2015

Annual Evaluation

Idaho Transportation Department

Office of Highway Safety

Federal Fiscal Year 2015

FFY 2015

Annual Evaluation of the Idaho Highway Safety Program

Governor C.L. "Butch" Otter

Director Brian W. Ness
Governor's Highway Safety Representative

John Tomlinson
Highway Safety Manager
Idaho Transportation Department
Office of Highway Safety
P.O. Box 7129 • Boise, ID 83707
(208) 334-8100 • Fax (208) 334-4430
John.tomlinson@itd.idaho.gov

TABLE OF CONTENTS

OVERVIEW 7

EXECUTIVE SUMMARY 7
LEGISLATIVE UPDATE 8
PERFORMANCE MEASURES AND TARGETS 9
PROGRAM IMPACT 10

PROGRAMS 11

OCCUPANT PROTECTION 13
CHILD PASSENGER SAFETY 16
AGGRESSIVE DRIVING 19
IMPAIRED DRIVING 21
YOUTHFUL DRIVERS 30
DISTRACTED DRIVING 34
EMERGENCY MEDICAL SERVICES (EMS) 37
MOTORCYCLE SAFETY 38
BICYCLE AND PEDESTRIAN SAFETY 39
MULTI-FUNDED GRANTS 41
COMMUNITY PROJECT GRANTS 45
UNBIASED POLICING PROJECT 50
TRAFFIC RECORDS AND ROADWAY SAFETY 56
SECTION 408 AND SECTION 405C 57
TRAFFIC ENFORCEMENT MOBILIZATIONS 60
FFY 2015 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY 62

PAID MEDIA REPORT 64

FINANCIAL SUMMARIES 72

OVERVIEW

EXECUTIVE SUMMARY

The Idaho Transportation Department Office of Highway Safety (OHS) manages the programs associated with highway safety and behavior, with the goal of eliminating fatalities and serious injuries on Idaho's roadways. This vision of Toward Zero Deaths requires effort from every Idaho citizen, and a commitment to focus on the road as they drive. It requires drivers to put down their phones, obey traffic laws, be responsible prior to entering their vehicle, and buckle up. Effective strategies in the core behavioral program areas found in the Strategic Highway Safety Plan that focus on the safety challenges in Idaho, will also help in Idaho's vision of Toward Zero Deaths.

Federal funds dedicated to highway safety are spent to combat specific problem areas in Idaho that are defined in the Highway Safety Plan. Strong highway safety partnerships are crucial to eliminiating deaths and serious injuries. That is why OHS partners with a variety of safety stakeholders that are experts in engineering, enforcement, education and emergency response; all whom are committed to and have a passion for highway safety.

Here are some highlights from OHS for FFY 2015:

- Idaho's 5-year average number of fatalities fell below 200 for the first time, at 192. Idaho also met the target for the 5-year average number of serious injuries, with 1,303 from 2010-2014.
- In April, Governor Otter signed a proclamation declaring April Distracted Driving Awareness Month; and a taskforce was formed to address the growing problem of distracted driving.
- More than 200 people attended the Highway Safety Summit, which was held in May in Pocatello. There were 25 classes or presentations held on a variety of topics, which was the highest number ever offered.
- OHS funded the 100 Deadliest Days program, which focused on the enforcement of impaired driving, aggressive driving and seatbelt enforcement throughout the summer months; which are the deadliest on Idaho's highways.
- OHS funded the first ever No Refusal Weekend in Region 1, which consisted of a 2-day ARIDE class and overtime for 18 participating law enforcement officers.
- Three Idaho High Schools received national recognition for their efforts in the NOYS Seat Belts Save Challenge: Jerome, Nampa and Shelley High Schools.
- Seven Idaho counties were recognized during FFY 2015 for having zero fatalities in their jurisdiction in 2014: Adams, Camas, Caribou, Clark, Gem, Madison, and Teton counties.
- As part of education and outreach efforts, OHS teamed up with drag racer Wes Morris to spread the important message of wearing seat belts. Morris lost his sister in a crash where she was improperly belted.

This evaluation contains detailed information on the different safety programs OHS manages, along with information regarding media campaigns, safety events and a financial summary of FFY 2015.

