

# Idaho

## --> SHSP

Strategic Highway Safety Plan  
2016-2020



# -----> Strategic Highway Safety Plan

STATE of IDAHO



## STRATEGIC HIGHWAY SAFETY PLAN

Approved: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Brian W. Ness', is written over a horizontal line.

Brian W. Ness, Director  
Idaho Transportation Department

Date: \_\_\_\_\_

8/4/2016

# ---> Strategic Highway Safety Plan



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July 2016

Dear Highway Safety Partners,

The Idaho Transportation Board and Department are committed to reducing highway crashes in Idaho. Transportation impacts everybody. It doesn't matter how old you are, where you live, or what you do, you rely on and need the transportation system. Because transportation is a vital part of everybody's life, highway safety is extremely important.

ITD relies heavily on its partners that are also committed to the goal "Toward Zero Deaths." Together with the expertise from law enforcement professionals, engineers, educators, prosecutors, and many community members, we can make a difference.

The updated 2016 Strategic Highway Safety Plan helps guide the state's highway safety efforts. The Plan includes 11 focus areas that have been categorized into three main groups: High Risk Behaviors, Severe Crash Types, and Vulnerable Roadway Users. ITD's Executive Safety Committee will oversee the Plan, with guidance from the Idaho Traffic Safety Commission.

Crash data will continue to be used to ensure the limited resources are directed to the projects that will have the greatest return on investment.

The implementation of this Plan will take time. It is a journey to convince citizens that behaviors have to change. Highway deaths and serious injuries are not acceptable. All road users – whether they drive, walk, or bicycle – have to realize that everyone should arrive at their destination alive, no matter their mode of transportation. The decisions they make while on the road can have a huge impact on so many people.

Evaluations and tracking results are key elements toward reaching the goal "Toward Zero Deaths." Determining the effectiveness of various projects, messages, and events will provide guidance for future activities. We will continue to learn from these evaluations and use the information to help prioritize funding. The established metrics are also reviewed on a regular basis to track the progress being made.

Achieving zero deaths on Idaho's highways is not an insurmountable goal. In 2015, seven counties – Bear Lake, Blaine, Boundary, Oneida, Teton, Valley, and Washington – reported zero highway fatalities. It will take all of us working together to make a difference and move "Toward Zero Deaths" on Idaho's highways.

A handwritten signature in blue ink that reads "Sue S. Higgins".

Sue S. Higgins  
Executive Assistant to the Board and  
Executive Safety Committee Chair



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## Background

In 2005, Congress passed legislation requiring states to develop Strategic Highway Safety Plans (SHSPs). Idaho's inaugural SHSP was developed at the 2005 Governor's Highway Safety Summit. The SHSP was updated in 2010 and 2013 to reflect new crash data and associated safety trends, and to incorporate accomplishments and revised strategies.

In 2015, Idaho embarked on an update of its SHSP. The SHSP is a data-driven, comprehensive, collaborative plan. It helps Idaho identify and prioritize the most pressing road safety needs, and develop strategies with the greatest potential to save lives and reduce injuries.

The SHSP integrates the "4 E's" of safety – engineering, education, enforcement, and emergency medical services. It establishes statewide goals, emphasis areas, and performance measures, and describes strategies to reduce or eliminate fatalities and serious injuries. The Idaho Office of Highway Safety (OHS), Idaho Transportation Department (ITD) leads the update and compiles the SHSP. The process of developing the plan involves active, robust engagement of Federal, other state, local and private stakeholders.

This report summarizes the collaborative process used to develop prioritized strategies for the 2016-2020 SHSP update.

## Definition

The SHSP helps coordinate goals and highway safety programs across the state. The collaborative process of developing and implementing the SHSP helps safety partners work together to reduce fatalities and serious injuries on Idaho roadways.

The SHSP:

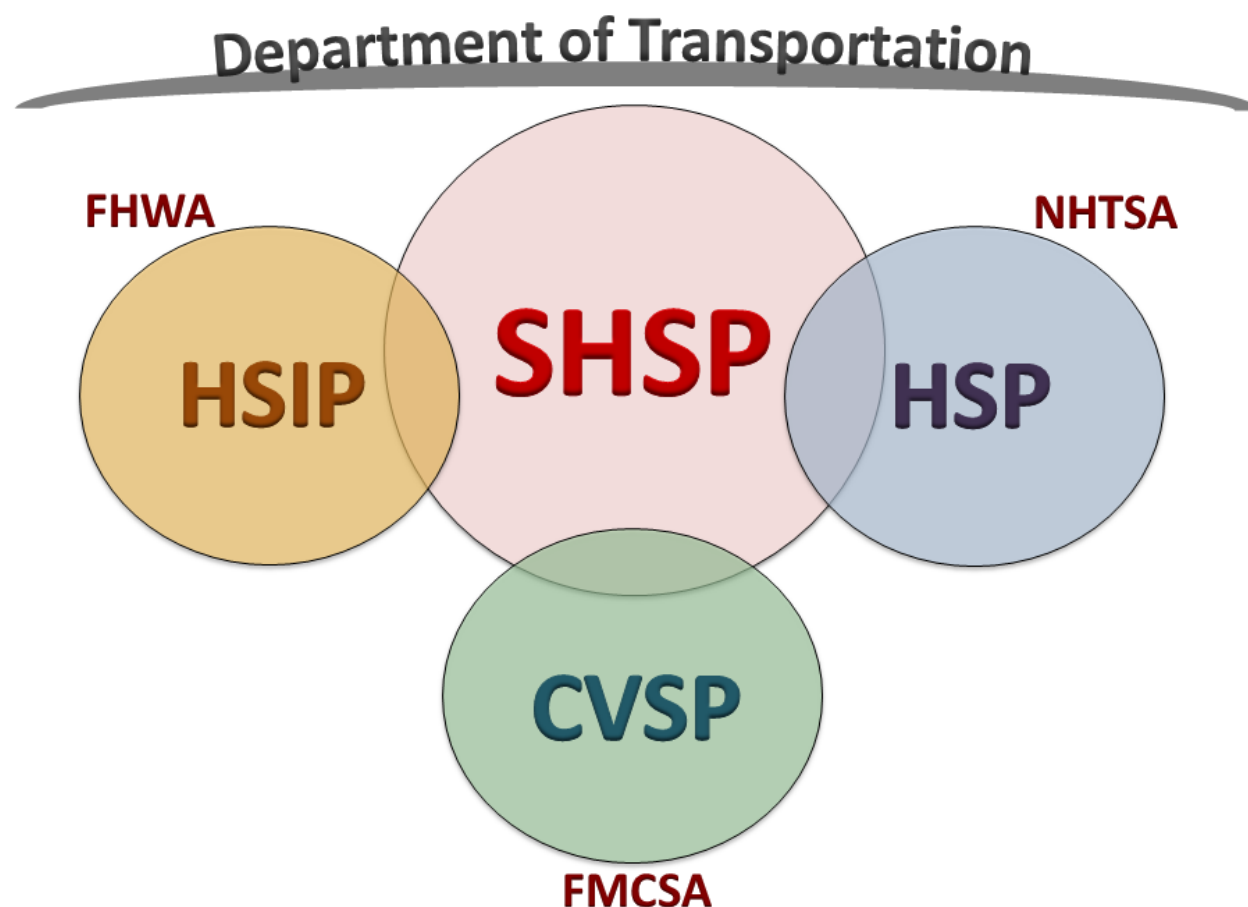
- Establishes common statewide goals and priorities,
- Strengthens existing partnerships,
- Builds new safety coalitions,
- Promotes data, knowledge, and resource sharing,
- Avoids redundant activities and leverages existing resources, such as funding, personnel, and leadership,
- Incorporates behavioral and infrastructure strategies to more effectively reduce highway fatalities and serious injuries on all public roads.

