State of Alabama

Fiscal Year 2015

Annual Report

Robert Bentley, Governor

Alabama Department of Economic and Community Affairs
Law Enforcement and Traffic Safety Division
Jim Byard, Jr., Director
William M. Babington, Governor's Highway Safety Representative

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Overall Program Goal/Accomplishments

While there are several state and local agencies within Alabama that have traffic safety functions, the primary responsibility for developing the State's traffic safety program and coordinating the other traffic safety efforts is that of the Alabama Office of Highway Safety (AOHS), which is located within the Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs (ADECA). AOHS works directly under the Governor of Alabama in coordinating a variety of programs that are implemented by agencies including, but not limited to, the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies, the Alabama Department of Transportation (ALDOT), the Alabama Department of Public Health (ADPH), and the Alabama Administrative Office of the Courts (AOC). These along with dozens of volunteer and private traffic safety groups work together to save lives and reduce suffering caused by motor vehicle collisions.

AOHS operates within the purview of the Federal Section 402 Program, which is administered by the National Highway Traffic Safety Administration (NHTSA), to provide and coordinate traffic safety functions that are described in this Annual Report. AOHS also produces an annual Highway Safety Plan (HSP) for Alabama, the background planning of which has the goal of assuring that traffic safety resources are allocated in the best possible ways to save lives and reduce severe injuries on Alabama roadways. The HSP describes, not only those program elements required by NHTSA, but a number of innovative efforts to address issues of traffic safety that are unique to the state. The HSP reflects the efforts that have been made to assure that NHTSA funds as well as other resources of the state are allocated optimally in order to bring about the maximum benefit. For example, several approaches are used to allocate focused enforcement efforts to areas that have historically showed consistently higher than expected crashes in the higher severity classifications. Other special efforts include innovative evidence-based programs to deal with distracted driving, impaired driving and the increase in passenger restraint use.

The efforts reviewed above respond to the overall vision of the state highway safety community, which has been summarized as follows:

To create the safest surface transportation system in the Southeast by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

Goals were set for each of the individual related crash (injury and severity) cause types as will be discussed later in this report, keeping in focus central themes over the past several years that have centered on the subjects of occupant restraints, distracted driving, addressing speed and alcohol related hotspots, teamwork and diversity. These goals call for incremental improvement, and even one life lost is a tragedy that should not be tolerated. While the ultimate goal is zero deaths, the state has worked toward this goal with the following goal set in 2006: "*To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5per 100 million vehicle miles traveled by calendar year 2013."* As can be

seen from the following table that presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal met in 2010:

Year	Fatality Rate
2006	2.00
2007	1.81
2008	1.63
2009	1.51
2010	1.34
2011	1.38
2012	1.34
2013	1.31
2014	1.24

Clearly, Alabama has met the goal, and has been maintaining the fatality rate reduction to well under 1.50 since 2010. The goal has now been updated to the following: "*To reduce the fatal mileage rate in Alabama by 25% from 1.34 in 2010 to under 1.00 per 100 million vehicle miles traveled by calendar year 2020.*"

Federal highway safety funds allocated to the state by NHTSA must be used to support State and community programs to reduce deaths and injuries on the highways. This has continued under the Moving Ahead for Progress in the 21st Century (MAP-21), and the Alabama Highway Safety Plan (HSP) has reflected the new MAP-21 reforms. Section 402 sets forth the minimum requirements with which each State's highway safety program must comply, and Alabama has met these requirements since the onset of the program in the late 1960s.

Police Traffic Services Programs
Total FY 2015 Expended Funds - $1,389,075.41 - Funding Source - Section 402

Our general implementation strategy has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the nine regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted Driving Under the Influence (DUI) checkpoints and saturation/directed patrols during at least one weekend per month. The enforcement campaign ended in July, 2015 in seven regions in order to accommodate regional office restructuring.

Crash Summary

In Alabama in 2014, 820 people were killed on the highway, down from the 2013 total of 852 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 260 in 2013 to 264 in 2014 (FARS). Number of Speeding-Related Fatalities decreased from 253 in 2013 to 237 in 2014. In 2014, the Number of Serious Injuries in Traffic Crashes was down to 7,960 compared to 8,558 in 2013.

Community Traffic Safety Programs
Total FY 2015 Expended Funds - $1,272,488.50- Funding Source - Section 402

There are nine Community Traffic Safety Program (CTSP) regions in Alabama. These regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the State Office of Highway Safety (OHS) is sub granted to these regions for disbursement through contract overtime agreements (COTA) to municipal, county and state law enforcement agencies.

The CTSP regions participated in two statewide enforcement campaigns in 2015. These campaigns took place during the Memorial Day and Labor Day holiday periods. There were no specific statewide enforcement campaigns for the Thanksgiving or Christmas/New Year's holiday periods.

The CTSP project directors conducted regular meetings with law enforcement committees in their respective regions. These committees serve a number of vital functions that include, but are not limited to: reporting enforcement data, enlisting non-participating agencies to join the committees, and determining allocation of COTA funds per crash data obtained from the Center for Advanced Public Safety (CAPS).

The Alabama Office of Highway Safety (AOHS) continues to hold quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

Center for Advanced Public Safety (CAPS)
Data and Information Technology Support
Total FY 2015 Expended Funds - $785,207.14 - Funding Source - State Traffic Safety Trust Fund

The University of Alabama Center for Advanced Public Safety and ADECA/LETS have had a long standing relationship in working together to help improve traffic safety. CAPS provides ADECA with valuable statistics, data and analysis tools relating to traffic safety (coordination of its highway safety plan, data collection, and information systems with the State Strategic Highway Safety Plan). The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as ADECA works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and ADECA have worked together in an effort to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from ADECA is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2015, CAPS supported the Alabama Office of Highway Safety in many ways including fulfilling information requests that are made of the CAPS staff, preparing reports and statistical information for grant applications when requested, assisting with the development of the State's Highway Safety Plan and assisting with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings. CAPS continued to spread eCite and eCrash to law enforcement agencies throughout the state and maintain existing software.

CAPS also coordinated the phone surveys concerning the "Drive Sober or Get Pulled Over" campaign project and the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Administration (GHSA) survey on driver attitudes. CAPS also continued development and deployed a web portal for the CTSPs to use to report STEP enforcement and funding. Specific accomplishments in each area are listed below.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to 188 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, Department of Transportation, Department of Public Safety (DPS), state troopers, county and municipal agencies, Federal Motor Carrier Safety Administration (FMCSA), reporters, NHTSA Region 4 personnel, planning commissioners, the public, various media outlets from across the state, engineers, and others. These requests varied in complexity and the amount of time required fulfilling the request. Some requests required several follow-ups to complete. Each of these requests was responded to as quickly as possible in order to give the user the timeliest data.

Improvements to the Critical Analysis Reporting Environment (CARE) systems have been ongoing, and updates to these systems are released approximately every three months. Data releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date data possible for their analyses.

Electronic Citation Distribution and Expansion and Technical Support

The distribution and expansion of eCite, our electronic citation software, is part of this project. Software CDs were mailed out to agencies upon request. Several training sessions were conducted during FY15. Some of these were "Train the Trainer" sessions so these officers can go back and train others at their agency. This option is becoming

more popular since many users are experienced by now. Manuals are printed and distributed for each officer at each training session. CAPS technical support and training staff also conduct a brief demonstration of Alabama Dashboards for Visualization, Analysis and Coordinated Enforcement (ADVANCE) at all eCite training sessions so officers become aware of ADVANCE and it capabilities. Other new software developed at CAPS, such as MapClick and eForms is promoted to make officers aware of these resources provided by the AOHS.

In addition to training, the staff has completed a tremendous amount of software testing of eCite, eCrash, eForms, the new MapClick product and other CAPS software products. CAPS employs an effective liaison between the officers using the software and our CAPS developers who is able to communicate well with both groups.

CAPS provides technical support to all users that call or email with questions in a very timely manner. These calls cover a wide range of topics and questions. The CAPS' staff work with both the law enforcement agencies and the municipal court personnel to make eCite more efficient for all concerned.

CAPS also receives requests for assistance with eCite integration into the police or court records management systems (RMS). All requests are made through CAPS administrative staff, which coordinate between CAPS personnel and the vendors and keep records of all agencies requesting integration and the specifics for that integration. CAPS has had many new municipal courts begin integrating with eCite this year so they are able to pull the data directly into their court RMS and without manually entering the data which saves a tremendous amount of time for the clerks. Police department RMS vendors can also pull the data into the police records management system which is of great benefit to the police agencies. Police agencies sometimes request this vendor integration service as well.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" campaign. This campaign focused on the importance of not drinking and driving and involved a strong media and enforcement blitz focused on the Labor Day Holiday weekend. In order to measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research Strategies performed telephone surveys from a representative portion of the state in order to determine whether or not the campaign was a success. CAPS worked closely with Research Strategies in order to refine the survey questions being asked as well as the counties that were included in this statewide survey. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the Drive Sober or Get Pulled Over Media campaign had a rather unique approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events, hockey games and minor league baseball games across the state. The educational outreach included:

- Motorsports (3 local venues, 2 NASCAR Race Weekends, and 1 Indy Car Race Weekend)
- Designated Drivers Are Legendary Program
- Minor League Sports (3 venues)

The strategy of the campaign consisted of premium signage, public address announcements and event displays. Fans were invited to sign a pledge to drive sober.

CAPS assisted with another phone survey this year. The other survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with Research Strategies, Inc. for this survey this year. CAPS instructed Research Strategies, Inc. as to the questions and counties that were included in the survey of the state. Research Strategies, Inc. conducted the phone surveys. The results of the phone survey were produced by them and forwarded on to CAPS for review.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, helping coordinate the meeting including the development of the agenda, sending invitations and taking the minutes of the meeting. CAPS personnel also provided report writing or grant writing support to the AOHS whenever called upon in a very timely manner.

Safe Home Alabama Website

The SafeHomeAlabama.gov website (SHA) is unique in that it does not tout any one agency, but attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. We know of no other website that is not agency-specific. During 2015 efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. Special efforts were made to track all traffic safety legislative activities from their origination through to final disposition. There are an average number of about ten changes in any given week to SHA. These include reports and links to reports, including recent news articles. The site contains over 190 pages, over 1450 external links and 355 documents.

CTSP Web Portal

A model CTSP website has been deployed. This website is named CTSP Online Reporting Engine (CORE). This site allows CTSPs to electronically report their special enforcement activities funded through the Alabama Office of Highway Safety (AOHS) by enabling the local agencies that are funded to do selective enforcement and other programs to report them to the CTSPs. The CTSP Coordinators can then use it to report their collective activities to ADECA/LETS. This will save all of the CTSP Coordinators and the local reporting agencies a considerable amount of effort, which can then be re-applied to their traffic safety endeavors.

CAPS conducted two training classes on CORE for Office of Highway safety personnel. The first class was small and in preparation for the larger class. The large class addressed all the user groups that will be utilizing CORE, the Police Officer, PD Admin, payroll and accounting clerks. CAPS spent time preparing by getting thoroughly familiar with the CORE portal, updating laptops to be used in the class, and completing the User Manual for distribution in the class. CAPS has completed training videos for CORE for different user groups.