It is important that everyone in Idaho takes ownership of this vision of Toward Zero Deaths. Keeping this vision in mind as we build strong highway safety partnerships will drive us Toward Zero Deaths. OHS would like to thank all those who work so hard to improve Idaho's highway safety.

LEGISLATIVE UPDATE

House Bill 312a

Prior to 2015, a tax rate of 25-cents existed for 19 years. With this flat gasoline tax in place, Idaho's road and bridge improvement needs grew beyond the state's ability to pay for them. In 2011, the Governor's Task Force on Modernizing Transportation Funding in Idaho estimated that the state had been underfunding its transportation needs by $543 million a year; $262 million of which was simply to maintain our current road and bridge system. In 2015, the new revenue allowed the Idaho Transportation Department (ITD) to advance many projects directly impacting safety.

ITD operates on a 5-year plan. With the new revenue, many projects moved up in Idaho Transportation Improvement Plan (ITIP). The following are considered safety improvements: 1) U.S. 95, Smith Creek to Sheep Creek - This project will improve the alignment of a winding section of highway to increase visibility and allow vehicles to safely travel at the posted 60-mph speed limit; 2) U.S. 95, Pollock Road Turn bay - Constructs left and right turn bays at the Pollock and Fuzi Road intersection to improve the safety of U.S. 95, and reduce the number and severity of crashes at the location; 3) Idaho 41, SH-53 Jct. to U.S. 2 Jct. - Improves corridor safety by reducing the number and severity of collisions on SH-41 between SH-53 junction and U.S. 2 junction, addressing three intersections with high crash ratings and traffic volumes of commuters that turn.

House Bill 82

Provides Idaho State Police the clear authority to close or restrict the use of any highway or road in the case of an emergency or for public safety purposes.

PERFORMANCE MEASURES AND TARGETS

			Benchmark 2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015
C1	5-Year Ave Fatalities	Goals		217	209	204	201	200
		Actual Values	237	217	204	200	192	
C2	5-Year Ave Serious Injuries	Goals		1,479	1,402	1,384	1,364	1,356
		Actual Values	1,559	1,480	1,377	1,329	1,303	
C3	5-Year Fatality Rate	Goals		1.39	1.34	1.29	1.27	1.25
		Actual Values	1.53	1.39	1.29	1.26	1.20	
C4	5-Year Ave Unrestrained PMV Fatalities	Goals		92	90	88	85	83
		Actual Values	99	90	82	81	76	
C5	5-Year Ave Driver BAC>=0.08 Fatalities	Goals		69	68	67	66	66
		Actual Values	73	66	63	59	57	
C6	5-Year Ave Speeding Fatalities	Goals		71	70	69	67	66
		Actual Values	76	69	65	61	54	
C7	5-Year Ave Motorcycle Fatalities	Goals		28	27	26	26	25
		Actual Values	32	27	26	25	23	
C8	5-Year Ave Unhelmeted MC Fatalities	Goals		16	15	14	14	14
		Actual Values	17	15	13	13	12	
C9	5-Year Ave Drivers <=20 in Fatal Crashes	Goals		41	40	39	38	36
		Actual Values	43	39	34	32	29	
C10	5-Year Ave Pedestrian Fatalities	Goals		11	10	10	10	9
		Actual Values	11	11	11	11	12	
C11	5-Year Ave Bicycle Fatalities	Goals		3	3	3	3	3
		Actual Values	3	3	3	3	2	
			2010	2011	2012	2013	2014	2015
B1	Yearly Observed SB Use	Goals		78.9%	79.1%	79.3%	79.5%	79.7%
		Actual Values	77.9%	79.1%	79.0%	81.6%	80.2%	
Items for Reporting								
			2010	2011	2012	2013	2014	2015
	Yearly Total Fatality Rate		1.32	1.05	1.13	1.34	1.15	
	Yearly Urban Fatality Rate		0.67	0.47	0.47	0.58	0.52	
	Yearly Rural Fatality Rate		1.79	1.47	1.60	1.88	1.61	
				FFY2011	FFY2012	FFY2013	FFY2014	FFY2015
A1	Seat Belt Citations Issued during Grant Funded Activities			9,795	11,125	8,449	8,651	7,853
A2	DUI Arrests made during Grant Funded Activities			1,214	1,010	803	1,127	861
A3	Speeding Citations Issued during Grant Funded Activities			19,932	14,311	8,401	15,848	11,780