In addition, the SHSP articulates priorities that have been established by a diversity of safety stakeholders, thereby helping to assure these priorities represent the shared interests of multiple partners and enhancing their likelihood of successful funding.

## Plan Linkage

The SHSP links to several other highway safety plans, as illustrated in the graphic below. The Highway Safety Improvement Program (HSIP), a core Federal aid program administered by the Federal Highway Administration (FHWA), requires that states update and regularly evaluate SHSPs.

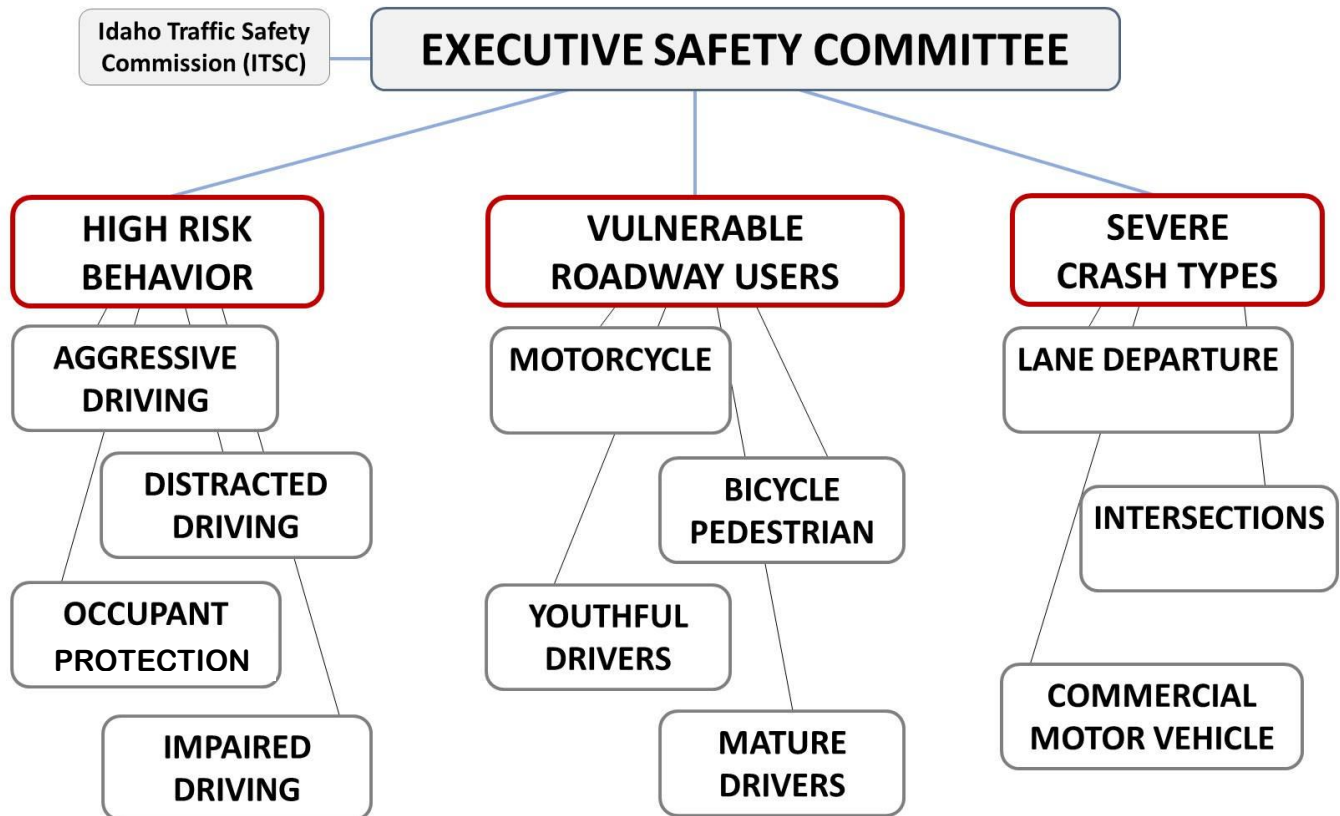
Other federal aid programs under the Department of Transportation must also tie their programs to the SHSP. These programs include the Highway Safety Plan (HSP), funded through the National Highway Transportation Safety Administration (NHTSA), and the Commercial Motor Vehicle Safety Program (CVSP), funded through the Federal Motor Carrier Safety Administration (FMCSA). Because the data is shared between the plans, the plans are able to have the same core goals/targets.



# Leadership and Organization

## Organizational Structure

The organizational structure of the Idaho SHSP is illustrated in the graphic below:



Within this organizational structure, each group fulfills a different role:

### Executive Safety Committee

The Executive Safety Committee oversees development of the updated SHSP. The Executive Safety Committee includes safety leaders from ITD, FHWA and NHTSA and provides SHSP oversight in partnership with the Idaho Traffic Safety Commission (ITSC). The Committee helps set overall direction for SHSP activities, reviewing Focus Area strategies and helping define which SHSP issues take priority.

The Committee reports to the ITD Director, who ultimately approves the final updated SHSP before submission to the FHWA.

# — — — → Leadership and Organization

Executive Safety Committee members include:

- Sue Higgins, Idaho Transportation Department – Committee Chair
- Kimbol Allen, ITD Division of Highways
- Santiago Guerricabeitia, ITD Division of Aeronautics
- Lance Johnson, Federal Highway Administration
- Mike Pape, ITD Division of Aeronautics
- Blake Rindlisbacher, ITD Division of Highways
- Scott Stokes, ITD Chief Deputy
- John Tomlinson, Idaho Office of Highway Safety
- Shirley Wise, National Highway Traffic Safety Administration

## Idaho Traffic Safety Commission (ITSC)

The ITSC is an advisory board that reviews traffic safety issues, promotes local and state cooperation, recommends program for federal aid and supports accident prevention. The commission consists of 15 members from state and local law enforcement, Emergency Management Services and user groups, as well as the chairs of the Idaho Senate Transportation Committee and the House Transportation and Defense Committee. The ITSC provides feedback based on its perspectives within the safety community.

Idaho Traffic Safety Commission members include:

- Scott Stokes, ITD Chief Deputy – ITSC Chair
- Sunshine Beer, Idaho **STAR** Motorcycle Safety Program (STAR)
- Senator Bert Brackett, Idaho State Senate
- Stacey Carson, Idaho Hospital Association
- Louis Marshall, Bonner County Prosecutor's Office
- Representative Joe Palmer, Idaho House of Representatives
- Sheriff Craig T. Rowland, Bingham County Sheriff's Office
- John Tomlinson, Idaho Office of Highway Safety
- Audra Urie, Idaho State Department of Education
- Mayor Connie Wills, City of Glens Ferry
- Lt. Colonel Kedrick Wills, Idaho State Police (ISP)
- Chief Jeff Wilson, Orofino Police Department
- Captain Mark Zandhuisen, Bonner County Emergency Medical Services

### Emphasis Area Groups

Groups are chaired by a recognized leader in the safety community, and include leaders from the respective Focus Area Groups. Emphasis Area Groups are likely to meet two to four times annually to help facilitate information sharing and "cross-pollination" between Focus Area Groups.

Emphasis Area Group Leaders include:

- High Risk Behavior – Major Sheldon Kelley, Idaho State Police (ISP)
- Vulnerable Users – Laila Kral, Local Highway Technical Assistance Council (LHTAC)
- Severe Crash Types – Tom Points, Nampa Highway District

### Focus Area Groups

Stakeholder groups formulate strategies for each of the 11 Focus Areas, using updated crash and safety data, existing strategies, and other information. Focus Area Groups may also develop action plans that help implement SHSP strategies, depending on time and interest.