Click It or Ticket High Visibility Enforcement
Total FY 2015 Expended Funds - $169,498.82 - Funding Source – 405b

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from May 15 through May 31. The enforcement program consisted of members from 161 law enforcement agencies from the municipal to the state level (Municipal Agencies: 119; County Sheriffs: 26; State Police Districts: 16).The officers worked 21,357 total hours and conducted 158 checkpoints. The total number of citations issued was 23,815.

Click It or Ticket Paid Media Campaign
Total FY 2015 Expended Funds - $354,667.22- Funding Sources – 405b

"2015 Click It or Ticket" (CIOT) Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV and radio spots (May 11-25); and negotiation for earned (free) media (May 18-May 31, which includes the enforcement period) with the buys.

We expect that the Click It or Ticket Statewide Mobilization played a critical role in the effort to keep people safe on our roads and highways. In the May time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, the al.com website and statewide newspapers were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In May, the Alabama Department of Commerce (ADC) placed 16,694 paid media and 4,151 bonus commercials for Click It or Ticket.

For the campaign, paid media was engaged based on parameters outlined below:

<u>Broadcast Television</u>

The broadcast television buys provide the greatest reach. The buys focused on programming in prime times: morning drive (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: Early Morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Two thirty-second video/audio commercial were produced by Auburn Media for television and radio and was used for the 2015 Campaign.

2015 Click It or Ticket Media:

Cut #1: Cruz Skinner: "Click It or Ticket, buckle your seat belt."

Cut #2: Sports Science: "It's simple, buckle your seat belt!"

Advertisements for electronic billboards, newspaper and al.com were tied back to the video media.

Electronic billboards were leased in major markets where space was available. Two designs were developed to correspond to and reinforce the video commercials. Lamar electronic billboards were designed and placed in the twenty-six (15) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Ads ran 1,666,080 times per day during the campaign, providing 4,998,240 exposures. Bell Media ran nine e-billboards at 310,000 daily effective circulation (DEC) for a total of 9,242,000 exposures and also Bell Media ran 35 indoor screens at 3,360 ads per day for a total of 50,400 exposures in the Montgomery, Auburn and Enterprise areas.

AL.com Website:

The state's leading news website also provided excellent coverage for less than a $10,000 investment:

Delivered:	Impressions	Click Through
Purchased Impressions	1,099,989	
Delivered Paid Ads	1,964,668	400
Added Value		
Impressions	276,798	29
Text Links	21,714	1
TOTAL	3,363,169	430

Alabama Press Association

Newspapers:

Online impressions	187,000
Circulation	3,285,050

Evaluation of "Click It or Ticket" 2015
Total FY 2015 Expended Funds - $174,941.16- Funding Source - Section 405b

Summary

A Special Traffic Enforcement Program called "Click It or Ticket" (CIOT) was conducted between April 20 and June 11 (2015) in Alabama. Multiple agencies and organizations participated in this effort, under the leadership of the Office of Highway Safety in the Law Enforcement/Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA). Scheduled public education and enforcement was conducted, working toward the single goal of improving seat belt use to increase highway safety.

Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after rates were evaluated through the telephone surveys.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. Restraint use was 93.30% in 2015. Many positive results came from the 2015 CIOT campaign.

Click It or Ticket Team

The Office of Highway Safety in ADECA/LETS coordinated this major project. The magnitude of the total effort may be gathered from Table 1-1.

Table 1-1: Agencies and Organizations on 2015 "Click It or Ticket" Team

LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ADPS	Alabama Department of Public Safety	Conducted road blocks for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the "Click It or Ticket" program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.
Research Strategies	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre- and post-media observational surveys. Also involves recruiting and training personnel to conduct the surveys.
ADC	Alabama Department of Commerce Montgomery, Alabama	Engaged to place ads in various media, conduct public relations portion of project, and otherwise support the project.
CAPS	Center for Advanced Public Safety, University of Alabama	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational surveys.

Occupant Protection Paid Media Evaluation

Research Strategies, Inc. conducted telephone interviews after the CIOT campaign in 2015. The interviews averaged 9 minutes in length, among a geographically stratified random digit dialing landline sample of households using landline and cell phone sample in Alabama. There was a mixture of landlines and cell phone in the 500 responses. Expanding the phone survey to include cell phone numbers for the past three years gave a better representation and more accurate data. No open-ended questions were asked. Thousands of calls were made in order to obtain 500 complete interviews. Random telephone numbers were used, and many were bad numbers. There are various other reasons it takes so many calls to get 500 complete interviews. The process continued until the 500 interviews were obtained so as to have a good sample size. The survey took place during June of 2015.

The most important questions dealt with the respondent's use or non-use of seat belts.

Results were good; the most frequent answer was "All of the time." It was given by 95.3% of the respondents interviewed. 97.4% of the respondents reported that they used their seat belts "all of the time" or "most of the time" at the end of the CIOT campaign.

When questioned about crashes, 96% strongly agreed that they wanted to be wearing their seat belts if they were ever involved in a crash.

Summary of Telephone Surveys: Alabama June 2015

Media Exposure:

- Messages Encouraging Seat Belt Use
  - Heard any in past 30 days: 60%
  - More messages heard/seen in past 30 days: 18%
  - Messages cause more frequent seat belt use: 19%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
  - Click It or Ticket: 90%
  - Friends Don't Let Friends Drive Drunk: 78%
  - Buckle Up Alabama: 60%
  - Pay attention – Buckle Your Seatbelt: 23%
  - Didn't See It Coming? No One Ever Does: 22%
  - Buckle Up America: 29%
- Pickup Truck Drivers Less Likely to Wear Seat Belt in Truck: 3%

Awareness of Law

- Awareness of state seat belt law: 95%
- Awareness that seat belt law is primary: 87%

Beliefs about Enforcement

- Disagree police won't bother to write tickets: 63%
- Agree police are writing more tickets for seat belts now: 48%

Attitudes toward Seat Belt Use

- Disagree they are as likely to harm: 50%
- Agree want my seat belt on in an accident: 93%
- Disagree wearing a seat belt makes me worry: 75%
- Seat belt laws should be primary: 77%
- Agree enforcement of seat belt laws is important: 83%
- Stricter enforcement of adult seat belt laws is important: 69%

Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 75%
- Drove without seat belt in past month: 5%
- Seat belt use increased in past 30 days: 4%

The question was asked if they had seen or heard messages encouraging people to wear seat belts in the past thirty days. The majority of drivers (60%) had seen or heard messages encouraging seat belt use. Of those who had seen a message, 61% saw the message on TV, while 11% heard it on the radio. 16% of respondents saw a billboard. The TV and radio messages (79%) were from commercials/advertisements and public service announcements.

The question was asked about why seat belt use has increased. There number one response was "increased awareness of safety". The "seat belt law" was the second rated response and "more long distance driving" was third.

This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 96% report that they wear them all of the time, and 98% report that they wear them all of the time or most of the time.

Occupant Protection and Child Restraint Use Observational Surveys

Observational Study Design

The National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This survey plan represents Alabama's response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant restraint and child safety restraint use. The plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama's 2015 seat belt survey. 2015 was the third year to implement this observational plan based on fatality locations rather than the population based plan. The same sites were used for 2015 as the two previous years. This allows for better comparisons year to year. There are a total of 343 sites spread over 40 counties.

The University of Alabama Center for Advanced Public Safety (UA/CAPS) managed the process of the annual survey of vehicle belt usage and child restraint usage throughout Alabama. UA/CAPS contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 40 Alabama counties (343 sites) at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 2-1. These counties and the sites within them were chosen in order to satisfy the NHTSA guidelines.

Table 2-1: Seat belt observation counties

Pre and Post Surveys			
Autauga	Cullman	Jefferson	Morgan
Baldwin	Dale	Lauderdale	Pike
Blount	Dallas	Lawrence	Russell
Calhoun	DeKalb	Lee	Shelby
Chambers	Elmore	Limestone	St. Clair
Chilton	Escambia	Madison	Talladega
Coffee	Etowah	Marshall	Tallapoosa
Colbert	Franklin	Mobile	Tuscaloosa
Conecuh	Houston	Monroe	Walker
Covington	Jackson	Montgomery	Winston

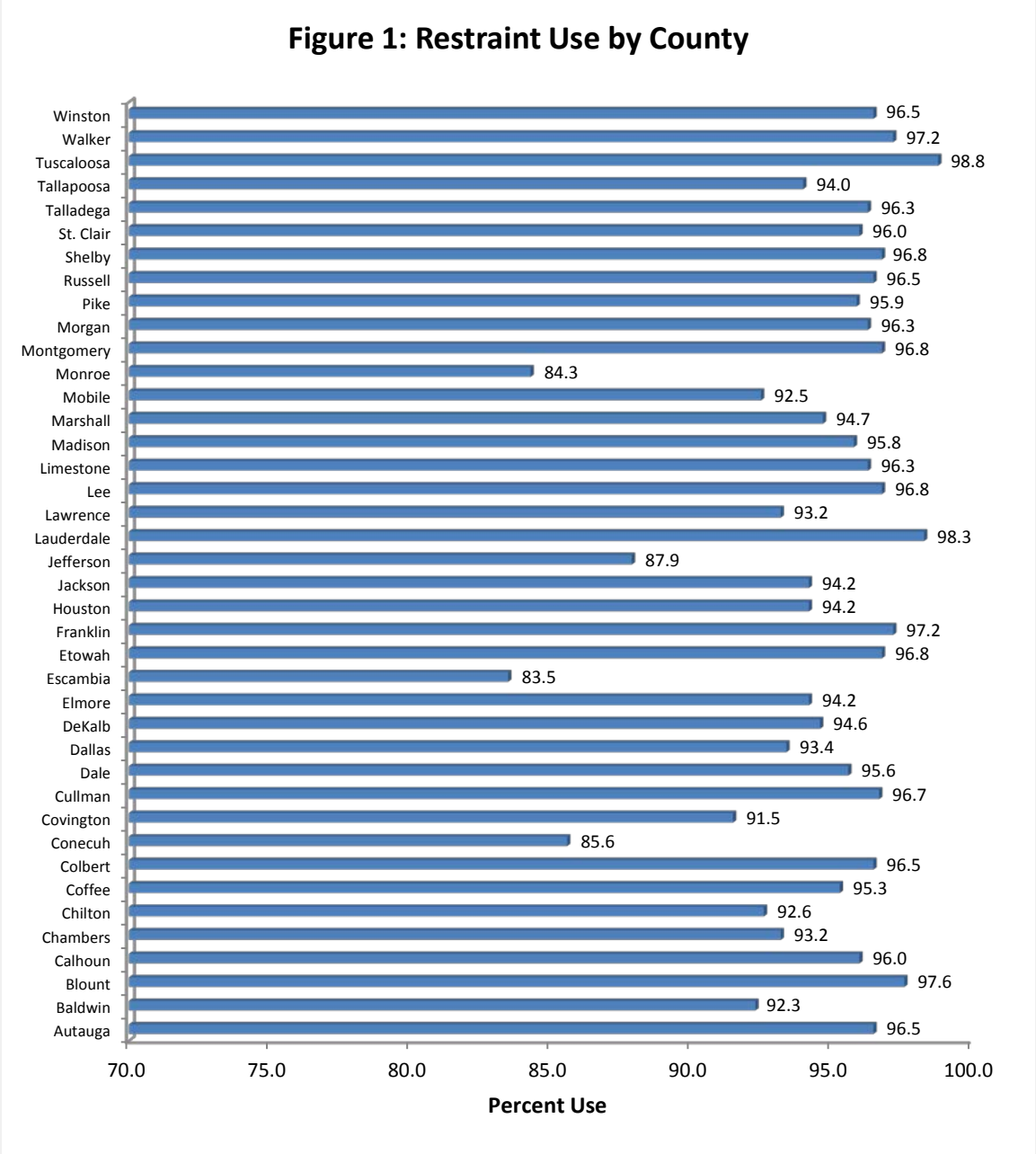
Occupant Restraint Survey Results

A total of 96,393 front seat occupants were observed at sites scattered among 40 selected counties for the observational surveys. There were 48,732 front seat occupants observed during April 20 – May 3 for the pre-media campaign period and 47,661 front seat occupants observed June 1 – 11 during the post-media campaign.