Updated: 12/8/2015

2014 FHWA AVMT is crurrently unavailable - rates in red are estimated

PROGRAM IMPACT

A summary of findings for CY 2014 are listed below:

- The number of motor vehicle crashes decreased by 1 percent, from 22,347 in 2013 to 22,134 in 2014. The number of fatalities resulting from motor vehicle crashes decreased from 214 in 2013 to 186 in 2014, a 13 percent decrease. The number of fatal crashes decreased from 200 in 2013 to 175 in 2014. The number of serious injuries increased from 1,262 in 2013 to 1,273 in 2014, a 1 percent increase.

- Idaho's fatality rate per 100 million vehicle miles traveled was 1.15 in 2014, down from 1.35 in 2013.

- While 66 percent of all motor vehicle crashes occurred on urban roadways, 77 percent of the fatal motor vehicle crashes occurred on rural roadways in 2014.

- Fatalities resulting from impaired driving crashes decreased in 2014 by 25 percent and 39 percent of all fatalities resulted from impaired driving. Of the 72 people killed in impaired driving crashes, 65 (90 percent) were either the impaired driver, a person riding with an impaired driver, an impaired bicyclist, or an impaired pedestrian.

- Idaho's observed seat belt use decreased slightly to 80 percent in 2014. While the observed rate was 80 percent, only 44 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 34 of the 67 unbelted motor vehicle occupants may have been saved.

- Aggressive driving was a contributing factor in 48 percent of the motor vehicle crashes and 61 people were killed in aggressive driving crashes in 2014.

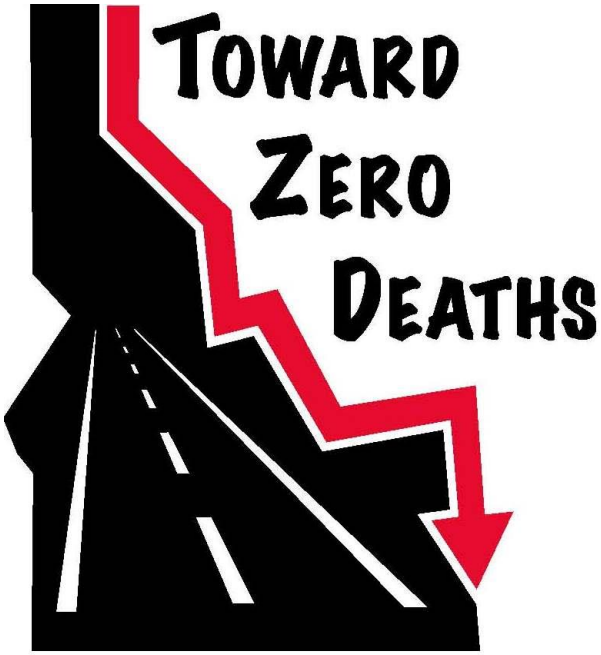
- Distracted driving was a factor in 19 percent of the motor vehicle crashes in 2014 and 29 people were killed in distracted driving crashes.

- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2014, youthful drivers were 2.5 times as likely as all other drivers to be involved in a fatal or injury crash. There were 20 people killed in crashes involving youthful drivers in 2014.

- There were 14 pedestrians and 2 bicyclists killed in motor vehicle crashes in 2014.

- The number of motorcyclists killed in motor vehicle crashes decreased slightly to 25 in 2014. More than half of fatal motorcycle crashes (52 percent) in 2014 involved just the motorcycle, while nearly one-third (32 percent) of fatal motorcycle crashes involved an impaired driver.

- Fatal crashes involving commercial motor vehicles decreased from 33 in 2013 to 22 in 2014. The number of injury crashes involving commercial motor vehicles increased by 9 percent. There were 25 people killed and 798 people injured in commercial motor vehicle crashes in 2014.