Participants include Idaho's traffic safety partners in education, enforcement, engineering, emergency response and policy, as appropriate. Focus Area Groups will typically have a leader, with facilitation and note-taking support as needed. Some Focus Area Groups may be comprised of existing Task Forces or Advisory Groups.

Focus Area Group Leaders include:

#### High Risk Behavior

- Aggressive Driving – Officer Eric Simunich, Boise Police Department
- Distracted Driving – Officer Matt Pavelek, Nampa Police Department
- Impaired Driving – Jared Olson, Idaho State Police POST / Traffic Safety Resource Prosecutor
- Occupant Protection – Officer Kyle Wills, Boise Police Department

#### Vulnerable Users

- Bicycle/Pedestrian – Lisa Brady, Treasure Valley YMCA (West YMCA)
- Mature Drivers – Dan Harelson, ITD District 5 (Southeast Idaho)
- Motorcycle – Officer Will Stoy, Meridian Police Department
- Youthful Driver – Officer John Gonzales, Meridian Police Department

#### Severe Crash Types

- Commercial Motor Vehicles – John Barsness, Division of Motor Vehicles, ITD
- Intersections – Ryan Lancaster, ITD
- Lane Departure – John Perry, Federal Highway Administration

## Thank You to Our Partners

The following list includes agencies, businesses and non-governmental organizations involved in the development of the 2016-2020 Idaho SHSP.

The 4E highway safety elements, engineering, education, enforcement and emergency medical services are represented by our partners.

### **Municipal Agencies**

City of Boise Attorney's Office  
City of Boise Police Department  
City of Coeur d'Alene Police Department  
City of Glenns Ferry Police Department  
City of Meridian Police Department  
City of Nampa Police Department  
City of Orofino Police Department

### **County Agencies**

Ada County Highway District  
Bingham County Sheriff's Office  
Blaine County Sheriff's Office  
Bonner County EMS  
Bonner County Prosecutor's Office  
Bonneville County Sheriff's Office  
Canyon County Prosecutor's Office  
Canyon County Highway District  
Lemhi County Sheriff's Office  
Madison County Sheriff's Office

### **State Agencies**

Idaho Lawyers Assistance, Idaho State Bar  
Idaho State Department of Education  
Idaho Department of Health and Welfare  
Idaho State Liquor Division  
Idaho State Police  
Idaho State Senate and House of Representatives  
Idaho Supreme Court  
Idaho Traffic Safety Resource Prosecutor's Office  
Idaho Transportation Department  
    Division of Aeronautics  
    Division of Highways  
        Office of Highway Safety  
        Districts 2, 3, 4, 5 and 6  
    Division of Motor Vehicles  
    Division of Transportation Performance  
    Office of Communications  
    Railroads and Utilities

### **Federal Agencies**

Federal Highway Administration  
Federal Motor Carrier Safety Administration  
National Highway Traffic Safety Administration

### **Businesses and Non-Governmental Organizations**

AAA Idaho  
American Society of Safety Engineers  
Buckle Up For Bobby  
Christiansen Communications  
Drug Free Idaho  
Focus on the Drive  
HUB International Insurance  
KTVB-TV  
HUB Insurance  
Idaho Coalition for Motorcycle Safety  
Idaho Housing and Finance Association  
Idaho Hospital Association  
Idaho Licensed Beverage Association  
Idaho Power Company  
Idaho Prosecuting Attorneys' Association  
Idaho School Board Association  
Idaho Smart Growth  
Idaho **STAR** Motorcycle Safety Program  
Idaho Trucking Association  
It's Not Worth It  
Local Highway Technical Assistance Council  
Motorcycle Safety Systems LLC  
Northwest Nazarene University  
Operation Lifesavers Inc.  
Safe Kids Magic Valley  
Treasure Valley YMCA

# -----> Problem Identification

## Identification of Focus Areas

A “traffic safety problem” is an identifiable subgroup of drivers, pedestrians, vehicles, or roadways that is statistically higher in crash experience than normal expectations. Problem identification is a data-driven process that involves the study of relationships between traffic crashes and the population, licensed drivers, registered vehicles, and vehicle miles traveled, as well as characteristics of specific subgroups that may contribute to crashes.

The process used to identify traffic safety problems began by evaluating Idaho’s experience in each of the NHTSA’s eight highway safety priority program areas:

1. Alcohol/Drugs and Impaired Driving
2. Occupant Protection/Seat Belts
3. Occupant Protection/Child Passenger Safety
4. Pedestrian and Bicycle Safety
5. Traffic Records; Emergency Medical Services
6. Aggressive Driving
7. Motorcycle Safety
8. Teen Drivers

In addition to these priority program areas, Distracted Driving has become a major concern nationwide. These eight program areas were determined by NHTSA to be most effective in eliminating motor vehicle crashes, injuries, and deaths. Consideration for other potential traffic safety problem areas came from analysis of the Idaho crash data and coordination with the Idaho SHSP.

Where possible, data on the costs and number of crashes, and the number of deaths and injuries, were developed and compared. Crash data from the Idaho State Collision Database was analyzed to determine problem areas as well as helmet use for motorcycles and bicycles, child safety restraint use, and seatbelt use. Population data from the Census Bureau, ITD’s Economics and Research Section/Violation and License Suspension data, and arrest information from the Bureau of Criminal Identification, Idaho State Police (ISP) was also used in the problem identification.

Ultimately, Idaho’s most critical driver behavior related traffic safety problems were identified.

The Emphasis and Focus Areas were selected on the basis of the severity of the problem, economic costs and other supportable conclusions.

# Process and Development

## Priority Strategy Development

The heart of the SHSP update is the Focus Area strategies: incremental steps that safety partners will take to achieve a goal established for the Focus Area. Recognizing that busy stakeholders could get bogged down if the strategy development process were too complex, the SHSP team instead developed a straightforward method for the groups' work, including the following elements:

- **6-10 Strategies:** OHS recognized that asking each Focus Area Group to develop a short list of strategies acknowledged the desire to see tangible accomplishments.
- **Matrix:** A standardized framework was formulated by Christiansen Communications to include space for documenting strategies and capturing group notes, tracking “cross-pollination” of similar ideas between groups, and articulating performance measures for monitoring future progress.
- **Criteria:** The SHSP team outlined four simple criteria for developing strategies. This helped with quick evaluation of potential strategies, and was a benchmark for participants to use as rationale for adopting a given strategy. The four criteria included (in no particular order):
  1. Have we been doing it, and would we like to continue because it has been proven effective?
  2. Is it considered a best practice from another state, or does it align with Idaho-specific recommendations (for example, Standardized Field Sobriety Testing [SFST], Traffic Injury Research Foundation [TIRF] or safety assessments)?
  3. Is it represented in an existing safety plan (for example, the Idaho Impaired Driving Strategic Plan, or the Highway Safety Plan)?
  4. Is it a Crash Modification Factor, or found in Countermeasures that Work, or part of another research-proven project?
- **Pre-work:** The team compiled important material for each Focus Area Group's review, thereby making efficient use of stakeholder time and facilitating their evaluation and strategy development. This included pre-populating the matrix for each Focus Area with possible strategies, using ideas generated at the December workshop breakout sessions, source material suggested by the criteria, and OHS-identified areas of emphasis.

With the pre-populated matrices in hand, Focus Area Group participants typically came together in a two-hour facilitated meeting to review preliminary strategies; revise, add and/or delete them as appropriate; and adopt as a draft set. The draft strategies were then e-mailed to the Focus Area Group (including participants not attending the meeting) for final reflection and comment.