The resulting analysis of the observation data produced the following conclusions:

- A slight decrease in the seat belt usage rate was seen in 2015 at 93.3 % from 95.7% in 2014.
- The 2013 rate was an all-time high for Alabama at 97.26%. It is not realistic to believe that there will not be some minor decreases from that rate.
- As for gender in 2015, women wore their seat belts 94.6% of the time and men wore their seat belts 90.8% of the time. These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The rates broken out by vehicle for 2015 are Car at 93.9%, SUV at 93.6%, Van at 91.7%, and Truck at 88.6%. These categories fall in the same order as last year showing a trend but the percentages vary somewhat.

See Figure 1 below for results for each county in the survey.



For more information about the Click It Or Ticket Project for Alabama, see the Evaluation of 2015 Click It or Ticket Report produced by the Center for Advanced Public Safety.

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of July, 2015.

Child Restraint Survey Results

The survey team observed a total of 2,240 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 96.48%. Blount County had the highest rate of 100.00%. Walker County had the lowest rate of 93.44%. There were 15 counties in the survey. The county results are listed below:

County	**Rate**
Blount	100.00%
Colbert	97.73%
Escambia	95.83%
Etowah	96.47%
Houston	95.86%
Jefferson	97.53%
Lawrence	94.70%
Lee	97.04%
Madison	96.97%
Marshall	95.19%
Mobile	94.94%
Montgomery	98.53%
Shelby	97.47%
Tuscaloosa	95.58%
Walker	93.44%
Overall	96.48%

Child Passenger Safety (CPS) Program
Total FY 2015 Expended Funds - $ 112,288.71
$79,296.79 - Funding Source – Section 405
$32,991.92 - Funding Source – Section 405b

Alabama continued with the Child Passenger Safety (CPS) program that began in FY 2006. In that year, we established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. The CPS program was continued through FY 2015. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

During FY 2015, twelve certification classes were held. The re-certification rate for Alabama for the year was 48 percent and the national average was 52 percent. Alabama's re-certification rate can be attributed to the re-certification classes, an additional reminder email from the CPS coordinator and to an increased awareness of Child Passenger Safety across the state. The increased awareness has resulted in better retention of technicians. Of those technicians who did not re-certify, job change has been the biggest factor.

The first goal of the project was to increase the number of certified child passenger technicians in each of the nine CTSP regions across the state.

To meet this goal for FY 2015, twelve ADECA funded three-day classes were held in the cities of Eufaula, Florence, Montgomery, Sylacauga, Mobile, Hueytown, Huntsville, Dothan, Troy, Saraland, Selma and Geneva. Each CTSP office was made aware of all the training opportunities available and that the classes were on a first-come, first-served basis. Not only were the classes advertised through the CTSP offices but each CTSP office was responsible for making sure all participants signed up using the website, www.cpsalabama.org. Many classes were projected to be held all over the state and many of the smaller communities were willing to participate. The smaller (higher risk, underserved) communities have been a goal of the CPS program since its inception.

A special emphasis was placed on retaining currently certified technicians. To meet this need, re-certification classes were offered all over the state. This re-certification class enables the technicians the opportunity to acquire all six CPS Continuing Education Units (CEUs) required for re-certification. The technician is also required to attend a two hour (minimum) checkup event and install five car seat scenarios with an instructor present to complete all the requirements for re-certification. These classes are coordinated through CTSP offices and are on a first-come, first-served basis. The calendar on www.cpsalabama.org is constantly updated and all the classes (both certification & re-certification) are shown. Each CTSP coordinator is encouraged to hold at least one CPS certification class and one CPS re-certification class in their region.

In FY 2015, seven ADECA sponsored re-certification classes were held. All of the re-certification classes are to support the fitting stations and ensure that existing technicians

have the latest information possible. The CPS coordinator assisted with the development of a re-certification curriculum for use in Alabama and it is already approved for CPS CEU's with SAFE Kids worldwide, which makes recertification much easier for technicians. Additionally, a NHTSA curriculum was offered to the Trooper academy (OP Kids LE). This curriculum gave these new troopers an awareness about Child Passenger Safety.

For FY 2015, the standardized CPS curriculum was revised and taught over three days instead of the previous four days. Since the revision of the standardized CPS curriculum in 2007, all classes will be taught over three straight days.

The second goal of this project was to increase communication and awareness on the issue of CPS in each of the nine CTSP regions.

The statewide CPS website offers a single place for all accurate CPS information, and is actively used by parents and technicians alike. The Alabama CPS website, www.cpsalabama.org is now being utilized all over the country. The website has also generated phone calls from all over the country from people wanting to learn more about seat belt laws in Alabama, the proper way to travel with children through Alabama and who they can contact for help in their local community.

During FY 2015, printable items were heavily utilized from the CPS website. A chart of the minimum and maximum weight ranges for all car seats was updated. In addition, the website has a re-certification page with links to articles, activities and tests to help technicians stay current and retain their certification. The calendar on the website notes Child Passenger Safety related events such as classes and events, and also offers valuable information on changes in the technology of child restraints.

In addition to updates on www.cpsalabama.org, more email communication was enacted with CPS technicians in Alabama. New developments in child restraint designs have been noted on the website as well. These changes will make it easier for parents to properly secure their children on every ride.

All potential students for certification classes and re-certification classes register for classes on-line at the website. The website has links to the latest recall list, the complete technician manual, offers a way for fitting stations to report their activities, a way for educational classes to report their activities, and a way for technicians, instructors and organizations to add their events to the CPS calendar. The website features an update service as well, so every time the website changes a subscriber's email will be notified.

As a third goal, each CTSP regional office will explore the possibilities of establishing additional permanent child passenger safety fitting stations in each of the regions.

With the classes taught during this FY 2015, awareness has been raised in these regional areas .The three-day certification classes taught this year had 119 students attend; most of these students passed the course and can assist the existing permanent fitting stations and

add more child passenger safety experts to Alabama. A report for the year shows 4,637 car seats were checked during the year with all 19 of the 21 fitting stations reporting. Additionally, 226 people received community education through CPS outreach trainings.

There currently are 21 fitting stations around the State of Alabama. They are: Children's Hospital, 3 Fire stations in Trussville, South East Medical Center in Dothan, Enterprise Police, Troy Police Department, Hartford Police Department, Crenshaw County Sheriff's Office, Ozark Police Department, ECM Hospital in Florence, Huntsville Hospital, Huntsville Pediatrics, Decatur-Morgan Hospital, Montgomery SAFE Kids, Tuscaloosa Police Department, Northport Fire, Demopolis Police, Oxford Police Department, Sylacauga Fire Department and Saraland Police Department. Alabama is constantly working to create more fitting station sites around the state to meet the need of caregivers. As this fiscal year and the following fiscal years progress more areas of the state will be covered with technicians and fitting stations.

Drive Sober or Get Pulled Over High Visibility Enforcement
Total FY 2015 Expended Funds - $37,237.93 - Funding Source – 410

In addition to the paid media effort, the Southeast and Mobile Regions in Alabama conducted a High Visibility Enforcement program for a two week period from August 21 through September 7. The enforcement program consisted of members from 41 law enforcement agencies from the municipal to the state level (Municipal Agencies: 20; County Sheriffs: 5; State Police Districts: 16; Other Agencies: 0). Officers worked 3,452 total hours and conducted a total of 36 checkpoints. The total number of citations issued was 6,125.

Drive Sober or Get Pulled Over Paid Media Campaign
Total FY 2015 Expended Funds - $324,577.31- Funding Source – 410

Overview
The 2015 Drive Sober or Get Pulled Over Campaign is a partnership among Governor Robert Bentley, the Alabama Department of Economic and Community Affairs, the Alabama Department of Public Safety, the National Highway Traffic Safety Administration, the Regional Community Traffic Safety Programs, and municipal and county law enforcement agencies.

Alabama Department of Commerce (ADC) implemented the Labor Day 2015 "Drive Sober or Get Pulled Over" State Media Plans and submitted to AOHS at ADECA/LETS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoints, saturation patrols, undercover officers and concerned citizens will conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

- Paid media: Wednesday through Friday weekly from August 19 to September 7. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

(1) Development of the "Drive Sober of Get Pulled Over" marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;

(2) Produced two television and radio advertising spots, "Too Much Trouble" and "See Yourself" in addition to corresponding billboard and newspaper ads;

(3) Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and newspaper, in addition to free and public service spots. Paid advertising for the campaign was placed with 25 broadcast television stations in five major metro areas, 54 cable stations, multiple radio networks that cover 130 AM and FM radio stations across the state.

(4) eBillboards were distributed across these markets.

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Results

Total Television Media buys were 28,053 paid media plus 6,302 bonus spots for a total of 34,355 including both broadcast and cable television. Other media sources that were utilized include radio, newspapers, eBillboards and al.com web ads.

ADC was able to negotiate a favorable “bonus media" to "paid media" ratio with the broadcast television and the cable television.

Creation and production for the 2015 ads was provided by the Media Production Group from Auburn University, producing this year’s "Too Much Trouble” and "See Yourself" campaign videos. They also produced beta-tapes and digital sound files for distribution at a minimal charge.

E- Billboards

Electronic billboards were leased in major markets where space was available and consisted of both 10' by 21' boards and 14' by 48' digital displays. Two designs for each size billboard were developed to correspond to and reinforce the video commercials.

Space in the rotations of electronic billboards were designed and placed in these markets: 21 digital locations covered Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika, Enterprise and Mobile markets.

AL.com (internet)

The statewide campaign demographically targeted to males aged 18-34. This demographic was developed for AL.com where, during an average month, 20% of their unique visitors are in the targeted range.

The campaign ran through September 7, and included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads.

Impaired Driving Paid Media Evaluation

The 2015 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.’s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 510 qualified Alabama driver residents were randomly sampled using a combination of landlines (60% of the total sample) and wireless (cell phones) (40% of the total sample) telephone exchanges.

Each of the five hundred (N = 510) research participants captured in the 2015 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the six (6) specified Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year

- Drank at least a single beer, glass of wine or other alcoholic beverage in the past year

The six (N = 6) specified Alabama counties sampled by the 2014 ADECA Alabama Alcohol Target Group Research were:

- Lee (N = 38)
- Jefferson (N = 167)
- Madison (N = 90)
- Mobile (N = 105)
- Montgomery (N = 58)
- Tuscaloosa (N = 52)

Each of the six (6) Alabama counties' sub-samples were proportionately weighted by the population. The sub-samples were randomly pulled from the top residential ZIP Codes in each county, also weighted within each county by population. This Stratified Sample Matrix offers the 2015 ADECA Alabama Alcohol Target Group Research with a demographic/geographic sound sample. Offering a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Gender: 45% of the respondents were male and 55% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The average age is 54.5 years old. Drivers age 19-24 made up 5.3% of respondents; 25-35 made up 13%; 36-45 made up 12.5%; 46-55 made up 21%, 56-65 made up 22.5%, 66 and older made up 25.7%.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 60.4%. Blacks or African American made up 35.4% of the survey while Hispanics/Latino made up 2.2%. Asians were 0.8% and "Other" made up 1.2% of the survey.

