	\$348,460.00	165.09%	77.74%	56.44%
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<i>Section 405b OP Low</i>									
405b Low HVE	\$200,000	\$465,000	NA	\$47,898.99	\$183,046.54	\$178,609.00	76.05%	60.64%	NA
405b Low Training	NA	\$60,000	NA	\$2,279.00	\$3,341.00	NA	NA	NA	NA
405b Low Public Education Paid Media	\$50,000	\$375,000	NA	\$4,345.59	\$15,574.64	NA	91.31%	95.85%	NA
405b Low Community CPS Services	NA	\$35,000	NA	NA	NA	NA	NA	NA	NA
405b Low OP Information System	NA	\$25,000	NA	\$901.52	\$18,078.34	NA	NA	NA	NA
<i>Section 405c Data</i>									
405c Data Program	\$250,000	\$1,000,000	\$225,000	NA	\$0.00	NA	NA	100.00%	NA
<i>Section 405d Impaired Driving Mid</i>									
405d Mid HVE	\$538,000	\$1,340,000	\$500,000	\$251,213.18	\$224,930.63	\$206,770.14	53.31%	83.21%	58.65%
405d Mid ID Coordinator	NA	\$190,000	NA	NA	\$139,677.61	NA	NA	26.49%	NA
405d Mid Court Support	NA	\$195,000	NA	NA	\$177,429.73	NA	NA	9.01%	NA
405d Mid Ignition Interlock	NA	\$100,000	NA	NA	\$0.00	NA	NA	100.00%	NA
405d Mid BAC Testing/Reporting	NA	\$100,000	NA	NA	\$0.00	NA	NA	100.00%	NA
405d Mid Paid/Earned Media	NA	\$400,000	NA	NA	\$303,192.39	NA	NA	24.20%	NA
405d Mid Training	NA	\$365,000	NA	NA	\$6,452.52	NA	NA	98.23	NA
405d Mid Information System	NA	\$25,000	NA	NA	\$0.00	NA	NA	100.00%	NA
405d Mid 24-7 Sobriety Program	NA	\$10,000	NA	NA	\$0.00	NA	NA	100.00%	NA
405d Mid Other Based on Problem ID	NA	\$100,000	NA	NA	\$0.00	NA	NA	100.00	NA
<i>Section 405f Motorcycle</i>									
405f Motorcyclist Awareness	\$40,000	\$100,000	NA	\$871.92	\$0.00	NA	97.82%	100.00%	NA
Total MAP-21 Incentive Programs	\$1,078,000	\$4,885,000	\$725,000	\$307,510.20	\$1,071,723.40	\$385,379.14	71.47%	78.06%	46.84%

* Includes the year-long multi-funded grants.

** ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

Financial Summary for Program Areas

Impaired Driving	NHTSA 402		Budget		NHTSA 410		NHTSA 405d		NHTSA 164	
	Budget	Expended			Expended	Budget	Expended	Budget	Expended	Budget
Mobilization Overtime (OT) Enforcement K82014-01 M5HVE2014-01	\$0	\$0	\$1,100,000		\$349,870	\$1,244,086	\$214,473			
*Special Projects OT Enforcement AL2014-01 & Other Problem ID M5HVE2014-01	\$5,000	\$1,222	\$50,000		\$0	\$60,000	\$0			
Earned Equipment AL2014-01	\$240,000	\$220,520								
Travel for Training/Education AL2014-01, K82014-01	\$10,300	\$10,222	\$20,000		\$15,432					
Impaired Driving Taskforce AL2014-01	\$42,200	\$34,528								
Ignition Interlock						\$30,020	\$0			
24/7 Sobriety Program						\$10,000	\$0			
DUI Courts 164AL2014-01								\$1,200,000	\$4	
BAC Testing/Reporting						\$10,000	\$0			
Compliance and Training M5TR2014-02						\$54,000	\$6,453			
Idaho State Police Multi-funded Grant AL2014-09	\$70,000	\$66,301								
Traffic Safety Resource Prosecutor Grant M5CS2014-02						\$189,000	\$177,430			
DRE Impaired Driving Coordinator Grant M5IDC2014-03						\$151,500	\$139,678			
Information System						\$9,500	\$0			
Program Area Mgmt. AL2014-AL, K82014-AL, M5HVE2014-01	\$20,000	\$19,237	\$29,000		\$19,429	\$44,668	\$10,457			
Paid Media PM2014-01, K82014-01	\$10,000	\$5,891	\$400,000		\$261,648	\$346,985	\$303,192			
Total Program Area	\$397,500	\$357,921	\$1,599,000		\$646,379	\$2,149,759	\$851,683	\$1,200,000	\$4	