After inclusion of any final revisions, the SHSP team led each group through strategy prioritization, using a simple dot-vote process. Some groups chose to prioritize via an in-person meeting; other groups, via an online Survey Monkey poll. The final prioritized strategies were then e-mailed to the groups, with a follow-up thank-you message.

# ---> Process and Development

## Development Timeline

A workshop to “kick off” development of the updated SHSP was held on December 1, 2015; nearly 70 partners participated. The overall project timeline continued as follows:

JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016
Identify additional Focus Area Group participants and leaders	Continue Focus Area Group meetings and strategy development	Continue meetings with Focus Area Group and developing strategies	Revisit Focus Area Groups as needed	Finalize Groups’ strategy prioritization process	Final compilation of strategies and Focus Area Group findings
Begin Focus Area Group meetings and strategy development	(Aggressive, Lane Departure meetings held)	(Bike-Ped, Mature, Motorcycle, Intersection, Occupant Protection meetings held)	(follow-up meetings held with Bike-Ped; online meeting with Commercial Motor Vehicle)		
(Impaired, Distracted, Youth meetings held)	Initiate strategy prioritization process	Present project information at Highway Safety Summit; invite participation	Project update to stakeholders and ongoing communication with individual Groups		
	Project update to stakeholders and ongoing communication with individual Groups				

## Group Coordination

The graphic, “Strategic Highway Safety Plan 2016-2020 Update: Roles and Responsibilities,” illustrates how the groups and their roles all fit together. The graphic is included at the end of this document as Attachment 1.

# Toward Zero Deaths

## Vision

Continue to move **Toward Zero Deaths** on all roadways in Idaho.

## Mission

Provide the safest transportation system possible.

## Goals by 2020

(based on a five-year average)

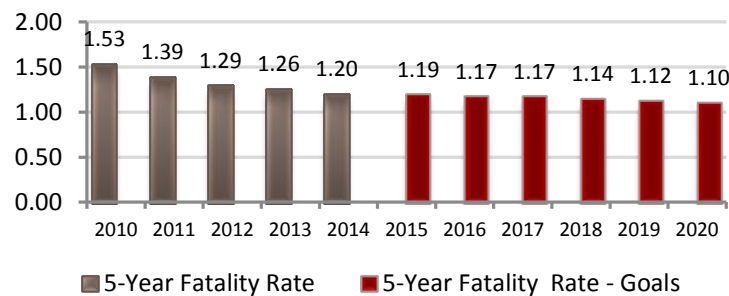
### Primary

- Reduce number of traffic deaths to 185 or fewer.

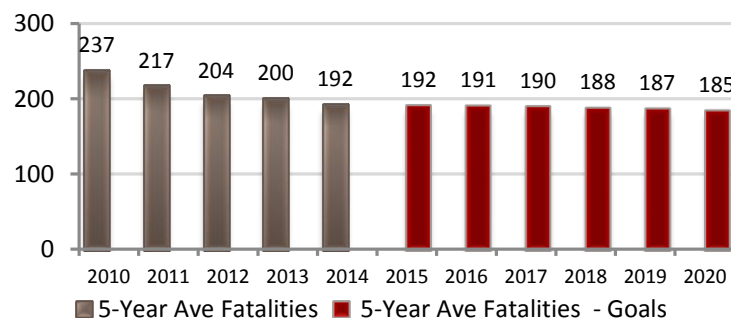
### Secondary

- Reduce the fatality rate to 1.1 per 100 million annual vehicle miles traveled.
- Reduce the number of serious injuries to 1,221 or fewer.
- Reduce the serious injury rate to 7.27 by 100 million annual vehicle miles traveled.

5-Year Fatality Rate



5-Year Average Total Fatalities



## STRATEGIES

- A-1** Support statewide high visibility enforcement campaigns for aggressive driving using enforcement and crash data to focus on areas for enhanced enforcement.
- A-2** Undertake communication campaigns using media sources to educate the public about aggressive driving and associated dangers.
- A-3** Continue to work with stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about aggressive driving and the associated dangers.
- A-4** Evaluate the effectiveness of current aggressive driving laws, provide relevant data to inform decision-making, and make recommendations for improvements.
- A-5** Include enforcement and emergency response considerations when planning and implementing highway construction projects.



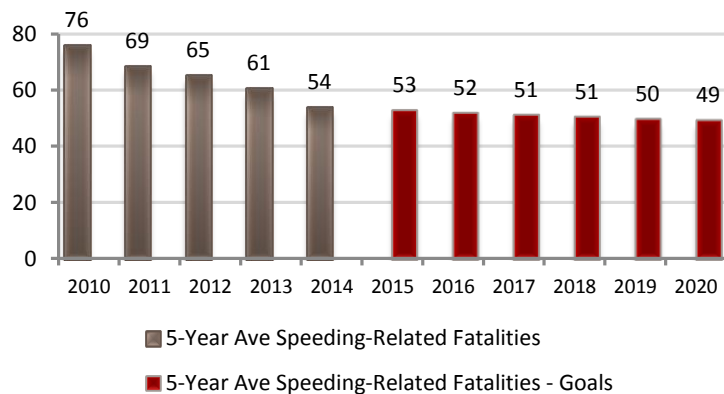
## Goal

Reduce the 5-year average number of fatalities involving speeding to 49 or fewer by 2020.

## Definition

Aggressive driving is when an individual commits a combination of moving traffic offenses so as to endanger other persons or property.

5-Year Average Speeding-Related Fatalities



## STRATEGIES

- D-1** Include a public policy component for distracted driving to: identify deficiencies within existing laws, identify legislative stakeholders, enact or amend legislation, and improve enforcement efforts.
- D-2** Continue communication campaigns using all media sources to educate the public to promote attentive driving.
- D-3** Continue multi-agency statewide high visibility enforcement campaigns.
- D-4** Continue to work with stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about the dangers of distracted driving.
- D-5** Improve the crash and citation data collection and reporting process at all levels.
- D-6** Continue the planning, design, construction, operation, and maintenance of highway engineering to reduce inattentive driving crashes.



## Goal

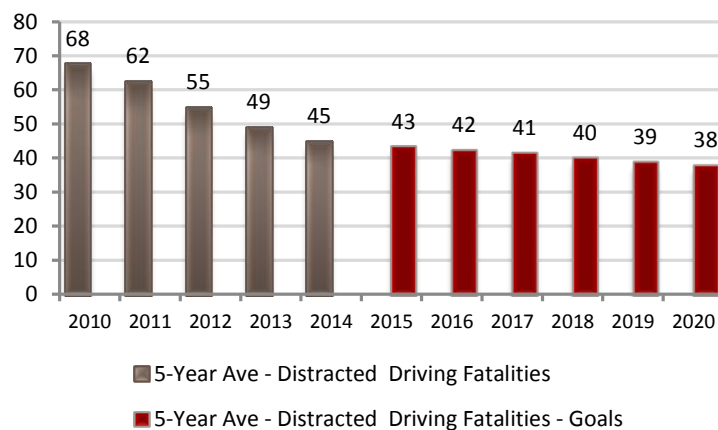
Reduce the 5-year average number of distracted driving fatalities to 38 or fewer by 2020.

## Definition

Inattention that occurs when drivers divert their attention away from the driving task to focus on another activity instead. The distracting tasks can affect drivers in different ways, and can be categorized into the following types:

- **Visual distraction:** Tasks that require the driver to look away from the roadway to visually obtain information
- **Manual distraction:** Tasks that require the driver to take a hand off the steering wheel
- **Cognitive distraction:** Tasks that are defined as the mental workload associated with a task that involves thinking about something other than the driving task.