Respondent Education: Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 43%; some college education was chosen by 29%; high school graduate was chosen by 23%.

Major Findings among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (85%) said they drove almost every day while 13% drive a few days a week and 1% drive a few days a month or less. 1% replied that they drive a motor vehicle a few days a year.

Type of Motor Vehicle Driven: The majority of respondents (57%) drove cars. The next highest categories were SUVs at 23% followed by pickup trucks at 15% and vans or minivans at 5%.

Frequency of Seat Belt Use: Most drivers (93%) wear their seat belts all of the time and 5% wear their seat belts most of the time. Additionally, 1% wear their seat belts some of the time while 1% of the respondents answered that they never wear their seat belt.

Alcohol Use: The majority of drivers (54%) answered that they had at least one drink in the past thirty days.

Average Number of Days of Alcohol Use: Drivers were asked how many days out of the past 30 days did they drink any alcoholic beverages, which include, beer, wine, wine coolers, mixed drinks or liquor. Of those drivers who did have a drink, the number of days they drank was 1 day for 18%; 3 days for 17% and 2 days for 15%.

Driven within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 8% of respondents drove within two hours of drinking. This is a drop of 13 percentage points from last year's survey. Of those that did drink, the average number of days in the past 30 days in which they did drink and drive was 4.07 and the average number of drinks was 1.95.

Driving When Had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, only 5.0% replied "Yes".

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (70%) answered about the same, 19% of drivers answered more often than usual while 4% answered less than usual.

Overall Likelihood of Being Stopped: Drivers were asked what they believed the likelihood of being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. 73% felt they would not likely be stopped by police after drinking, 5% felt it was somewhat likely, 21% responded it was very likely they would be stopped. This is a much greater percentage of people who thought it was not likely compared to last year.

Increased Likelihood of Being Stopped: (That is, compared to a month ago, did they think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?) 22% of the drivers surveyed thought that the chances of being stopped had increased in the past month, 50% felt the likelihood of being stopped was about the same as the last month, 9% felt that it was less likely.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (77%) had seen or heard messages encouraging people

to avoid drinking and driving only 23% said they had not. Of those who had seen a message 70% saw the message on TV, while 17% heard it on the radio. 5% of respondents saw a billboard or sign and 1% read it in the newspaper. The majority of TV and radio messages (65%) were from commercials/advertisements and 22% were public service announcement.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if it was more message than usual to encourage people to avoid drinking and driving. 62% reported that they had seen about the same number of messages while 22% said they had seen more than usual.

Special Efforts by Police to Reduce Drunk Driving: Some drivers (25%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (60%) had seen the special effort by police on TV while 3% saw it on billboards or signs and 12% heard of the efforts on the radio. 57% saw or heard a commercial/advertisement and 19% saw or heard a public service announcement.

Overall Seen or Heard about Police Checkpoints: 25% of drivers had seen or heard about police checkpoints while 73% had not.

Visibility of Police Checkpoints: In the last 30 days, 23% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 38% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Unaided Awareness of Slogans: Drivers were asked to recall a name or slogan of a program to prevent drinking and driving. 8% responded with “They’ll see you before you see them! 17% responded “Friends Don’t Let Friends Drive Drunk”, 10% responded “Buzzed Driving is Drunk Driving”, 7% responded with “You Drink and Drive. You Lose”, and 14% with “Drive Sober or Get Pulled Over” which is a big increase over last year’s survey numbers. The highest increase from last year to this year in unaided awareness was with the “Drive Sober or Get Pulled Over” slogan which is the main slogan.

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. 16% responded “Don’t Drink and Drive in Alabama’s Hotspots”, 20% responded with “Friends Don’t Let Friends Drive Drunk”, 15% responded with “Drunk driving. Over the Limit. Under Arrest.”, and 3% with “Drive Sober or Get Pulled Over”.

Enforcement of Drinking and Driving Laws: Most drivers (90%) feel it is very important to enforce drinking and driving laws more strictly, whereas 5% felt it was fairly important and less than 1% felt it was not that important.

Traffic Safety Resource Prosecutor Program
Total FY 2015 Expended Funds - $160,403.59 - Funding Source – 405d

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges and other traffic safety professionals by offering competency and expertise in the area of impaired driving.

Responsibilities

- Provide on-call technical assistance and legal research to prosecutors on a myriad of legal issues pertaining to impaired driving prosecution. Issues include: Standardized Field Sobriety Testing (SFST), probable cause, implied consent, breath and blood testing, trial advocacy, evidentiary predicate and the Drug Recognition Expert (DRE) program.
- Assess training needs and develop training opportunities for prosecutors and law enforcement officers to enhance the effectiveness and competence of investigating and prosecuting impaired driving cases.
- Assist and/or lead prosecutions of impaired driving cases upon request.
- Develop and maintain resources related to the investigation and prosecution of impaired driving cases.
- Monitor legislative matters that impact impaired driving laws.
- Communicate with other state agencies involved in impaired driving cases such as the Alabama Department of Public Safety and the Alabama Department of Forensic Sciences to promote uniform enforcement and prosecution of Alabama's impaired driving laws.
- Make presentations to and participate in local, state and national meetings on traffic safety issues.
- Maintain a working relationship with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC) and other TSRPs around the country.
- Maintain a website on which relevant and informative information is contained.
- Serve as the state coordinator for Alabama's Drug Recognition Expert (DRE) program.

2015 Activities

- Conducted training classes for prosecutors, investigators, Judges, defense attorneys, clerks, and law enforcement officers. These classes included National TSRP webinar series, Ignition Interlock workshops, DUI: Contact to Courtroom, Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings.
- Prosecuted 2 cases throughout the year.
- Held annual meetings of the Alabama Impaired Driving Prevention Committee.
- Attended Alabama District Attorneys Association Winter Conference
- Attended Region 4 LEL Conference in Charleston, SC.

- Attended Society of Forensic Toxicologists annual conference.
- Attended MADD: No Refusal Workshop
- Executed the planning for a Drug Recognition Expert (DRE) class in Jacksonville, FL.
- Maintained a TSRP website that has generated over 239,552 hits since its launch in January 2011.

The TSRP website, www.alabamaDUIprosecution.com had 34,552 hits for FY 2015.

The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with an eye to the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

Driver's License Suspension Appeals Program
Total FY 2015 Expended Funds - $32,002.99- Funding Source - Section 402

The Driver License Suspension Appeals Program was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was the intention of the administrative license suspensions.

The goal of the Driver License Suspension Appeals (DLSA) Program is to ensure timely driver license suspension thus protecting drivers on the roadways of Alabama. There were three objectives to meet this goal.

Objective 1 was to maintain the average of five months required to handle driver license suspension appeals and decrease by one month. This goal of reducing the time of handling the appeals was not achieved in FY 2015; however the five month average has been maintained. One reason the goal was not achieved was because of the increase in DUI deferral programs being run by Municipalities and District Attorneys, which slows the enforcement efforts on the part of the legal unit. There is also an effect that the enforcement effort is having on CDL holders, as DUI arrest affects their CDL status even if they are arrested in their personal car.

The FY 2015 year began on October 1, 2014 with 989 cases pending; an additional 758 cases were filed this grant period. The grant's attorneys were able to clear 781 cases, because of the limited court schedule for setting cases, giving a total of 989 cases pending

on September 30, 2015. The legal unit made 778 court appearances and disposed of 100.3 percent of the cases.

Objective 2 was to reduce the number of pending driver license suspension appeals from 989 to 735, a reduction of 25 percent. This goal was not met. This is due to greater enforcement action and many courts running deferral programs allowing persons to get their DUI criminal cases dismissed and the civil cases continued. There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions in the court system.

Objective 3 was to further streamline DLSA procedures by continuing to request the courts schedule cases in groups in order to combine as many possible into one trip. This goal has been achieved.

The DLSA Program has been very successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available. The greatest challenge is developing a plan to reduce the number of cases because of the large increase in the number of court filings, due to greater enforcement and the courts running deferral programs allowing persons to get their DUI criminal cases dismissed causing the withdrawal of the suspension prior to hearings.

This year the DLSA Program prepared and answered complaints filed by people attempting to keep their driver license under Alabama Administrative Suspension Act and attend court to defend the Director's action. Because of the courts financial and personnel problems, it is very difficult to get the cases before the court. They continue to be unable to get the courts in the smaller counties to set these cases on other than nonjury dockets which are held only a few times a year. They are continuing to work with the courts to shorten the pending case time as the Department is very successful in closing the cases once they come to trial.

Alabama Yellow Dot Program - Etowah County Commission
Total FY 2015 Expended Funds - $12,802.82 - Funding Source - State Traffic Safety Trust Fund

The Older Drivers segment of the population is growing by increasing amounts annually due to the "Baby Boomers" entering the later stage of their lives. Crash injury treatments involving Older Drivers in rural areas as well as cities are hampered by the fact that Emergency Medical Services (EMS) personnel will not start treatments on the way to hospitals without information on the injured party's normal medical condition or information regarding medication that the party may be taking. This delay radically cuts into the "Golden Hour" in which proper treatment can save a person's life.

Many other segments of the population of Alabama have medical conditions that may give first responders the wrong impression if information concerning their affliction is

not readily available. In the event of a crash, passengers may be unable or too distraught to convey information to the medical people on the scene.

The Northeast Alabama Traffic Safety Office (NATSO) in cooperation with the Etowah County Commission has continued implementation of the ADECA/LETS Yellow Dot Program for Senior and At Risk Drivers in the North East Region of Alabama. NATSO continued to take the lead role in the implementation of the Yellow Dot Program throughout the other regions of the State of Alabama and has coordinated the forming and training of coalitions of Law Enforcement, Fire, EMS and Senior Groups. While designed for Alabama seniors, the Yellow Dot Program benefits all drivers of passengers with medical issues.

This year all 67 counties in the State participated in the Alabama Yellow Dot Program. We now have an enrollment locations within 50 miles of 100% of the state's population.

While the Yellow Dot Project Director resigned in July, 2015, there continues to be television coverage and print media interest for the program. The remaining program materials will continue to be distributed throughout Alabama by the community enrollment stations. This grant has achieved or exceeded the goals and objectives outlined in the grant application. As designed, the program will continue as it is driven by locally recruited volunteers. The state will continue to direct public inquiries to the appropriate local coordinators.

Alabama Driver Attitude Report 2015-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older. Interviews were started in July 2015. Research Strategies, Inc., conducted the data collection. CAPS managed the process and project.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 253 qualified Alabama residents were randomly sampled using a combination of landlines (68.77% of the total sample) and cell phones (31.23% of the total sample) telephone exchanges.

<u>General Information</u>

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age or respondents was 48.5 years old.

Respondent Education: 61.27% of Alabama drivers have some college or technical school or more education.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 67%. Blacks or African American made up 30% of the survey. Hispanic or Latinos made up 2%. Other races made up 1%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (82%) said they drove almost every day while 13% drive a few days a week and 4% drive a few days a month.