TOWARD
ZERO
DEATHS

OCCUPANT PROTECTION

OP-2015-01 (SSB1501), M2HVE-2015-01 (SOP1501), M2PE-2015-21 (SOP1521), M2OP-2015-22 (SOP1522), M2TR-2015-23 (SOP1523), A010(660) (V119120), A012(536) (V129710), A012(537) (V139900)

Problem:

- In 2013, of the 156 passenger motor vehicle occupants over the age of 7 killed, 97 were not wearing their seat belts. In addition, 274 unbelted Idahoans were seriously injured.[1]
- In 2013, only 23% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt.
- Of the 26 people killed in youthful driver crashes, 10 were youthful drivers.
- Of the 10 youthful drivers killed, only 3 were wearing seat belts.[2]
- Safety restraints are estimated to be even more effective in preventing fatalities in rollover crashes.
- Seat belt use reduces fatalities by 74% in rollover crashes involving passenger cars and by 80% in rollover crashes involving light trucks. [3]

Objective:

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

Performance Measures:

C-4 Reduce the five-year average number of unrestrained passenger motor vehicle occupants kills.
Idaho's goal for unrestrained fatalities for 2010-2014 was 85. Unrestrained passenger motor vehicle fatalities for CY 2014 was 67, 18 less fatalities than Idaho's goal.

B-1 Increase the yearly observed seat belt use rate.
Goal for 2014 was 79.5%. Based on 2014 Observational Seat Belt Survey, Idaho's statewide average rate was 80.2%; a slight decrease from 2013 (81.6%) however 2014 rate still exceeds HSP goal. Preliminary data for Idaho's 2015 Observational Seat Belt Survey indicates Idaho's statewide average rate increased 0.9% to 81.1%.

Enforcement:

November 20-30, 2014 Seat Belt Mobilization: Sixty-two law enforcement agencies participated; 34 police departments, 22 county sheriff offices, and 6 ISP districts.

During the mobilization, 1,888 occupant protection (seat belt and child restraint) citations were issued. The top-performing agencies were Boise Police Department (PD) 1.9 citations/hour, Coeur d'Alene PD 1.6 citations/hour, and Cassia County 1.1 citations/hour. Pre- and post-mobilization seat belt surveys were performed; largest increase in seat belt usage rate was Filer, 45% to 85%, 40% increase.

Mobilization overtime was awarded using Section 405b OP (M2HVE-2015-01) in the amount of $151,698, of which $119,345 was claimed; equipment incentive funds awarded using Section 402 (OP-2015-01) in the amount of $65,440, of which $50,320 was claimed.

[1] ITD Office of Highway Safety 2013 Idaho Traffic Crashes Report
[2] ITD Office of Highway Safety 2013 Idaho Traffic Crashes Report
[3] Fatality Reduction by Safety Belts for Front Seat Occupants of Cars and Light Trucks, NHTSA, DOT HS 809 199

May 18-31, 2015 Seat Belt Mobilization: There were 67 participating agencies; 36 police departments, 25 county sheriff offices, and 6 ISP districts. A decrease of 8 participating agencies compared to the 2014 Seat Belt Mobilization.

During the mobilization, 3,017 occupant protection citations (2958 seat belt and 59 child restraint) were issued. The top-performing agencies were Coeur d'Alene PD 2.8 citations/hour, Boise PD 2.3 citations/hour, and Idaho Falls PD 1.5 citations/hour. Because the worst average seat belt use rate resides in ITD District 4 (D4), it is worth noting that three D4 agencies issued a high rate of Occupant Protection (OP) citations: Twin Falls County 1.3 citations/hour, Idaho State Police (ISP) D4 1.2 citations/hour, and Twin Falls PD .9 citations per hour.

Pre- and post-mobilization seat belt surveys were performed; largest increase in usage was Parma, 64% to 83%, 19% increase.

Three sources of funding were used for overtime: Section 405b OP (M2HVE-2015-01) $100,000, $94,392 claimed; FHWA A010(660) (V119120), $13,329, and A012(536) (V129710), $13,000. Equipment incentive funds awarded using Section 402 (OP-2015-01) in the amount of $59,220, of which $54,562 was claimed.

Media:

OHS conducted two seat belt media campaigns; the decision was made to include Spanish PSAs for radio air dates for all occupant protection media campaigns (seat belt and child passenger safety).

The first media campaign was held November 2014 which contained the Thanksgiving holiday weekend. "Buckling up could save your giblets" theme for billboards and social media postings, English and Spanish radio PSAs and the "Merrill Hodge" TV PSA.