5-Year Average Distracted Driving Fatalities



## STRATEGIES

- I-1 Continue the education, support and training of prosecutors, law enforcement and the judiciary to improve the investigation, prosecution and adjudication of impaired driving cases. This includes, but is not limited to, continued support of the Idaho Traffic Safety Resource Prosecutor (TSRP) and the Idaho State Impaired Driving Coordinator (SIDC).
- I-2 Strengthen the use of DUI Courts that operate in compliance with the Idaho Adult Court Standards and Guidelines for Effectiveness and Evaluation, through broadened training opportunities for court system providers (including judiciary, prosecutors, law enforcement officers) and expanded opportunities for client offenders to enter the DUI Court process.
- I-3 Evaluate the effectiveness of current DUI laws, provide relevant data to inform decision-making, and make recommendations for improvements.
- I-4 Continue to support effective impaired driving repeat offender treatment programs (for example, the ignition interlock and 24/7 Sobriety Program, etc.) for all repeat offenders.
- I-5 Support enforcement measures that effectively address drug impaired driving.
- I-6 Work with agencies, organizations and other stakeholders statewide to prevent underage drinking, provide education and over-service alcohol service training.
- I-7 Support impaired driving high-visibility enforcement campaigns.
- I-8 Create new and continue to support existing multi-jurisdictional DUI task forces.
- I-9 Fund and support highway safety public media campaigns to run in conjunction with high-visibility statewide impaired mobilizations.



## Goal

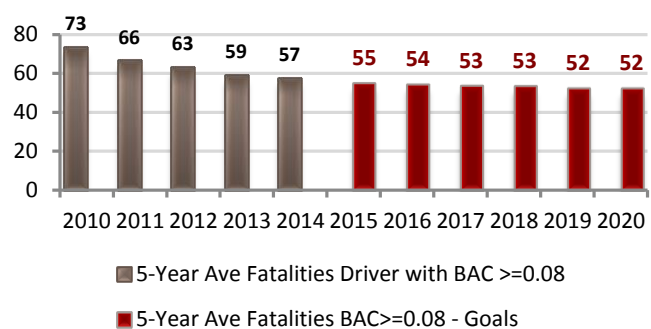
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 52 or fewer by 2020.

## Definition

Driving while impaired can refer to operating a motor vehicle while under the influence of alcohol, drugs, or both.

Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired, or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

**5-Year Average Fatalities Involving a Driver with BAC  $\geq$  0.08**



## STRATEGIES

- OP-1** Change current occupant protection laws.
- OP-2** Support and increase participation in statewide high visibility enforcement campaigns for proper occupant protection use, and encourage sustained law enforcement participation year round.
- OP-3** Use a variety of media sources to educate the public about the importance of using occupant protection and child restraints.
- OP-4** Continue to work with stakeholders to develop and implement statewide, community-based, grassroots and peer-to-peer outreach efforts to raise awareness about occupant protection.
- OP-5** Work with public and private employers to develop effective occupant protection policies.
- OP-6** Coordinate a statewide child passenger safety program.



## Goals:

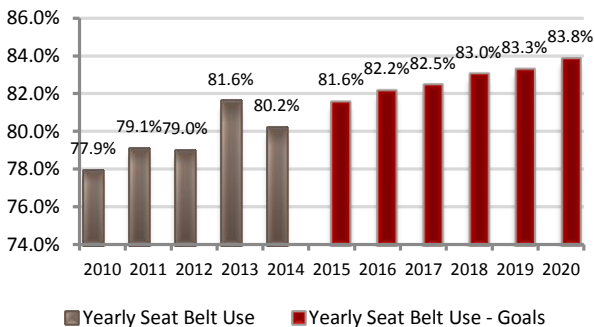
Reduce the 5-year average number of unrestrained personal motor vehicle (PMV) fatalities to 69 or fewer by 2020.

Increase the yearly observed seat belt use rate to 83.8% or greater by 2020.

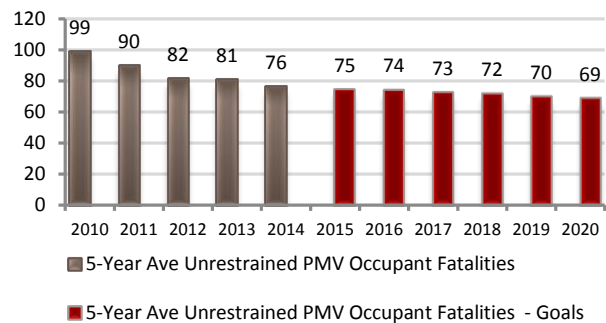
## Definition

Idaho's seat belt use law requires seat belt use for all seating positions and has enhanced penalties for drivers younger than 18 years of age. Drivers and occupants, 18 years of age and older, receive separate tickets.

**Yearly Observed Seat Belt Use Rate**



**5-Year Average Unrestrained Personal Motor Vehicle (PMV) Occupant Fatalities**



# Vulnerable Roadway Users Bicycle and Pedestrian

## STRATEGIES

- BP-1** Undertake statewide public information campaigns to educate every road user about the importance of mobility and respect for safe travel by all road users (for example: bicycle, pedestrian, driver, etc.).
- BP-2** Include construction and maintenance of appropriate facilities for all users (including bicycle, pedestrian, multi-modal, transit, etc.) on all projects as appropriate. Accomplish this work through multi-modal transportation planning and design, partnerships, and coordination statewide with local pedestrian and bicycle/advisory groups, planners, engineers, state and local highway districts, local plans and transportation professionals.
- BP-3** Identify and evaluate the effectiveness of current laws, policies and design standards affecting bicycles, pedestrians and motorists, provide relevant data to inform decision-making, and make recommendations for improvements.
- BP-4** Continue to communicate with and support stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about bicycle and pedestrian behavior, safety, and mobility.
- BP-5** Continue to enhance drivers' education and testing to incorporate safe operation and awareness of all modes of transportation, including bicycles and pedestrians.
- BP-6** Improve bicycle-pedestrian crash data collection, including health data and data about non-vehicle-involved crashes, through technological and medical partnerships.
- BP-7** Enforce bicycle and pedestrian laws for the drivers, pedalcyclists, and pedestrians.

## Goals

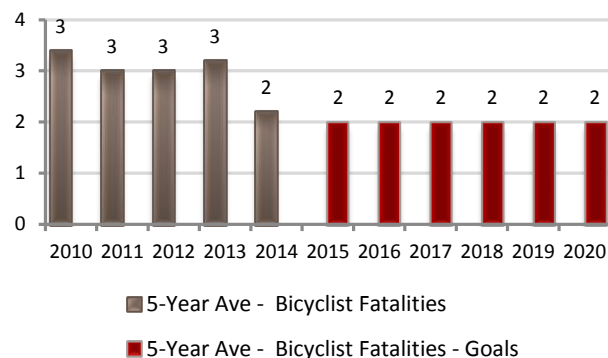
Reduce the 5-year average number of fatalities involving bicyclists to two or fewer by 2020.

Reduce the 5-year average number of fatalities involving pedestrians to 10 or fewer by 2020.

## Definition

Bicyclists and other cyclists include riders of two-wheel non-motorized vehicles, tricycles, and unicycles powered solely by pedals, also known as pedalcyclists. A pedestrian is a person on foot, walking, running, jogging, hiking, sitting or lying down who is involved in a motor vehicle traffic crash where at least one vehicle was in transport and the crash originated on a public traffic way.