Aggressive Driving	NHTSA 402	
	Budget	Expended
Mobilization Overtime (OT) Enforcement PT2014-01	\$127,392	\$89,609
Earned Equipment PT2014-01	\$100,000	\$71,950
Multi-funded Grants PT2014-02, PT2014-09	\$70,000	\$69,024
Travel and Training PT2014-01	\$20,000	\$1,649
Program Area Mgmt. PT2014-PT	\$22,608	\$18,108
Paid Media PM2014-01(Agg)	\$51,000	\$50,888
Total Program Area	\$391,000	\$301,228

Youthful Drivers	NHTSA 402	
	Budget	Expended
Assessment Taskforce TSP2014-01	\$23,300	\$4,122
Alive at 25 Program* TSP2014-02	\$180,000	\$85,018
Teen Coalition TSP2014-03	\$7,000	\$500
Teen Website** TSP2014-04	\$23,000	\$836
H.S. Kids Calendar TSP2014-05	\$10,000	\$6,858
Program Area Mgmt. TSP2014-YD	\$36,700	\$32,743
Paid Media PM12014-01(YD)	\$13,500	\$0
Total Program Area	\$293,500	\$130,077

*Experis/Comsys and Colorado State Patrol Family Foundation
 **Experis/Comsys, Fiberpipe, and Netfirm

Occupant Protection	NHTSA 402		NHTSA 405b	
	Budget	Expended	Budget	Expended
Mobilization Overtime (OT) Enforcement OP2014-01, M2HVE2014-01	\$135,000	\$55,938	\$425,000	\$172,843
Earned Equipment OP2014-01, M2HVE2014-01	\$100,000	\$99,196	\$65,000	\$5,766
Seat Belt Survey M2OP2014-22			\$25,000	\$18,078
Educational Material/Training & Travel OP2014-01, M2TR2014-23	\$25,000	\$1,545	\$185,836	\$3,341
Multi-funded Grants OP2014-02, OP2014-09	\$70,000	\$69,024		
Program Area Management OP2014-SB, M2HVE2014-01-SB	\$46,000	\$45,257	\$18,532	\$4,438
Paid Media PM2014-01(OP), M2PE2014-21	\$89,000	\$33,212	\$190,632	\$0
Total Program Area	\$465,000	\$304,172	\$910,000	\$204,466

Child Passenger Safety	NHTSA 402		NHTSA 405b	
	Budget	Expended	Budget	Expended
Educational Materials CR2014-01	\$33,000	\$471		
Program Area Mgmt. CR2014-CR	\$7,000	\$6,761		
ICAAP Grant CR2014-02	\$73,600	\$70,989		
Paid Media PM2014-01(CR), M2PE2014-21	\$20,400	\$20,400	\$50,000	\$15,575
Total Program Area	\$134,000	\$98,621	\$50,000	\$15,575

Motorcycle Safety	NHTSA 402		NHTSA 2010		NHTSA 405f	
	Budget	Expended	Budget	Expended	Budget	Expended
Grantee Training & Travel MC2014-01, K62014-01	\$40,000	\$1,937	\$10,000	\$1,688		
Educational Materials MC2014-01	\$5,500	\$259				
Program Area Mgmt. MC2014-MC	\$12,500	\$12,354				
Paid Media PM2014-01(MC), K62014-02, M9MA2014-02	\$35,000	\$0	\$91,700	\$24,638	\$100,000	\$0
Total Program Area	\$93,000	\$14,550	\$101,700	\$26,326	\$100,000	\$0

Traffic Records/Roadway Safety	NHTSA 402		NHTSA 408		NHTSA 405c	
	Budget	Expended	Budget	Expended	Budget	Expended
eIMPACT Contractors* TR2014-01	\$150,800	\$28,573				
WebCARS Contractors* RS2014-01	\$140,000	\$59,827				
Mapping & Integration			\$45,000	\$13,163		
Data Warehouse Feasibility Study** K92014-03			\$25,000	\$24,980		
Data Warehouse Phase 2 K92014-01			\$217,579	\$0		
eCitation Statewide Implementation & Equipment K92014-04			\$1,249,650	\$122,679	\$698,045	\$
Moscow Police eCitation K92014-26			\$7,971	\$7,110		
Program Area Mgmt. TR2014-TR	\$21,300	\$16,476				
405 Statewide Services M3DA2014-01					\$301,955	\$
Total Program Area	\$312,100	\$104,876	\$1,545,200	\$167,932	\$1,000,000	\$

*Experis/Comsys

**KMP Companies, Experis/Comsys

State Funds for Traffic Records/ Roadway Safety utilized in FFY 2014	Mobilization Tracking	CIRCA	Alive at 25	Data Warehouse
Total Expenditure: <u>\$135,348</u>	\$95,861	\$30,738	\$6,984	\$1,765