The May campaign theme "Be the example. Buckle Up!" was used for radio PSAs, billboards, and social media. New "Be the example…" English and Spanish PSAs were created for the campaign. The "Seatbelt, Do the Right Thing" and Idaho Power "Work Place Seat Belts" TV PSAs were aired during mobilization.

During the 2015 Idaho Falls Chukars Baseball season, safety messages were announced by their Public Announcer during 38 home games. Safety messages were Occupant Protection, Impaired, Aggressive and Distracted Driving.

A new family palm card was created for distribution. The card features a District 2 ISP Trooper's wife who survived a crash because she was wearing her seat belt.

Training:

The "Barbie" Crash car was used for several events, including the Western Idaho Fair, Hailey Safety Fair, Meridian Youth Safety Summit, Wal-Mart Safety Event, OHS Highway Safety Summit, Cascade PD "Buckle Up" event, BSU Science

Technology Engineering Math (STEM), Silver Sage Girl Scout STEM, and loaned the car to at least 5 organizations throughout the year for use in school, civic and club demonstrations.

Outcome:

Officer Eric Littlejohn, Cascade Police Department, organized a "Buckle Up" event November 2014 for their local grade, junior and high schools. The event focused on the importance of buckling up. High school students, OHS, Cascade fire department and emergency medical personnel, Buckle Up for Bobby, and city and county law enforcement personnel were there to discuss and demonstrate to students the consequences of not wearing their seat belts.

Jerome High School participated in the (first) NOYS Fall 2014 Seat Belts Save Challenge, and placed in the top ten nationally; their seat belt use rate increased 16% from 62% to 78%. OHS, ISP D4, Buckle Up for Bobby, Wes Morris Motorsports, Boise Police and Meridian Police arrived at the campus May 22nd to hold a Safety Celebration event.

Nampa and Shelley High Schools participated in the May 2015 NOYS Seat Belts Save Challenge. Nampa High School won the challenge nationwide for the best overall education campaign, and Shelley High School won the prize for the greatest improvement in seat belt use rate.

The **statewide observational seat belt survey** was conducted in September 2015 by the seven Idaho Public Health Districts, and funded using Section 405b OP (M2PE-2015-22). As noted in 2014 Quality Control (QC) monitoring report, "refresh" training was held for all (ITD) onsite-trained counters to review the process, and new counters received in-person (onsite) instruction and training at OHS (included existing counter who did not receive onsite training). QC monitoring for the seat belt survey was conducted at eleven sites; five sites in Madison County, three in Gooding, and three in Minidoka. Based on monitoring observations, a final report was written with the following top two recommendations:

1. Future surveys are conducted by two counters per site to ensure data is captured and count is as accurate as possible.
2. Future surveys conducted by two counters to ensure counters' safety (comment by one counter in report supports this recommendation).

Seat Belt Use in Idaho – 3 yr. average[4]

	2012	2013	2014	3 Yr. Average
Idaho's Safety Restraint Use	79%	81.6%	80.2%	80.3%
Unbelted Fatalities[5]	73	97	67	79
Unbelted Seriously Injured[6]	261	274	267	267

[4] ITD OHS 2012-2014 Observational Seat Belt Surveys
[5] ITD OHS 2012-2014 Idaho Traffic Crashes
[6] ITD OHS 2012-2014 Idaho Traffic Crashes

Seat Belt Use in Idaho by Transportation District – 3 yr. average[7]

District	2012	2013	2014	3 yr. Average
1	71.8%	72.3%	76.1%	73.4%
2	86.1%	85.0%	80.2%	83.8%
3	93.1%	85.8%	91.5%	90.1%
4	66%	74.2%	66.9%	69%
5	64.3%	81.2%	80.1%	75.2%
6	70.9%	76.8%	70.5%	72.7%

Seat Belt Use by Vehicle Type – 3 yr. average[8]

	2012	2013	2014	3 yr. Average[9]
Passenger Car	81.3%	84.4%	82.4%	82.7%
Vans & SUVs	82.9%	84.4%	82.4%	83.2%
Pick-up Trucks	70.8%	73.5%	74.1%	72.8%

CHILD PASSENGER SAFETY

CR-2015-01 (SCR1501), CR-2015-02 (SCR1502), A012(536) (V129710)

Problem:

- Motor vehicle crashes are the leading cause of death for children age 4 and ages 11 through 14. NHTSA research shows that effectiveness of child safety seats reduces fatal injury by 71% for infants (<1 year old), and by 54% for toddlers (1 to 4 years old).[10]
- During 2009-2013, 17 children under 7 years old were killed in Idaho motor vehicle crashes. Of these children, 9 were not restrained. During the same period, 91 children were seriously injured; 43 of which were not restrained.[11]
- Parents continue to place their very young children (ages 0-3) in a child seat at a high rate (92%), while only 63% place their toddlers (ages 4-6) in child safety seats or booster seats.[12]
- Based on a 2011 National Survey of the Use of Booster Seats (NSUSB), there continues to be indications of premature graduation to restraint types not appropriate for a child's age, height, and weight.[13]
- When used properly, NHTSA estimates that lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants age 5 and older by 45%.
- For light-truck occupants age 5 and older, seat belts reduce the risk of fatal injury by 60%.[14]
- Child restraint use, by age and race/ethnicity, from infancy to age 12, shows that the national average of restraint use for White Non-Hispanic is 96.3% and Hispanic is 86.8%.[15] The largest minority population in Idaho is Hispanic at 185,139 or 11.6%; 45% of Idaho's Hispanic community is 19 years of age and younger.[16]

[7] ITD OHS 2012-2014 Observational Seat Belt Surveys
[8] ITD OHS 2012-2014 Observational Seat Belt Surveys
[9] Survey design modified by NHTSA FFY 2013, 2013 and 2014 Surveys combined Passenger Car data with Vans and SUVs data
[10] NHTSA Traffic Safety Facts 2012 Data, DOT HS 812 011
[11] ITD Office of Highway Safety 2013 Idaho Traffic Crashes report
[12] ITD Office of Highway Safety 2013 Idaho Traffic Crashes report
[13] NHTSA The 2011 National Survey of the Use of Booster Seats, DOT HS 811 718
[14] NHTSA Traffic Safety Facts 2012 Data, DOT HS 812 011
[15] NHTSA The 2011 National Survey of the Use of Booster Seats, DOT HS 811 718
[16] http://icha.idaho.gov/

Objective:

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

Performance Measure:

C-4 Reduce the five-year average number of unrestrained passenger motor vehicle occupants kills. Specific to child passenger safety, during 2009-2013, 9 of 17 children under 7 years old were unrestrained and killed in motor vehicle crashes. During 2014, 8 children under 7 years old were killed in crashes, 5 of which were unrestrained.[17] The percentage of unrestrained children fatalities decreased slightly from 52.9% (2009-2013) to 52.4% (2010-2014).

Enforcement:

During OHS's 9 FFY 2015 traffic enforcement mobilizations, 353 citations were issued for child safety seats, *an increase of 165 citations or 88%* compared to 188 citations during 11 mobilizations in FFY 2014.

Media:

Child Passenger Safety Week (September 13-19, 2015) media campaign's focus was parents and caregivers placing their children in the right safety restraint at the right age. Media exposure included radio, billboards, OHS Facebook, and ITD's Facebook and Twitter. The radio PSA "The Right (Child) Seat" was aired on both English and Spanish stations.

The Boise Weavers' family allowed OHS to feature their quadruplets on billboards and social media posts.

ITD and OHS posted several NHTSA colored daily messages before and during CPS week; ITD experienced 2566 total views of the NHTSA and Weavers' quadruplet messages. Idaho increased the number of car seat check safety events and activities during CPS week from 4 in 2014 (37 car seat checks) to 6 in 2015. The number of car seat checks increased to 227 in 2015.

On September 18, 2015, OHS partnered with KTVB Channel 7, Safe Kids Treasure Valley, Boise and Nampa Police Departments, Meridian Fire Department, and St. Luke's Meridian to feature an early morning show with Larry Gebert on Child Passenger Safety. The event lasted four hours, and KTVB posted CPS information links on their website.