5-Year Average Bicyclist Fatalities



5-Year Average Pedestrian Fatalities



## STRATEGIES

- MD-1** Facilitate the efforts of programs such as AAA Roadwise Review, CarFit, We Need to Talk, and other driving assessment tools, and provide information about alternatives to driving if warranted.
- MD-2** Identify and/or establish broad-based statewide coalitions that address mature driving issues, and help support their programs.
- MD-3** Working with health care professionals, senior advocacy groups and other stakeholders, educate and advocate for coordination of medical appointments, available alternative transportation, and other safety and cost-savings measures for seniors and families facing transportation challenges (public transportation, 211, etc.).
- MD-4** Evaluate the effectiveness of current laws affecting the medical review process, provide relevant data to inform decision making, and make recommendations for improvement.
- MD-5** Educate health care professionals, law enforcement, drivers' examiners and family members about Idaho's laws regarding the medical review process.
- MD-6** Develop a process to gather more data from emergency responders that reflects the number of crashes that result from visual, cognitive, and/or physical impairment, and the reason for the trip that resulted in the crash.
- MD-7** Maintain, expand, and improve roadway visibility features (e.g., evaluating sign placement, improving roadway markings, and increasing size and visibility of roadway regulation signage).



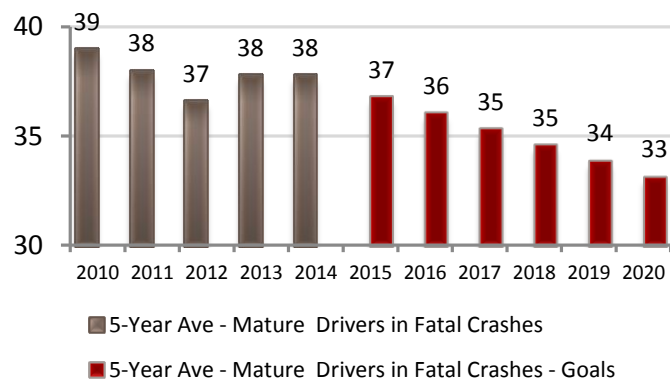
## Goal

Reduce the 5-year average number of fatalities involving drivers 65 years of age or older to 33 or fewer by 2020.

## Definition

Mature drivers are age 65 or older and make up 16% of all licensed drivers.

**5-Year Average Drivers age 65 and Older Involved in Fatal Crashes**



## STRATEGIES

- M-1** Continue motorcycle rider skills training.
- M-2** Continue to work with stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about making smarter choices to mitigate the risks and rewards of riding motorcycles.
- M-3** Continue to foster partnerships between the motorcycle community and multi-agency stakeholders (e.g., law enforcement, EMS, military, etc.).
- M-4** Increase the percentage of riders who are properly licensed by encouraging motorcycle riders to successfully complete the State endorsement skills test and/or a motorcycle training course.
- M-5** Partner with ITD's Office of Highway Safety to target aggressive and impaired riders as part of statewide rider awareness and enforcement campaigns.
- M-6** Undertake communication campaigns using media sources to educate the public about the importance of motorcycle awareness and safe operation.
- M-7** Evaluate the effectiveness of current motorcycle laws, provide relevant data to inform decision-making, and make recommendations for improvements.
- M-8** Encourage collection of key elements such as riding gear (helmets, jackets, etc.) as part of motorcycle crash data, and cross-reference crash data with training data.



## Goals

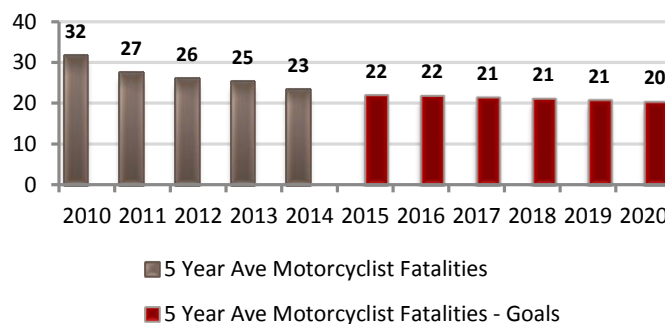
Reduce the 5-year average number of fatalities involving motorcycle riders/drivers to 20 or fewer by 2020.

Reduce the 5-year average number of unhelmeted motorcycle fatalities to 11 or fewer by 2020.

## Definition

A motorcycle is a motor vehicle having a seat or saddle for the use of the rider designed to travel on not more than three wheels in contact with the ground, but excluding a tractor and moped. Idaho law requires all motorcycle operators and passengers under the age of 18 to wear a helmet.

5-Year Average Motorcyclist Fatalities



## STRATEGIES

- Y-1** Develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about the challenges of youthful driving and the importance of safe passenger behavior.
- Y-2** Evaluate *Alive at 25* or similar defensive driver awareness training courses. Based on results, recommend expansion of the program, or implementation of another program, to increase participation across Idaho.
- Y-3** Evaluate the effectiveness of current youthful driving laws and provide relevant data for decision-making. As part of this process, develop new ways of measuring effectiveness for seat belt use, distracted driving, GDL and/or other factors.
- Y-4** Develop educational outreach opportunities for post-high school drivers, ages 17 to 20.
- Y-5** Maintain a standard and uniform education curriculum for driver education programs. Encourage parents to attend a class and/or accompany their teen driver during the driver education class and road practice.
- Y-6** Increase the effectiveness of existing Graduated Driver's License (GDL) laws by expanding and improving training about the laws, including their purposes and how they currently function.
- Y-7** Research and use appropriate assessment and evaluation tools for Idaho driver education trends. A District-by-District statistical analysis about why youth do not participate in driver education might be an example.



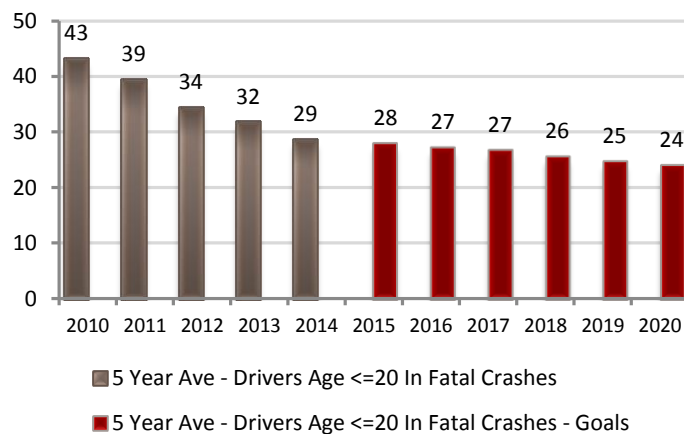
## Goal

Reduce the 5-year average number of fatalities involving drivers age 20 or younger to 24 or fewer by 2020.

## Definition

Youthful driver crashes are those where the driver is 15 through 20 years old.

**5-Year Average Drivers Age 20 or Younger in Fatal Crashes**



# Severe Crash Types Commercial Motor Vehicles

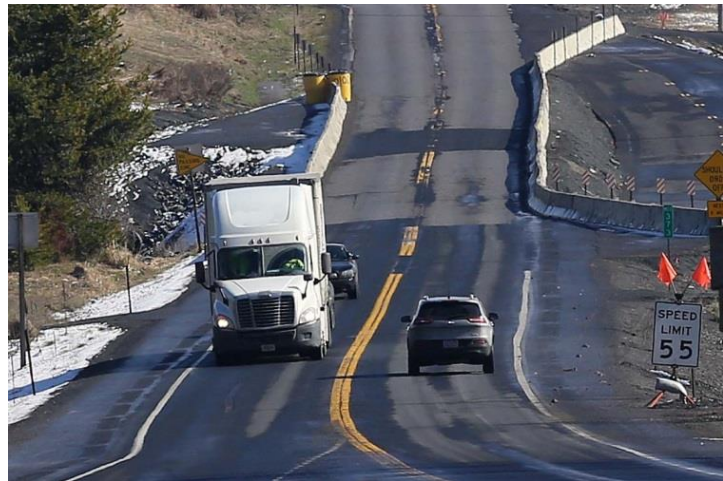
## STRATEGIES

**CMV-1** Continue communication campaigns using media sources and partners (e.g., Idaho Trucking Association, Idaho State Police, etc.) for educating the motoring public (including teen and youthful drivers) about the challenges of operating CMVs and driving among CMVs.