Research Observations:

- 92.49% of Alabama drivers indicate that in the past sixty (60) days they have not driven within two (2) hours of drinking an alcoholic beverage.
- 7.51% of the Alabama driver population drive after drinking.
- 45.85% of Alabama's Drivers have no knowledge of any Alabama Law Enforcement impaired driving advertising messages recently.
- 91% report they wear their seat belt all of the time.
- 52.17% of Alabama drivers have no advertising recall to Alabama Law Enforcement's Seat Belt messages.
- Alabama drivers are almost twice as likely to speed in 30 MPH speed zones as in 65 MPH speed zones.
- Conclusion - The 7.51% of the Alabama driver population segment that are problem drivers for drunk driving are also problem drivers for seat belt usage and speeding issues.

The Recommended Set of Core Survey Questions by GHSA and NHTSA and responses:

1. Frequency of Safety Belt Use: When asked how often they wear their seat belt when driving or riding in a vehicle, responses were that 89% wear their seat belts all of the time and 5% wear them most of the time. Less than 1% rarely wear them and 3% say they never use their seat belt.

2. Messages about Seat Belt Law Enforcement: When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 40% reported "Yes" and 58% reported "No".

3. Likelihood of Being Ticketed for Not Wearing a Seat Belt: When asked what people thought their chances were of getting a ticket if they did not wear their seat belt at all while driving or riding over the next six months, 48% said very likely, 28% said somewhat likely, 13% responded somewhat unlikely and 7% replied very unlikely.

4. Driving Over the Speed Limit of 30 mph: When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 27% most of the time, 25% half of the time, 27% rarely and 21% never.

5. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received. 12% said most of the time, 10% said half of the time, 43% said rarely and 34% replied never.

6. Messages about Speed Enforcement: When asked how often they have read, seen or heard anything about speed enforcement by police in the last 30 days, 33% reported most of the time, 21% half of the time, 18% rarely and 27% never.

7. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 49% said very likely, 42% said somewhat likely, 5% said somewhat unlikely and 3% said very unlikely.

8. At Least One Alcoholic Beverage In the Past Year: When asked in the past year, have they had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers, 44% responded "Yes" and 56% responded "No".

9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had a little. 29% replied yes and 71% said they had not.

10. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 69% said they had and 29% said they had not.

11. Likelihood of Getting Arrested If You Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 57% said very likely, 36% said somewhat likely, 4% said somewhat unlikely and 2% responded very unlikely.

The above responses are reviewed annually and if there are any significant changes, corrective action is discussed and implemented as needed.

Impaired Driving Hot Spot High Visibility Enforcement
Total FY 2015 Expended Funds- $948,798.08 – Funding Source-405d

There were nine local Alcohol High Visibility Enforcement projects during FY 2015 as well as one statewide Alcohol High Visibility Enforcement project. Each of these projects focused on alcohol related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the nine CTSP/LEL regions and the statewide project was conducted in conjunction with the Alabama Law Enforcement Agency.By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk. This campaign resulted in 1,004 DUI arrests, 17,195 Speeding citations, and 3,980 Seatbelt citations for a total of 22,179.

Impaired Driving Hot Spot High Visibility Media Campaign
Total FY 2015 Expended Funds- $392,432.94 – Funding Source-405d

Overview
The 2015 Drive Sober or Get Pulled Over Campaign is a partnership among Governor Robert Bentley, the Alabama Department of Economic and Community Affairs, the Alabama Department of Public Safety, the National Highway Traffic Safety Administration, the Regional Community Traffic Safety Programs, and municipal and county law enforcement agencies.

Alabama Department of Commerce (ADC) implemented the Christmas and 4th of July "Impaired Driving" State Media Plans and submitted to AOHS at ADECA/LETS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoints, saturation patrols, undercover officers and concerned citizens will conduct massive enforcement

efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

- Paid media: Weekly from December 10- December 31, 2014 and June 29- July 4, 2015. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

(1) Development of the "Impaired Driving" marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;

(2) Produced two television and radio advertising spots, "Consequences" and "5 MPH" in addition to corresponding billboard and newspaper ads;

(3) Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and newspaper, in addition to free and public service spots. Paid advertising for the campaign was placed with 25 broadcast television stations in five major metro areas, 50 cable stations, multiple radio networks that cover 130 AM and FM radio stations across the state.

(4) eBillboards were distributed across these markets.

(5) Movie Theatre ads were placed in the Carmike Cinemas across the state in these markets.

Results

Total Television Media buys were 19,979 paid media plus 1,838 bonus spots for a total of 21,817 including both broadcast and cable television. Other media sources that were utilized include radio, newspapers, eBillboards and al.com web ads.

ADC was able to negotiate a favorable "bonus media" to "paid media" ratio with the broadcast television and the cable television.

Creation and production for the 2015 ads was provided by the Media Production Group from Auburn University, producing this year's "Consequences" and "5 Mile" campaign videos. They also produced beta-tapes and digital sound files for distribution at a minimal charge.

E- Billboards

Electronic billboards were leased in major markets where space was available and consisted of both 10' by 21' boards and 14' by 48' digital displays. Two designs for each size billboard were developed to correspond to and reinforce the video commercials.

Space in the rotations of electronic billboards were designed and placed in these markets: 21 digital locations covered Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika, Enterprise and Mobile markets.

AL.com (internet)

The statewide campaign demographically targeted to males aged 18-34. This demographic was developed for AL.com where, during an average month, 20% of their unique visitors are in the targeted range.

The campaign ran through from December 10- December 31, 2014 and June 29- July 4, 2015 and included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads.

Traffic Safety Information Systems
(EMS Run Data Entry Software, MapClick and Paperless Office)
Total FY 2015 Expended Funds - $570,561.00 - Funding Source - Section 405c

CAPS and the AOHS in ADECA/LETS continue to take advantage of a long-standing relationship that has been mutually beneficial for many years for one another and for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2015.

The following areas describe the stems for the FY2015 traffic records upgrades in Alabama according to the approved 2015 405C grant application:

1. RESCUE Software and Supporting Components
2. Geographical Information Systems, Locations and the SAFETY Portal
3. Data Deficiencies
4. Analytics
5. Systems Analysis
6. Citation and DUI Tracking

Progress in these areas during FY2015 are described as follows:

1. RESCUE Software and Supporting Components

Area Goals: To complete the work started on the Recording of Emergency Services Calls and Urgent-Care Environment (RESCUE) system in order to create data more efficiently and also of higher quality data than are currently being obtained. This extends to the

additional components outside of the data entry system that will be essential to its eventual deployment.

Substantial progress was made on the RESCUE web client. Coordination meetings continued between CAPS and the Alabama Department of Public Health (ADPH) personnel to improve the user interface, and a consensus was reached on the overall look and feel of the user inter-face. The Web-based RESCUE client has been further developed, and it was presented to ADPH. An initial beta testing group is being identified, and beta testing is expected to begin soon.

The goal of this effort is to relieve the State of the burden of purchasing the services of an outside contractor to furnish the software for EMS run data entry, which has been found to have many deficiencies, not the least of which is the annual cost. CAPS has finished the work to qualify the state to be nationally certified as an National Emergency Medical Services Information Systems (NEMSIS) 3 state. CAPS is in the process of working with ADPH to get the state-centric validation and business rules in place to ensure ADPH has all the correct data to perform the studies they are required to do.

While ADPH has not finalized some of the rules, all of the rules that they specified and approved have been implemented in the validation language. Those that have been finalized have also been implemented in the Schematron validation language, which is used to assert the rules are met during an ePCR submission. Alabama is the only state certified as 3.4.0 compliant (as of October 14, 2015); the NEMSIS website (http://nemsis.org/v3/compliantSoftware.html) listed University of Alabama, Center for Advanced Public Safety as being on the only vendor being "receive and process" compliant on NEMSIS version 3.4.0.

2. Geographical Information Systems, Locations and the SAFETY Portal

Area Goals: To implement a dramatically improved (in both efficiency and effectiveness) location data entry system, and to use this improved data as productively as possible to produce location information that will have a maximum impact on improving traffic safety throughout the state via CARE desktop as well as the SAFETY Portal, and to innovate the SAFETY Portal so it will produce the most useful information possible.

Considerable effort was directed toward using the link/node information in the Traffic Safety Portal. New algorithms were developed to more accurately assign latitude and longitude coordinates to crashes where officer reported location data was not consistent with the reported coordinates. Of the crashes with coordinates, the Traffic Safety Portal is currently resolving 42% of these crashes using the algorithms developed. The Traffic Safety Portal has improved processing efficiency and eliminated data inconsistencies by consolidating databases to better coordinate locations mapping, reporting and querying.

MapClick is a system that enables officers to click the location of the crash on a map and it is then automatically put all of the required information into the crash report (road codes, road name, link codes, node codes, milepost). The development of MapClick has

been completed so that the concentration now is on its deployment. Data updates were made, and several hundred DVDs of the system and data were created and released to the municipal agencies. CAPS is actively promoting the use of the system and is handling any questions of issues as calls come in.

3. Data Deficiencies

Area Goals: To produce improved data within all of the existing data entry systems either by enhancing these systems or by replacing them with system that are significantly improved from both an efficiency and a data quality point of view; this goal will also include the creation of entirely new data entry systems (or the augmenting of existing systems) when it is found that it is critical that new data elements be made available to the information generation process. This goal includes the extension of adding MOVE applications and improving the crash, roadway, medical, license tag and citation systems completeness, accuracy and timeliness.

By far the largest issue in data accuracy and usefulness involves the state's transition to the eCrash reporting system that was initiated in July 2009. The new custom report that was developed in the third quarter this year is being used extensively to reduce incompleteness in reporting that characterized many of the smaller agencies. Efforts have continued to format and refine the report to eliminate agencies not expected to generate crash reports (state parks, universities, some sheriffs, etc.). Also, efforts have been made to design improvements to the reports that would compare their current submissions against past year submissions to determine how severe the discrepancies might be.

The reports now being generated indicate agencies that have not submitted a crash report in the last 30 and 60 days. This report is being forwarded to the agency, the appropriate Community Traffic Safety Professional, and the Department of Transportation. CAPS has also reached out to a number of local agencies to determine if additional training or other support is needed. CAPS has continued to review the quality of its data and has used CARE to perform some analytics in this regard. A number of variables show continuous improvement comparing 2014 with 2013 for nulls reductions.

4. Analytics

Area Goals: To produce improved analytics capability that turns the better-quality and more complete and consistent data into more effective information that is specifically designed to be used in the decision-making process to improve the ability to obtain information from the data by the use of more user-friendly and powerful analytical systems, which will also bring the traffic safety community together by means of a comprehensive portal that involves all traffic safety efforts in the state.

A number of analytics studies were performed, including:

- Two analyses to isolate the worst six-day periods of the year for older and younger drivers;

- A heavy truck analyses that surfaces and isolates both the truck driver and the passenger car driver errors that most often result in these types of crashes; and
- An update on the young driver analysis to bring studies on this most critical segment of the driving population up to date.

Several minor bug fixes were performed on the Extract-Transform-Load (ETL) process. The post-processing pruning tool was used extensively in these studies to quickly re-analyze and re-process Frequency and IMPACT analyses. This tool has a large number of other applications, many of which have not been considered at this point. Work also continues on improved more user-friendly Extract-Transform-Load (ETL) process, which is used to integrate databases.