OHS CPS website was updated at least six times to assist parents and caregivers locating the site when searching the internet. Changes included:

- Overall reformat of home page
- Added availability of Spanish WHALE[18] kits and Spanish/English CHOP[19] Car Seat Basics cards

[17] ITD Office of Highway Safety 2014 Idaho Traffic Crashes report
[18] We Have A Little Emergency

- Added USEFUL LINKS section to provide links to Partners for Child Passenger Safety (e.g., http://safekids.org/, http://childcareaware.org/)

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

We **H**ave **A L**ittle **E**mergency (**WHALE**) kit was translated to Spanish, printed in January 2015, and at least 3,000 kits were distributed. More than 20,000 English WHALE kits were distributed in FFY 2015. Fire and EMS agencies were notified mid-February regarding the (English) WHALE kit and its purpose, and the notice resulted in a minimum of 12 agencies requesting 1000 kits. OHS required that WHALE kits were provided with each grant-funded child seat distributed and inspected through ICAAP's sub-grantees.

The **CHOP Child Restraint Basics card** was translated to Spanish and made available to the public August 2015. Both English and Spanish cards were taken to the Western Idaho Fair for distribution. Several thousand English and Spanish cards have been distributed. OHS now provides at least one CHOP card when WHALE kits are requested by the general public.

ISP District 2 (LEL and) Sgt. Rich Adamson's spouse recommended the CHOP restraint basics recommendations are converted to a poster to hang in medical facilities, specifically maternity wards. The posters were created, printed, and distributed when requested.

Training:

Safe Kids Worldwide indicates that one CPST renewal class and three CPST certification classes were conducted in FFY 2015. No grant funds were used to provide recertification and Continuing Education Unit (CEU) courses for existing Child Passenger Safety Technicians (CPSTs).

The 2015 OHS Highway Safety Summit offered a breakout training session "Child Passenger Safety for the Law Enforcement Observer - Gross Misuse." The session provided overviews of how restraints are typically misused, Idaho's law on child restraint, and what is considered a fine-able offense for child restraint misuse. After the presentation, an open discussion was held with several CPS technicians and instructors regarding the types of misuse they witness on a routine basis during car seat checks. The session was presented by CPST-Instructor Carma McKinnon and CPST Travis Stickler, Magic Valley Safe Kids. The session room was well attended (standing room only).

The Safety Summit also featured a CPS Technician 3-CEU class which featured topics based on the use of restraint tethers, a CPS "tool kit," Beyond Kinematics […motion of objects - displacement (and distance), velocity (and speed), acceleration, and time…], car seat updates, getting to know your (car) seats, and provided technicians an opportunity to get 5 car seat inspection sign-offs. Carma McKinnon and Jen Ellis (Safe Kids Treasure Valley CPST-Instructor) taught the class and did the car seat sign-offs.

Outcome:

Idaho Chapter of the American Academy of Pediatrics (ICAAP) CR-2015-02 (SCR1501

ICAAP was awarded a year-long grant to provide statewide distribution of child passenger seats, training, outreach and education. Through the grant, ICAAP attempted to sub-grant to one location in each of the seven health districts/regions, and was unable to secure a sub-grant for a Public Health District 7 (PHD7) organization.

As of September 30, 2015:

- Region 1, Kootenai Health purchased 163 seats, provided 248 car seat checks, and distributed 139 seats and 248 WHALE kits. Have 170 car seats in inventory.

[19] Children's Hospital of Philadelphia

- Region 2, Moscow Police Department purchased 172, conducted 238 car seat checks, and distributed 94 seats and 330 WHALE kits. Have 133 car seats in inventory.
- Region 3, Canyon County Paramedics purchased 138 seats, conducted 120 car seat checks, and distributed 88 seats and 120 WHALE kits. Have 30 car seats in inventory.
- Region 4, Meridian Fire Department purchased 257 seats, conducted 1230 seat checks, and distributed 247 seats and 1187 WHALE kits. Have 448 car seats in inventory.
- Region 5, Twin Falls Police Department purchased 120 seats, conducted 216 car seat checks, and distributed 40 seats and zero WHALE kits. Have 114 car seats in inventory.
- Region 6, Pocatello Police Department purchased 104 seats, conducted 171 seat checks, and distributed 159 seats and 171 WHALE kits. Have 75 car seats in inventory.
- Region 7 – no sub-grantee; however Rexburg Police Department (FFY 2014 Region 7 sub-grantee) indicates they purchased 25 car seats, conducted 79 car seat checks, distributed 40 car seats and unknown number of WHALE kits. Have 39 car seats in inventory.

ICAAP works closely with three Safe Kids coalitions to help advertise and provide funding for CPST courses. Four courses were conducted, none of which were grant-funded.