**CMV-2** Continue high-visibility enforcement campaigns for unsafe or illegal driving practices that affect or are affected by CMVs, including passenger carriers/motor coaches.

**CMV-3** Continue to work with stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts (including teen and youthful drivers) to raise awareness about the challenges of operating CMVs and driving among CMVs.

**CMV-4** Evaluate the effectiveness of current laws and policies affecting or affected by CMVs, provide relevant data to inform decision-making, and make recommendations for improvements.



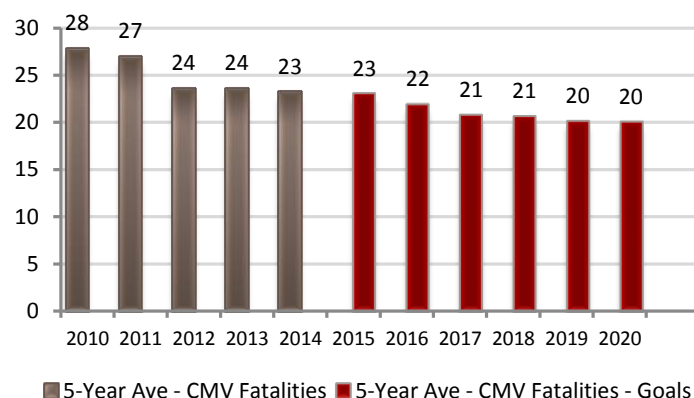
## Goal

Reduce the 5-year average number of fatalities involving commercial motor vehicles (CMVs) to 54 or fewer by 2020.

## Definition

For the purpose of crash reporting, commercial motor vehicles are buses, truck tractors, tractor-trailer combinations, trucks with more than two axles, trucks with more than two tires per axle, or trucks exceeding 10,000 pounds gross vehicle weight. This also includes pickups with dual rear wheels and smaller vehicles that are carrying hazardous materials.

**5-Year Average Fatalities Involving Commercial Motor Vehicles**



## STRATEGIES

- INT-1** Provide education and outreach to the public about intersection safety.
- INT-2** Conduct high-visibility enforcement campaigns focusing on aggressive and/or distracted driving at intersections.
- INT-3** Evaluate intersections and implement innovative engineering designs to reduce the severity of crashes.
- INT-4** Provide educational resources and collaborate with safety stakeholders.
- INT-5** Develop a traffic incident management (TIM) plan.
- INT-6** Develop a monitoring system to share the effectiveness of intersection-safety strategies.
- INT-7** Implement a data-driven intersection improvement program.
- INT-8** Evaluate intersections and implement traffic control measures to increase driver awareness.



## Goal

Reduce the 5-year average number of intersection related fatalities to 32 or fewer by 2020.

## Definition

A crash involving roadway users at or related to a public road intersection.

**5-Year Average Intersection-Related Fatalities**



# Severe Crash Types Lane Departure

## STRATEGIES

- L-1** Support the continued use of engineering and roadway visibility features to minimize fatalities and serious injuries from lane departure crashes.
- L-2** Locate and make available existing resources related to engineering practices, countermeasures and research that have proven effective in reducing fatalities and serious injuries associated with lane departure.
- L-3** Develop and implement statewide, community-based, grassroots, and peer-to-peer education and outreach efforts to raise awareness about features designed to reduce lane departure incidents (e.g., rumble strips) and recovery measures from run-off-road events.
- L-4** Support the delivery of the annual HSIP funding applications related to severe crash types.
- L-5** When planning lane departure projects/programs, use accurate, standardized and timely data, consistent data systems, and robust statistical analysis.
- L-6** Develop a program by which multiple agencies can share resources to help undertake safety projects on ALL Idaho roads.
- L-7** Develop rapport with other Severe Crash Type Emphasis Groups (Intersections, and Commercial Motor Vehicle Focus Area Groups).

## Goals

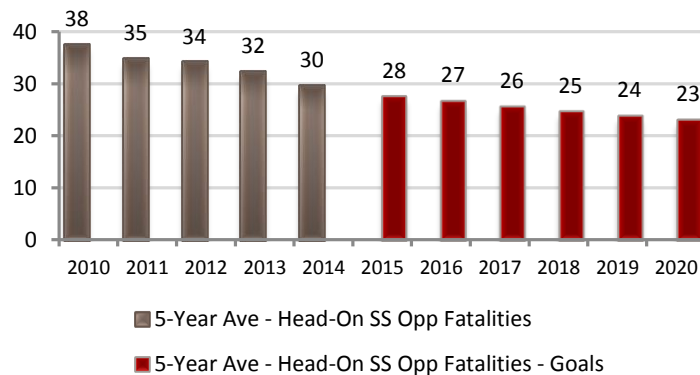
Reduce the 5-year average number of single vehicle run-off road fatalities to 94 or fewer by 2020.

Reduce the 5-year average number of head-on/side swipe opposite fatalities to 23 or fewer by 2020.

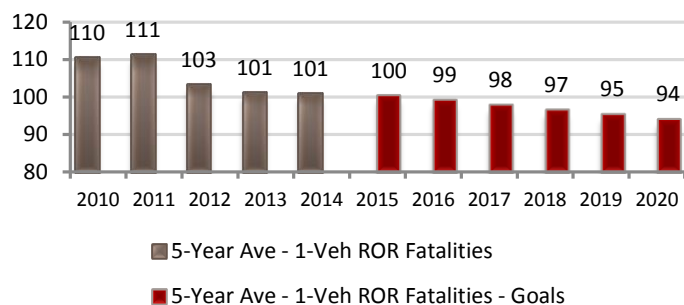
## Definition

A lane departure crash is defined as a non-intersection-related crash which occurs after a vehicle crosses an edge line, a center line, or otherwise leaves the anticipated travel lane. Lane departure crash incidents primarily include single-vehicle run-off-road, head-on, and side-swipe crashes.

**5-Year Average Head-On or Sideswipe Opposite Direction Fatalities**



**5-Year Average Single-Vehicle Run-Off-Road Fatalities**



## Purpose

A proactive evaluation process is critical in ensuring a successful roadway safety program. Through evaluation we will analyze our SHSP process and performance and determine whether current activities deserve enhancement, revision, or replacement.

Evaluation will also help:

- Determine progress in meeting our SHSP safety goals and objectives,
- Validate emphasis areas and strategies, or reveal the need to revise them,
- Uncover challenges in prioritizing or implementing programs and strategies,
- Identify opportunities for greater efficiencies and improvements to the SHSP, and
- Demonstrate Idaho's SHSP's contribution to roadway safety.

More simply put, SHSP evaluation will help answer:

- What are we trying to do,
- How well are we doing it, and
- How can we improve?

## Evaluation Objectives

### Process Evaluation

Process evaluation is the examination of SHSP management processes. Conducting a process evaluation provides insight into a variety of SHSP program management elements, such as organizational structure; coordination; the use of data in determining emphasis areas, goals, objectives, strategies, and actions; and the alignment of agency priorities. The results identify successful practices; alert SHSP leaders, managers, and stakeholders to potential needs, weaknesses, and threats; and, provide insights for overcoming those challenges and improving the process.

### Performance Evaluation

The purpose of performance evaluation is to determine how effective the SHSP has been in meeting its goals and objectives. Performance evaluation also assesses the implementation of SHSP strategies (output evaluation). This can provide insight or an indication as to why or why not we are meeting our goals and objectives.

### Outcome Evaluation

Outcome evaluation measures the degree to which SHSP goals and objectives are being met, such as whether there is a reduction in fatalities and serious injuries, improvement in road user safety attitudes and behaviors, etc. In other words, it can help answer the question, "Are we doing the right things?"