5. Systems Analysis

Area Goals: To foster the creation of new ideas that can contribute to traffic safety directly and indirectly through an improved Traffic Safety Information System (TSIS), with the view of integrating these concepts into the annual update of the TSIS Strategic Plan for consideration of future development.

Efforts have continued in the use of the analytics studies given in Item 4 above, to convert this information into useful countermeasure information. This effort is expected to result in an update to the TSIS Strategic Plan, and the planning and implementation for the state's Traffic Records Assessment, which has been initiated. The Traffic Records Coordinating Committee will continue to be active in supporting these efforts.

6. Citation and DUI Tracking

Area Goals: To establish and effective DUI/Citation tracking system that will enable the disposition of all citations to be tracked effectively, and to close the loop on DUI offenders so that officers in the field and other judicial officials throughout the state can see the status of all those convicted of DUI including those assigned to alternative treatment programs.

An in-depth analysis of the Model Integrated Defendant Access System (MIDAS) system was conducted as a follow-up to the meetings with the Administrative Office of Courts (AOC). It was determined by AOC that a dataset for MIDAS was not needed at this point to perform DUI tracking since other court data locations are being investigated to build a DUI tracking system. It might be determined in the future that a CARE dataset for MIDAS data will be useful for performing analytics on these data, and this will be given additional consideration moving forward.

Because of the Alabama Law Enforcement Agency (ALEA) consolidation of the various law enforcement efforts that had existed within all state agencies under this single umbrella, several major software transitions were required, and these are continuing. For example, it has become necessary to migrate the entire suite of CAPS-supported software to conform to the necessary Originating Agency Identifier (ORI) changes. These ORI

changes went into effect on January 1, 2015 and these efforts to conform were continued throughout the year.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program
Total FY 2015 Expended Funds - $60,000.00 - Funding Source - Section 408

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. FY 2015 program highlights included enhancements to EMSIS Inspector, overseeing third-party compliance testing of AL ePCR data from individual agencies, adding a method to handle bulk payments in AlaCert, and revamping the AlaCert refunding functionality.

The NEMSIS compliant data system is required by the National Highway Traffic Safety Administration, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

<u>Traffic Records Strategic Planning</u>

One of the most critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A

Legacy for Users (SAFETEA-LU) legislation, and it is now required by the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation.

TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting in order to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2014-2018), and an application for a grant to NHTSA in July 2015. The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive. While many of the efforts documented by this plan can be addressed by the TRCC-represented agencies, additional resources will be required for the monitoring, data collection, progress reporting, and project management steps that have resulted from recent legislation.

Legislative Summary

The AOHS provided information and general assistance to the legislative staffs that supported the bills listed below for the 2015 legislative session. The following passed in the 2015 session:

1. Expansion of the bicycle three foot law;
2. Minimum standards for motorcycle licensure testing;
3. Commercial vehicle hours of service variances.

The following sections present the details of the bills, some of which are summarized above. For reference to bills considered in years prior to the 2015 session, consult previous AOHS Annual Reports.

<u>Enacted Bills:</u>

The following bills were enacted during the 2015 session of the Alabama State Legislature:

- **SB4 - Motor vehicles, overtaking and passing bicycles, must maintain safe distance of at least three feet from bicycle, definition of safe distance, Sec. 32-5A-82 amended. - Senator Gerald Allen:** This bill requires that a driver of a motor vehicle overtaking a bicycle proceeding in the same direction is required to

pass at a safe distance of not less than three feet (3') and maintain the clearance until safely past the bicycle. **Status as of 06/04/2015: ENACTED - Assigned Act No. 2015-473**

- **SB155 - Brantley, motor vehicles, automated photographic speeding enforcement, ordinances, civil fines, record keeping, municipal court jurisdiction, appeals, Brantley Speed Limit Safety Act- Sen. Dick Brewbaker. Known as the "Brantley Speed Limit Safety Act,"** relating to the City of Brantley, Alabama, in Crenshaw County; authorizing automated speeding enforcement in the City of Brantley, Alabama, as a civil violation. The city of Brantley must adopt a municipal ordinance consistent with this act and provide certain procedures to be followed by the city using automated photographic speeding enforcement. **Status as of 03/23/2015: Delivered to Governor at 10:40 a.m. on March 19, 2015**

- **SB321 - Motor vehicles, drag racing, crime further defined, penalties increased, impoundment of vehicle and forfeiture for subsequent offenses, Sec. 32-5A-178 amended - Sen. Bobby Singleton.** This bill provides that organizers and spectators of illegal drag racing are guilty of the offense and subject to higher penalties and possible impoundment or seizure of vehicles involved in illegal drag racing under certain circumstances. In addition, the vehicle of a person charged with drag racing who has previously been convicted of the offense would be subject to forfeiture. **Status as of 05/28/2015: ENACTED - Assigned Act No. 2015-318**

- **HB212 - Motorcycles, licensure of operators, testing by Department of Public Safety and the Alabama Traffic Safety Center, Secs. 32-5A-240, 32-12-22 amended- Rep. Phillip Pettus.** Requires the operator of a motorcycle to pass a motorcycle test designated by the Alabama Law Enforcement Agency (ALEA) or complete an Alabama Traffic Safety Center/Alabama Motorcycle Safety Program, Motorcycle Safety Foundation, Basic Riders Course and to have a Class M designation on the person's driver's license or to have a Class M motorcycle license. The bill also specifies that a person 14 years of age or older would be required to pass a knowledge test designated by the Alabama Law Enforcement Agency or complete an Alabama Traffic Safety Center/Alabama Motorcycle Safety Program, Motorcycle Safety Foundation, Basic Riders Course in order to obtain a Class M motorcycle license with a motor-driven cycle restriction. In addition, a person 17 years of age or younger operating a motorcycle or motor-driven cycle would be subject to the restrictions provided in the Graduated Driver's License law applicable to a driver 17 years of age or younger. **Status as of 05/21/2015: Delivered to Governor at 10:24 a.m. on May 21, 2015.**

- **HB298 - Commercial motor vehicles in intrastate transportation, allowable variances for hours of service limitations according to federal rule or law, adopted- Rep. Barry Moore.** Under existing law, Alabama has adopted the hours of service regulations for commercial motor vehicles as written by the

Federal Motor Carrier Safety Administration (FMCSA). The FMCSA has certain optional regulations that states are allowed to adopt a variance without jeopardizing the funding of the state from the Commercial Motor Carrier Safety Assistance Program. This bill adopted the allowable variances for the hours of service limitations for intrastate commercial motor vehicles. The intrastate hours of service limitations shall be the following: (1) A 12-hour driving limit, provided driving a commercial motor vehicle after having been on duty for more than 16 hours is prohibited. (2) Driving shall be prohibited for any driver who has been on duty 70 hours in seven consecutive days or 80 hours in eight consecutive days. **Status as of 05/26/2015: Delivered to Governor at 6:12 p.m. on May 26, 2015.**

- **HB376 - Mobile Co., electronic enforcement related to overtaking of school bus- Rep. Margie Wilcox. Known as the "Mobile County School Bus Safety Act."** Relating to Mobile County; to authorize electronic enforcement related to overtaking a school bus in the county or municipalities located in the county and to provide that the unauthorized overtaking of a school bus would be a civil offense; to authorize a county or city board of education located in the county to approve a civil process of electronic detection device of a school bus violation enforcement; to require certain procedures to be followed by a county or city board of education using electronic school bus enforcement. **Status as of 05/28/2015: Delivered to Governor at 9:12 a.m. on May 28, 2015.**

Important Traffic Safety Related Legislation that was introduced but did not pass.

The following is a summary of relevant legislative items introduced during the 2015 session. These items may or may not be resubmitted in the next session:

HB105 - Motor vehicles, pickup trucks, riding in bed of by person under certain age, prohibited, exceptions, phased in implementation, penalties - Rep. Kerry Rich. This bill would specifically prohibit the operator of a pickup truck or similar vehicle from allowing a person age 19 or under to ride in the bed of the pickup truck on a major thoroughfare. The bill would provide exceptions and would prescribe a penalty for a violation. The bill would provide for a phased in implementation. **Status as of 06/03/2015: Indefinitely Postponed**

HB198 - Motor vehicles, distracted driving, prohibition of, penalties- Rep. Alan Harper. This bill would provide that it is unlawful to engage in distracted driving, resulting in the unsafe operation of the vehicle where inattention is caused by reading, writing, performing personal grooming, interacting with pets or unsecured cargo, using a wireless telecommunication device, or engaging in any other activity that causes distractions. **Status as of 06/03/2015: Indefinitely Postponed**

HB226 - Driver's Licenses, Stage II, 16 year olds, minimum of behind-the-wheel driving practice hours increased from 30 to 50, Sec. 32-6-7.2 am'd.- Rep. James Hanes. This bill would require that the applicant for a Stage II driver's license who is 16

years of age to complete a minimum of 50 hours of behind-the-wheel driving practice. The bill would also add grandparents to the list of persons who can sign verification forms for Stage II driver's license applicants who are 16 years of age. **Status as of 04/28/2015: Pending third reading on day 18 Favorable from Transportation and Energy**

HB519 - Motor vehicles or trailers, logs, pulpwood, poles, or posts being transported, amber strobe light or amber LED light displayed under certain conditions, warning flag displayed under certain conditions at the end of the load - Rep. Nathaniel Ledbetter. This bill would require any motor vehicle or trailer transporting a load of logs, long pulpwood, poles, or posts that extend more than four feet beyond the rear of the body or bed of the vehicle to have an amber strobe light or amber LED light equipped at all times on the vehicle that flashes at a rate of at least 60 flashes per minute and is visible at least 500 feet from the rear and both sides of the projecting load. This bill would also require one bright red or orange fluorescent warning flag not less than 18 inches square be placed at the rear of the projecting load if the load is two feet wide or less. If the load is more than two feet wide this bill would require that two warning flags be placed at the rear of the load to indicate the maximum width of the load which extends beyond the rear of the vehicle. **Status as of 05/21/2015: Read for the first time and referred to the Senate committee on Agriculture, Conservation, and Forestry**

HB556 - Driver's licenses, penalties for violations of restrictions on Stage II driver's licenses, revised, Sec. 32-6-7.2 am'd. - Rep. Mike Holmes. This bill would revise the penalties for a violation of the restrictions on a Stage II license, including revocation of the license and reversion to a Stage I license for a period of six months, would require the driver to revert to a Stage I license for a period of six months, would require the court to assess a fine of $250, plus court costs, and would provide for the assessment of two points. This bill would also provide that a parent, legal guardian, or other adult who knowingly allows a driver with a Stage I or Stage II license to drive a motor vehicle in violation of applicable restrictions is subject to a fine of $500, plus court costs. **Status as of 06/04/2015: Judiciary first Amendment Offered**

For a comprehensive list of all TSR legislation introduced during the 2015 session (and previous sessions) visit:
http://www.safehomealabama.gov/GovernmentAgencies/StateAgencies/ALLegislature.aspx