Bike/Pedestrian Safety	NHTSA 402	
	Budget	Expended
Education Materials PS2014-01	\$511	\$511
Program Area Mgmt. PS3025-PS	\$4,989	\$4,974
Total Program Area	\$5,500	\$5,485

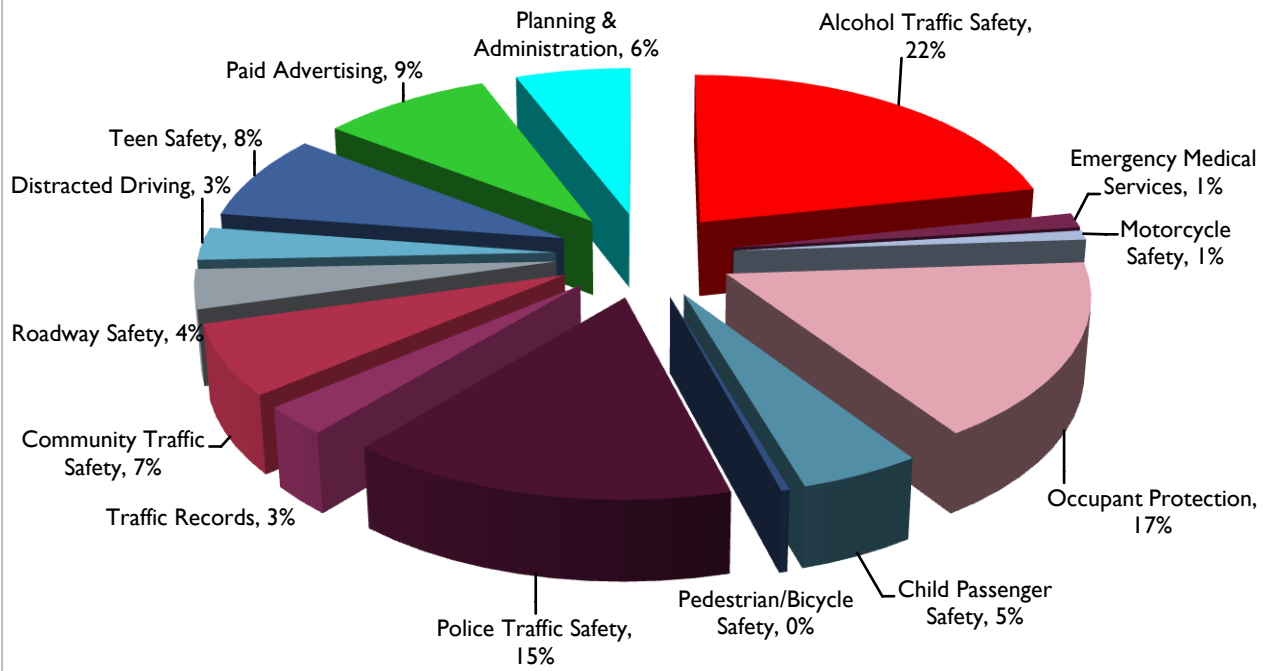
Community Projects	NHTSA 402	
	Budget	Expended
Idaho Highway Summit CP2014-01	\$35,000	\$34,997
Law Enforcement Liaisons CP2014-02	\$49,000	\$38,225
Coalition/Strategic Highway Safety Plan (SHSP) CP2014-03	\$15,000	\$1,877
Program Area Mgmt. CP2014-CP	\$34,000	\$33,680
Total Program Area	\$133,000	\$108,779

Emergency Medical Services (EMS)	NHTSA 402	
	Budget	Expended
EMS Training & Travel EM2014-01	\$125,200	\$18,450
Clark Fork Fire & Rescue EM2014-02	\$3,000	\$2,104
Program Area Mgmt. EM2014-EM	\$3,300	\$2,058
Total Program Area	\$131,500	\$22,612

Distracted Driving	NHTSA 402	
	Budget	Expended
Educational Materials DD2014-01	\$44,230	\$4,945
Multi-funded Grants DD2014-02, DD2014-09	\$34,770	\$34,674
Program Area Mgmt. DD2014-DD	\$12,000	\$10,337
Paid Media PM2014-01(DD)	\$51,000	\$12,500
Total Program Area	\$142,000	\$62,456

Prohibit Racial Profiling	NHTSA 1906	
	Budget	Expended
Statewide Services K102014-01	\$3,401	\$0
Total Program Area	\$3,401	\$0

FFY 2014 Section 402 Expenditures



Governors Highway Safety Association (GHSA) 2013 Annual Evaluation Report – Idaho:

	Baseline Data				Progress Data			
	2006	2007	2008	2009	2010	2011	2012	2013
Fatalities	267	252	232	226	209	167	184	213
Serious Injuries (Defined as: Incapacitating Injury)	1,689	1,806	1,503	1,399	1,396	1,293	1,287	1,262
Fatalities & Serious Injuries Combined	1,956	2,058	1,735	1,625	1,605	1,460	1,471	1,475
Fatality Rate per 100 million AVMT	1.75	1.59	1.52	1.46	1.34	1.08	1.16	1.34
Fatality & Serious Injury Rate per 100 million AVMT	12.82	12.99	11.35	10.53	10.32	9.47	9.29	9.29
Fatality Rate per 100K population	18.21	16.81	15.22	14.83	13.40	10.54	11.53	13.21
Fatality & Serious Injury Rate per 100K population	133.38	137.25	113.86	106.64	102.88	92.11	92.17	91.50
Alcohol Related Fatalities	110	101	96	74	96	66	73	96
Alcohol Related Fatalities as a percentage of All Fatalities (%)	41.2%	40.1%	41.4%	28.8%	45.9%	39.5%	39.7%	45.1%
Alcohol Related Fatality Rate per 100 million AVMT	0.72	0.64	0.63	0.42	0.62	0.43	0.46	0.60
Alcohol Related Fatality Rate per 100K population	7.50	6.74	6.30	4.27	6.15	4.16	4.57	5.96
Percent of Population Using Safety Belts	79.8%	78.5%	76.9%	79.2%	77.9%	79.1%	79.0%	81.6%
Drivers & occupants of passenger vehicles killed Percent Restrained*	38.8%	34.8%	32.9%	41.0%	46.7%	32.3%	41.7%	33.3%
Drivers & occupants of passenger vehicles killed Percent Unrestrained*	56.3%	61.0%	64.0%	54.5%	47.4%	62.2%	48.8%	62.3%
Drivers & occupants of passenger vehicles killed Percent Restraint Use Unknown*	4.9%	4.2%	3.1%	4.5%	5.9%	5.5%	9.5%	4.4%
AVMT (millions)	15,259	15,837	15,281	15,430	15,555	15,416	15,838	15,877
Population (thousands)	1,466	1,499	1,524	1,524	1,560	1,585	1,596	1,612
* Includes Use, Non-use and Unknown Use of Child Safety Seats								

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Endnotes

- ⁱ ITD OHS 2011-2013 Observational Seat Belt Surveys
- ⁱⁱ Survey design modified by NHTSA FFY 2013, increase seat belt use may be due to change in methodology
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- ^v ITD OHS 2011-2013 Observational Seat Belt Surveys
- ^{vi} Survey design modified by NHTSA FFY 2013, increase seat belt use may be due to change in methodology
- ^{vii} Passenger Car, Vans & SUV data combined, ITD OHS 2013 Observational Seat Belt Survey
- ^{viii} Passenger Car, Vans & SUV data combined, ITD OHS 2013 Observational Seat Belt Survey
- ^{ix} ^{ix} ITD OHS 2011-2013 Observational Seat Belt Surveys
- ^{ix} Survey design modified by NHTSA FFY 2013, increase seat belt use may be due to change in methodology
- ^{ix} Passenger Car, Vans & SUV data combined, ITD OHS 2013 Observational Seat Belt Survey
- ^{ix} Passenger Car, Vans & SUV data combined, ITD OHS 2013 Observational Seat Belt Survey
- ^x Blumberg, S.J., N. Ganesh, J.V. Luke, and G. Gonzales. 2013. Wireless substitution: State-level estimates from the National Health Interview Survey 2012. National health statistics reports; no 70. Hyattsville, MD: National Center for Health Statistics. Available at: <http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>, accessed August 4, 2014
- ^{xi} ²Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2013. National Center for Health Statistics. July 2014. Available from: <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201407.pdf>, accessed August 5, 2014
- ^{xii} SAS, Version 9.3. 2009. SAS Institute, Cary, NC.
- ^{xiii} The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR. Available at: http://www.aapor.org/AM/Template.cfm?Section=Standard_Definitions2&Template=/CM/ContentDisplay.cfm&ContentID=3156, accessed on August 5, 2014
- ^{xiv} U.S. Census Bureau. DP05 ACS Demographic and Housing Estimates 2008-2012 American Community Survey Five Year Estimates, available at http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_5YR_DP05&prodType=table, accessed August 5, 2014
- ^{xv} U.S. Census Bureau. S2502 Demographic Characteristics for Occupied Housing Units 2008-2012 American Community Survey Year Estimates, available at
- ^{xvi} Blumberg, S.J., N. Ganesh, J.V. Luke, and G. Gonzales. 2013. Wireless substitution: State-level estimates from the National Health Interview Survey 2012. National health statistics reports; no 70. Hyattsville, MD: National Center for Health Statistics. Available at: <http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>, accessed August 4, 2014.