### Output Evaluation

Output evaluation is defined as determining the extent to which SHSP strategies and actions are implemented and outputs are produced; in other words, it measures progress and productivity.

An annual SHSP evaluation will be conducted using data based on a 5-year average. The evaluation is submitted to the Executive Safety Committee for review and subsequently posted on the ITD website.

## Attachment 1: Roles & Responsibilities

**Strategic Highway Safety Plan 2016-2020 Update: Roles and Responsibilities:** Document created to illustrate how the leadership groups and their roles all fit together.

## Attachment 2: Acronyms

List of acronyms used throughout the SHSP process.

## Attachment 3: Focus Area Group Strategy Matrices

The matrix is a working document created for the Focus Area Groups. It is a standardized framework to include space for documenting strategies and capturing group notes, tracking “cross-pollination” of similar ideas between groups, articulating performance measures for monitoring future progress, and creating and tracking action plans.

A matrix for each Focus Area Group is included.

# Attachment 1: Roles & Responsibilities

Idaho Transportation Department • OFFICE OF HIGHWAY SAFETY  
Strategic Highway Safety Plan 2016-2020 Update: ROLES & RESPONSIBILITIES



OHS Manager	SHSP Program Coordinator	OHS Program Managers	Idaho Traffic Safety Commission	Executive Safety Committee	Emphasis Area Group Leader	Focus Area Groups (11 groups: Safety Advocates)
<p><b>I hold overall accountability for the project.</b></p> <p>I help ensure that the project provides the deliverables agreed upon.</p> <p>I participate in Group meetings as time allows.</p> <p>I am responsible for resolving issues that are beyond the control of the Program Coordinator.</p>	<p><b>I am responsible for the day-to-day oversight of the SHSP development.</b></p> <p>I am the liaison between Executive Safety Committee, Emphasis Area Groups and Focus Area Groups, and OHS Program staff.</p> <p>I provide support, data, and technical services to help project participants and Emphasis Area Groups.</p> <p>I act as a key representative of the Office of Highway Safety, and play a vital leadership role in the SHSP process.</p> <p>I review and provide information for communication products.</p>	<p><b>I am responsible for providing business and subject matter expertise and guidance.</b></p> <p>I am the day-to-day communication link between outside groups and safety partners.</p> <p>I provide reports on counter measures that work and support the implementation of strategies for Focus Area Groups.</p> <p>I provide support to SHSP Program Coordinator and Focus Area Groups (i.e. scheduling meeting rooms, finding answers or acquiring research data). (Less frequently, I provide similar support to Emphasis Area Groups as needed.)</p> <p>I endorse the SHSP and help recruit Focus Area Groups participants.</p>	<p><b>As a member of this Commission, I provide guidance and advice to the ITD Executive Committee.</b></p> <p>I receive information and updates from the Executive Safety Committee.</p> <p>I provide feedback based on my perspective within the safety community (Engineering, Enforcement, Emergency Response, Education and Policy).</p>	<p><b>As a member of this Committee, I am responsible for helping set overall direction for SHSP activities.</b></p> <p>I help decide who chairs each Emphasis Area Group.</p> <p>I help define which issues identified in the SHSP take priority.</p> <p>I participate in the SHSP evaluation process, including review of Focus Area Group strategies.</p> <p>I provide feedback to OHS staff and Emphasis Area Group leaders.</p> <p>I coordinate with the Idaho Traffic Safety Commission (ITSC) for guidance, communication, and advice.</p>	<p><b>As an Emphasis Area Group Leader, I am responsible for supporting and encouraging Focus Area Groups.</b></p> <p>I communicate with Focus Area Group leaders and OHS Program Managers about progress, development &amp; implementation of the SHSP.</p> <p>I foster innovative thinking, provide guidance, help solve problems and find ways to overcome barriers.</p> <p>I am passionate about this work, and a subject matter expert in my area.</p> <p>I generate and evaluate options that will help Group leaders and participants.</p>	<p><b>As a member, I am responsible for helping update or develop key strategies that provide the greatest likelihood of reducing roadway-related fatalities and serious injuries.</b></p> <p>I review safety data so that I can help make decisions about what strategies will be most effective.</p> <p>I may help develop action plans that help implement SHSP strategies.</p> <p>I may help implement those action plans.</p> <p>I may participate in reporting progress to the Executive Safety Committee.</p>
<p>Joins SHSP meetings as time allows</p>	<p>Joins SHSP meetings as time allows</p>	<p>Joins SHSP meetings as time allows</p>	<p>Meets 2 times/year</p>	<p>Meets monthly</p> <p>Meets 2 times/year with ITSC</p>	<p>Meets 2-4 times/year</p> <p>Expect to report to Executive Safety Committee once/year</p> <p>There are three Emphasis Area Groups; each also includes Focus Area Group Leaders.</p>	<p>Meeting schedules vary:</p> <ul style="list-style-type: none"> <li>some groups meet multiple times/year, some may not meet at all</li> <li>some within this category may be represented as existing "Task Forces" or "Committees"</li> </ul> <p>Leaders expect to participate in Emphasis Area Group meetings 2 times/year</p>

1/16/2016

## Attachment 2: Acronyms

<b>4E's</b>	Engineering, Education, Enforcement, Emergency Medical Services	<b>HSIP</b>	Highway Safety Improvement Plan
<b>AVE</b>	Average	<b>ISP</b>	Idaho State Police
<b>BAC</b>	Blood Alcohol Content	<b>ITD</b>	Idaho Transportation Department
<b>CDL</b>	Commercial Driver's License	<b>ITSC</b>	Idaho Traffic Safety Commission
<b>CMF</b>	Crash Modification Factor	<b>LHTAC</b>	Local Highway Technical Assistance Council
<b>CMV</b>	Commercial Motor Vehicle	<b>MPH</b>	Miles Per Hour
<b>CVSP</b>	Commercial Vehicle Safety Plan	<b>NHTSA</b>	National Highway Traffic Safety Administration
<b>DMV</b>	Department of Motor Vehicles	<b>OHS</b>	Office of Highway Safety
<b>DOT</b>	Department of Transportation	<b>PMV</b>	Passenger Motor Vehicle
<b>DUI</b>	Driving Under the Influence	<b>POST</b>	Police Officer Standards Training
<b>EMS</b>	Emergency Medical Services	<b>PSA</b>	Public Service Announcement
<b>FFY</b>	Federal Fiscal Year	<b>SFST</b>	Standard Field Sobriety Test
<b>FHWA</b>	Federal Highway Administration	<b>SHSP</b>	Strategic Highway Safety Plan
<b>FMCSA</b>	Federal Motor Carrier Safety Administration	<b>SIDC</b>	State Impaired Driving Coordinator
<b>F&amp;SI</b>	Fatal and serious injury	<b>SS Opp</b>	Sideswipe Opposite
<b>GDL</b>	Graduated Driver's License	<b>STAR</b>	Skills Training Advantage for Riders
<b>HRRR</b>	High Risk Rural Road – major and minor collector rural and local rural roads that has a F&SI rate higher than the calculated F&SI base rates of all comparable roads.	<b>TIRF</b>	Traffic Injury Research Foundation
<b>HSP</b>	Highway Safety Plan	<b>TSRP</b>	Traffic Safety Resource Prosecutor
		<b>TRCC</b>	Traffic Records Coordinating Committee
		<b>Veh ROR</b>	Vehicle Run off Road
		<b>VMT</b>	Vehicle Miles Traveled

## Attachment 3: Focus Area Group Strategy Matrices

Aggressive Driving .....	1-2
Distracted Drivers .....	3-4
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# Idaho



Strategic Highway Safety Plan  
2016-2020