STATEWIDE STATISTICS 2007-2014

	2007	2008	2009	2010	2011	2012	2013	2014
C-1 Number of Traffic Fatalities (FARS)	1,110	969	848	862	895	865	852	820
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File)	22,755	20,293	15,131	10,544	9,904	8,974	8,558	7,960
C-3 Fatalities/VMT (FARS/FHWA) • Total_____ • Urban_____ • Rural_____	 1.81 1.20 2.44	 1.63 1.18 2.10	 1.38 1.08 1.69	 1.34 0.97 1.72	 1.38 1.09 1.70	 1.33 0.99 1.69	 1.31 .82 1.85	 NA NA NA
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	538	452	378	394	382	354	369	351
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	377	314	267	264	261	240	260	264
C-6 Number of Speeding-Related Fatalities (FARS)	497	447	327	316	298	273	253	237
C-7 Number of Motorcyclist Fatalities (FARS)	85	100	76	86	98	97	80	65
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	8	15	7	5	10	10	1	10
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	194	163	140	140	136	139	102	91
C-10 Number of Pedestrian Fatalities (FARS)	69	68	64	61	79	77	59	96
C-11 Number of Bicycle Fatalities (FARS)	9	4	6	6	5	9	6	9
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	82.3%	86.1%	90.0%	91.4%	88.0%	89.5%	97.3%	95.7%
Speed Hotspots*	142	123	93	63	45	47	37	33
Speed Fatal Crashes*	359	338	221	212	188	179	165	141
Speed Injury Crashes*	3,392	2,958	2,299	1,883	1,832	1,779	1,663	1,529
Impaired Driving Hotspots*	191	190	194	143	144	179	198	176
Impaired Driving Fatal Crashes*	257	212	237	210	217	186	191	187
Impaired Driving Injury Crashes*	2,719	2,450	2,548	2,798	2,647	2,661	2,490	2,191

*** - State Data NA - Not Available**

Alabama FY2015 Traffic Safety Performance Measures

C-1) Number of traffic fatalities (Fatality Analysis Reporting System (FARS))

2008	2009	2010	2011	2012	Goal
969	848	862	895	865	885

Reduce total traffic fatalities by .34 percent from the five year base line average of 888 (2008-2012) to 885 by 2015*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five year average (2010 to 2014) number of traffic fatalities for 2015 is 859. The goal was achieved.

C-2) Number of serious injuries in traffic crashes (State crash data files)

2008	2009	2010	2011	2012	Goal
20,293	15,131	10,544	9,904	8,974	10,600

Reduce serious injuries in traffic crashes by 18.1 percent from the five year base line average of 12,949 (2008-2012) to 10,600 by 2015*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee**. The five year average (2010 to 2014) number of series injuries in traffic crashes for 2015 is 9,188. The goal was achieved.

C-3) Fatalities/VMT (FARS/FHWA)

Total Fatalities/100M VMT

2008	2009	2010	2011	2012	Goal
1.63	1.38	1.34	1.38	1.33	1.40

Reduce the fatality rate per 100M VMT by .7 percent from the five year base line average of 1.41 (2008-2012) to 1.40 by 2015*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five year average (2009-2013) fatality rate for 2015 is 1.35. The goal was achieved.

Rural Fatalities/100M VMT

2008	2009	2010	2011	2012	Goal
2.10	1.69	1.72	1.70	1.68	1.76

Reduce the rural fatality rate per 100M VMT by 1.1 percent from the five year base line average of 1.78 (2008-2012) to 1.76 by 2015.The five year average (2009-2013) rural fatality rate for 2015 is 1.73. The goal was achieved.

Urban Fatalities/100M VMT

2008	2009	2010	2011	2012	Goal
1.18	1.08	.97	1.09	.99	1.05

Reduce the urban fatality rate per 100M VMT by .9 percent from the five year base line average of 1.06 (2008-2012) to 1.05 by 2015.The five year average (2009-2013) urban fatality rate for 2015 is .99. The goal was achieved.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

2008	2009	2010	2011	2012	Goal
452	378	394	382	354	390

Reduce the unrestrained passenger vehicle occupant fatalities by .5 percent from the five year base line average of 392 (2008-2012) to 390 by 2015. The five year average (2010 to 2014) number of unrestrained passenger vehicle occupant fatalities for 2015 is 370. The goal was achieved.

C-5) Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)

2008	2009	2010	2011	2012	Goal
314	267	264	261	257	271

Reduce the alcohol- impaired driving fatalities by .7 percent from the five year base line average of 273 (2008-2012) to 271 by 2015. The five year average (2010 to 2014) number of driver or motorcycle operator with a BAC of .08 and above (FARS) for 2015 is 258. The goal was achieved.

C-6) Number of speeding-related fatalities (FARS)

2008	2009	2010	2011	2012	Goal
447	327	316	298	272	331

Reduce the speeding-related fatalities by .3 percent from the five year base line average of 332 (2008-2012) to 331 by 2015. The five year average (2010 to 2014) number of speeding-related fatalities (FARS) for 2015 is 275. The goal was achieved.

C-7) Number of motorcyclist fatalities (FARS)

2008	2009	2010	2011	2012	Goal
100	76	86	98	97	90

Reduce the motorcyclist fatalities by 1.1 percent from the five year base line average of 91 (2008-2012) to 90 by 2015. The five year average (2010 to 2014) number of motorcyclist fatalities (FARS) for 2015 is 85. The goal was achieved.

C-8) Number of un-helmeted motorcyclist fatalities (FARS)

2008	2009	2010	2011	2012	Goal
15	7	5	10	10	8

Reduce the un-helmeted motorcyclist fatalities by 11.1 percent from the five year base line average of 9 (2008-2012) to 8 by 2015. The five year average (2010 to 2014) number of un-helmeted motorcyclist fatalities (FARS) for 2015 is 7. The goal was achieved.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

2008	2009	2010	2011	2012	Goal
163	140	140	136	139	143

Reduce the number of drivers age 20 or younger involved in fatal crashes by .7 percent from the five year base line average of 144 (2008-2012) to

143 by 2015. The five year average (2010 to 2014) number of drivers age 20 or younger involved in fatal crashes (FARS) for 2015 is 122. The goal was achieved.

C-10) Number of pedestrian fatalities (FARS)

2008	2009	2010	2011	2012	Goal
68	64	61	79	77	69

Reduce the number of pedestrian fatalities 1.4 percent from the five year base line average of 70 (2008-2012) to 69 by 2015. The five year average (2010 to 2014) number of pedestrian fatalities (FARS) for 2015 is 74. The goal was not achieved. A detailed analysis of the pedestrian fatalities was performed. In the majority of cases, the pedestrian was at fault, not the driver. The fatalities were scattered throughout the state and not concentrated in one particular area. However, the highest increase occurred in the municipal highway classification. This correlates with the significant increase in overall crashes for 2014 indicating more traffic in general in the urban classification.

C-11 Number of Bicyclist Fatalities (FARS)

2008	2009	2010	2011	2012	Goal
4	6	6	5	9	5

Reduce the number of bicycle fatalities by 16.7 percent from the five year base line average of 6 (2008-2012) to 5 by 2015. The five year average (2010 to 2014) number of bicyclist fatalities (FARS) for 2015 is 7. The goal was not achieved. A detailed analysis of the bicyclist fatalities was performed. In the majority of cases, the bicyclist was at fault, not the driver. There were 12 bicyclist caused fatality crashes from 2010 through 2013 (an average of 3 per year) and there were 6 bicyclist caused fatality crashes in 2014. Other trends cannot be determined with such a small number. The main fact noticed is that three of the bicyclist fatalities occurred in August, 2014 and there were no previous bicyclist fatalities in August throughout all of 2010-2013. Supposition is that this could be due to the trend to start the school year progressively earlier in August. Subsequent studies might consider all bicycle crashes or all bicycle crashes with injuries to obtain more information on the changing patterns involved in these types of crashes. These studies will be performed in the coming year.

B-1) The observed seat belt use for passenger vehicles, front seat outboard occupants (survey).

2009	2010	2011	2012	2013	Goal
90.0%	91.4%	88.0%	89.5%	97.3%	92.5%

Increase the observed seat belt by 1.3% from the five year baseline average (2010 -2014) of 91.2% to 92.5% in 2015. The five year average (2011 to 2015) observed seat belt use for passenger vehicles, front seat outboard occupants (survey) for 2015 is 92.8. The goal was achieved.

*Has not been certified by NHTSA.

Alabama Traffic Safety Activity Measures

Year	2010	2011	2012	2013	2014	2015
Speeding Citations	49,003	61,054	42,067	57,670	63,890	64,719
DUI Arrests	5,108	4,867	2,021	2,508	3,848	2,381
Seat Belt Citations	36,341	43,384	30,384	25,536	36,120	17,801

OVERALL PROGRAM GOAL

The following is the overall long-range strategic highway safety program goal established in 2012:

To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2011 as a base year, through 2035).

Embracing the concept of Toward Zero Deaths (TZD), the Alabama Strategic Highway Safety Plan (SHSP) set a strategic goal of reducing fatalities by 50% over the next 25 years. Based on the 2011 fatality count of 895, this 2% (of the base year) per year reduction would average about 18 fatalities per year. While this might seem a modest number, if maintained as the average over a 25 year period, it will save more than 5,600 lives over that time period. This will be a major accomplishment in continuing the downward trend that was established in the 2007-2011 time frame, which reversed the alarming increase in fatalities that preceded 2007. Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25th year it amounts to 4% of the previous year.

Calendar year 2006 was the record high in Alabama for traffic fatalities, with a total of 1207. Between 2007 and 2011, there was a reduction of 1353 fatalities over that five-year time period (271 fatalities were saved per year). While no one in the traffic safety community believes that this rate of reduction (6% per year) can be sustained indefinitely, every effort will be made to sustain these new lower fatality counts and reduce them even further. Much of the large reduction was due to a recession in the economy coupled with higher fuel prices. These economic hardships tended to have a much higher impact on unsafe drivers than on the average driving public, for the following reasons:

- They would impact young drivers, economically disadvantaged with older less crashworthy vehicles, and traffic on county roads much more than commuters and Commercial Motor Vehicle (CMV) drivers who typically put most of their mileage on safer roadways;
- It would have a much higher impact on those with impaired driving (e.g., DUI) tendencies due to higher costs of alcoholic beverages with less (or perhaps no) discretionary money to purchase it; and
- The reduction in incomes placed a much higher premium on slower speeds to conserve fuel and the elimination of discretionary driving altogether.

While the goal of sustaining a 5% per year reduction in fatalities is unrealistic, it is not unrealistic to believe that we can sustain the current numbers and rate, and continue to reduce them at the modest rate of 2% per year.

Speed and Impaired Driving Hotspots

It has been established from Alabama crash data that a 50% reduction in the probability of any crash causing a fatality can be accomplished by a 10 MPH reduction in impact speed. Even a 5 MPH reduction can have significant life-saving benefits. In an effort to reduce crashes in general, and fatality crashes in particular, selective enforcement was the

primary countermeasure applied by AOHS in FY2015. These efforts responded to the basic selective enforcement mission as stated in the HSP:

> **Conduct selective enforcement coupled with Public Information and Education that will reduce fatalities and injuries by focusing on the locations identified for speed and impaired driving hotspots with additional strong consideration on hotspots where deficiencies in occupant protection were found.**

Speeding, impaired driving, and a combination of the two are the biggest causes of traffic crash fatalities, and therefore they have been targeted as the major problem areas to improve traffic safety in the State of Alabama. By focusing efforts to reduce the number of speed and impaired-driving related crashes, lives have been saved in the past and will continue to be saved in the future. These crashes are all caused by the *choice* to speed, and/or drive impaired. By changing driver and occupant behavior in the most over-represented locations, the number of hotspot locations will be reduced and traffic safety will be improved.

The number of hotspots continued to be monitored (as seen below in Table 3). Focusing on two of the biggest killers (speed and impaired driving) hotspots, achieved the goal of reducing the fatality count and rate. The criteria used to find the number of hotspots and the calculation of the rate did not change between the years in order to lend consistency in the total number of hotspots found for the State.

Table 3. Number of Hotspots for Three-Year Periods

Fiscal Year	Calendar Year Data Used	Speed Hotspots	Impaired Driving Hotspots	Total Number of Hotspots
2009	2005-2007	142	191	333
2010	2006-2008	123	190	313
2011	2007-2009	93	194	287
2012	2008-2010	63	143	206
2013	2009-2011	45	144	189
2014	2010-2012	47	179	226
2015	2011-2013	37	198	235

As the State works to reduce the fatality rate by reducing the number of hotspots meeting the fixed criteria, a statewide effort continued to focus traffic safety funding on hotspot locations. By doing this, every possible action was taken to bring these numbers down during the 2015 fiscal year. The change in the number of hotspots found (using identical search criteria) in each year continued to be monitored. Slight reductions in the total number of hotspots were seen in the three year periods ending 2008 and 2009. A more significant drop in the total number of hotspots was seen between 2009 and 2010. There was an increase in the three year periods ending 2012 to 2013.

The general strategy was to require the CTSP Coordinators to focus their plans primarily on the speed, impaired driving and occupant restraint deficiency hotspot locations

identified for their respective regions. By doing this they focused on the most critical problem areas and the biggest killers. Tables 4a and 4b present a summary of all crashes for the Calendar Years 2001-2013.

Table 4a. Summary of All Crashes – CY 2001-2006 Alabama Data

Performance Measures	2001	2002	2003	2004	2005	2006
Fatal Crashes	902	931	899	1033	1013	1074
Percent Fatal Crash	0.67%	0.66%	0.64%	0.71%	0.70%	0.77%
Injury Crashes	29771	30922	30748	31856	31335	30527
Percent Injury Crashes	22.26%	22.02%	21.80%	21.77%	21.76%	21.84%
PDO Crashes	103066	108583	109420	113469	111645	108179
Percent PDO Crashes	77.07%	77.32%	77.57%	77.53%	77.54%	77.39%
Total	133739	140436	141067	146358	143993	139780

Table 4b. Summary of All Crashes – CY 2007-2013 Alabama Data

Performance Measures	2007	2008	2009	2010	2011	2012	2013
Fatal Crashes	1010	886	775	793	814	815	745
Percent Fatal Crash	0.75%	0.71%	0.63%	0.62%	0.64%	0.63%	0.59%
Injury Crashes	28295	25613	27675	29051	27687	27551	26810
Percent Injury Crashes	20.92%	20.66%	22.37%	22.63%	21.69%	21.45%	21.15%
PDO Crashes	107971	99241	96840	100126	100795	101706	100675
Percent PDO Crashes	79.83%	80.05%	78.26%	77.99%	78.95%	79.18%	79.43%
Total	135256	123968	123740	128384	127668	128442	126740

Tables 5a and 5b summarize all Speed and Impaired Driving hotspots for FY 2008 through FY 2015. Past years data are included here in order to allow for comparison within each region. The % of Total Hotspots given in the following two tables is for FY2015.

Table 5a. Speed Hotspot Listing by Region

Region	Speed Hotspots for Fiscal Years								
	2008	2009	2010	2011	2012	2013	2014	2015	% of Total Hotspots (2015)
Birmingham	25	35	26	21	16	15	14	11	29.73%
North East	11	17	17	11	13	8	10	7	18.92%
North	10	18	17	16	9	5	4	2	5.40%
Mobile	15	15	14	13	9	4	4	5	13.51%
East	14	16	17	13	8	3	9	6	16.22%
Central	15	12	15	8	7	3	4	3	8.11%
South East	11	7	6	5	2	3	1	2	5.41%
South West	5	10	4	4	2	1	0	0	0.00%
West	14	16	14	8	1	2	1	1	2.70%
TOTAL	**120**	**146**	**130**	**99**	**67**	**44**	**47**	**37**	**100.00%**

Table 5b. Impaired Driving Hotspot Listing by Region

Region	Impaired Driving Hotspots for Fiscal Years								
	2008	2009	2010	2011	2012	2013	2014	2015	% of Total Hotspots (2015)
Birmingham	37	32	27	34	41	23	35	27	13.64%
North East	42	32	27	30	54	36	47	54	27.27%
North	22	15	17	24	24	15	15	18	9.09%
Mobile	52	48	47	40	49	25	35	47	23.74%
East	13	11	14	9	7	3	2	2	1.01%
Central	23	26	27	25	34	21	26	28	14.14%
South East	5	2	6	15	17	6	2	4	2.02%
South West	4	6	5	6	4	2	2	2	1.01%
West	20	19	21	18	22	13	15	16	8.08%
TOTAL	**218**	**191**	**191**	**201**	**252**	**144**	**179**	**198**	**100.00%**

Restraint Deficient Hot Spots

Restraint deficiencies (RD) are the greatest causes of increased severity giving that a crash has occurred. Individuals who drive impaired and drive above the posted speed limits are most often not using occupant restraints, nor do they insist that their passengers buckle up. However, many others who obey the speed and DUI laws have been found to be involved in RD crashes. It was therefore determined that the problem identification for FY2015 should have a RD component.

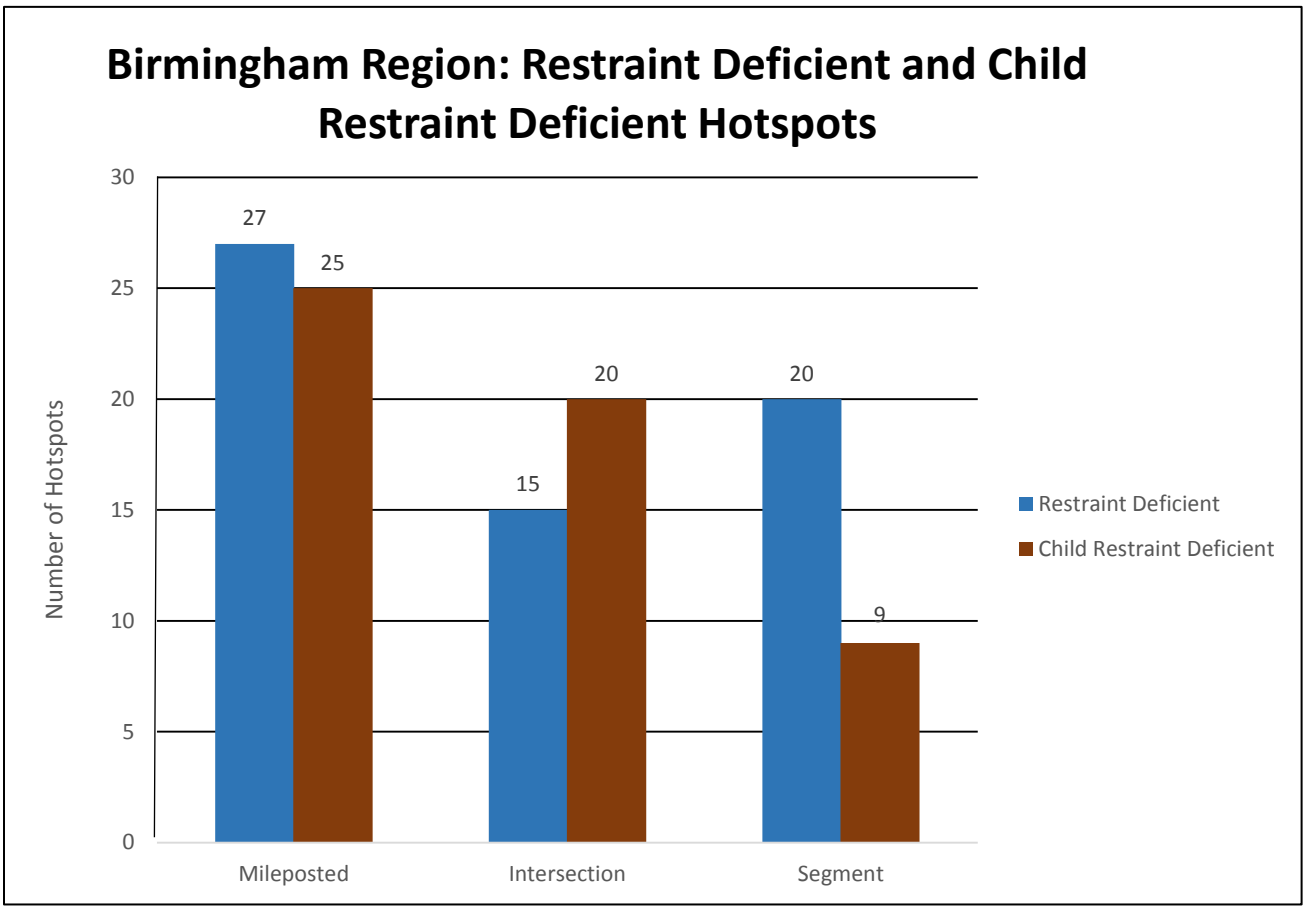
For the FY 2015 analysis, data from three prior years (CY 2011-2013) were used to find RD hotspots. RD includes both adult and child restraint deficiencies determined by the reporting officers after the crash. Child Restraint Deficient crashes (i.e., crashes in which one or more children are not restrained independently of whether the adults are restrained) will be indicated by CRD. The CRD hotspots were based on one year of data (CY 2013). The following table gives the numbers of hotspots found according to the various location types and criteria.

Hotspot Target	Location Type	Number of Hotspots	Criteria
General	Mileposted	87	>=20 RD Crashes in 10 Miles
General	Intersection	73	>=4 RD Crashes at Intersection
General	Segment	67	>=4 RD Crashes on Segment
Child Restraint	Mileposted	71	>=4 CRD Crashes in 10 Miles
Child Restraint	Intersection	80	>=2 CRD Crashes at Intersection
Child Restraint	Segment	24	>=2 CRD Crashes on Segment
TOTAL		**402**	

These restraint-deficient hotspots were defined, listed and mapped for ease of identification by the CTSP/LEL Coordinators and their respective local police agencies. The plans for each of the regional coordinators focused on these hotspot areas, as this part of their funding was restricted to working restraint-deficient hotspot locations defined for each region.

The general strategy was to require the CTSP/LEL Coordinators to focus their plans primarily on restraint-deficient hotspot locations identified for their respective regions. By doing this they focused on the most critical problem areas and the biggest killers. Display 1 below shows a map of the most critical restraint-deficient segments on the mileposted roadways of the state. There were 87 segments found of 10 miles in length that had 20 or more restraint-deficient crashes.

Display 1. Mileposted Unrestrained Hotspot Map



Display 2. Number of Hotspots Found in the Birmingham Region by Type

Display 2 is an example graphic representation of the various hotspot types compared by the roadway type and also by the restraint deficiency type. This example is for the Birmingham Region. The entire set of hotspot analyses were repeated for Child Restraint Deficient crashes. Officers used these hotspot specifications as a guide in targeting the general locations for restraint deficiencies. All of these analyses were subdivided by region so that the local CTSP/LEL Coordinators could effectively administer their respective programs.