As recommended in the **OHS 2013 OP Program Assessment** "Provide more centralized leadership, support, and oversight of the child passenger safety program," the CPS Statewide Coordinator role was discussed with NHTSA Region 10 and the OP Assessment Committee during FFY 2015, and the decision was made to move forward with the coordinator role for FFY 2016. *Anticipated* Statewide Coordinator primary responsibilities will include:

- ✓ Develop and manage program to increase number of CPS technicians and inspection sites statewide.
- ✓ Develop and/or provide CPS training to law enforcement personnel so they may identify the gross misuse of car seats, and increase enforcement of statute.
- ✓ Develop and manage program for consistent child seat distribution statewide
- ✓ Develop and manage program for consistent CPS educational materials distribution statewide
- ✓ Coordinate annual CPS safety and training summit
- ✓ Develop and manage CPS Technician-proxy program statewide

AGGRESSIVE DRIVING

PT-2015-01 (SPT1501), A012(536) (V129710), A012(537) (V139900), A012(538) (V149170), A012(539) (V159410)

Problem:

- In 2014, Aggressive driving was a contributing factor in 56 percent of all crashes in Idaho. An aggressive driving crash is determined by contributing circumstances. The six contributing circumstances that define an aggressive driving crash are: following-too-close, failure to obey stop sign, failure to obey signal, failure to yield, exceeded posted speed limit and speeds too fast for conditions.
- Over the last 5 years (**2010-2014**), there have been 201 fatal crashes and 1431 serious injury crashes involving aggressive drivers that have resulted in 214 people killed and 1837 people seriously injured. This represents over one third (39 percent) of all fatal crashes (and 38 percent of fatalities) and close to half (46 percent) of all serious injury crashes (and 48 percent of serious injuries).
- Over half (53 percent) of the vehicles involved in fatal and serious injury aggressive driver crashes were going straight, while 21 percent were turning left and 15 percent were negotiating a curve.

- Rural roads have the highest percentage of aggressive driving fatal crashes at 78 percent.
- Urban roads have more serious injury crashes with 60 percent.
- Males represent 50 percent of all licensed drivers but make up 61 percent of the drivers involved in aggressive driving fatal and serious injury crashes.

Objective:
Eliminate aggressive driving crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

Performance Measure:
Idaho exceeded the established the HSP Goal (C6) for speed related fatalities for 2010-2014, the goal was 67 and the actual is 54.

Enforcement:
In FFY 2015 OHS funded the first statewide *100 Deadliest Days'* mobilization that reminded drivers that summer time is the deadliest time on our roads. The radio PSA ran for the entire 109 days, it focused on both distracted and aggressive driving, the tag line said, "Slow down, pay attention, always buckle-up and never drive impaired." The paid media campaign ran from May 22 - September 8. There were three time periods that agencies could participate, Part: May 25-June 30, Part 2: July 1-Aug.15, Part 3: August 16-September 8. The 100 Deadliest Days' enforcement mobilization was responsible for the following: Part 1 issued 7,016 citations, Part 2 issued 4,120 citations, Part 3 issued 2,626 for a total 13,762 dedicated citations and 38,649 regular hour agency citations. The total speeding citations for all mobilizations combined was 11,780. The chart below shows the number of statewide crashes that took place during that time period from 2011-2015. The data for all 2015 crashes is not yet available.

100 Deadliest Day's Crashes	2011	2012	2013	2014	2015
Start Date	May 27th	May 25th	May 24th	May 23rd	May 22nd
End Date	Sept 5th	Sept 3rd	Sept 2nd	Sept 1st	Sept 7th
Number of days	102	102	102	102	109
A Injury Accident	367	375	353	342	
B Injury Accident	840	802	803	863	
C Injury Accident	1130	1084	1163	1192	
Fatal Accident	47	68	71	75	84
Property Damage Report	3392	3489	3495	3333	

Media: The *100 Deadliest Days* campaign utilized on-line, outdoor and radio paid media.

Training:
The Director of the SHSP Aggressive Driving committee attended NHTSA Speed Management training in July 2015. The SHSP-AD committee was instrumental in arranging for Lt. Gary Megge from Michigan State Police to attend the OHS Summit in May 2015. Lt. Megge provided information on speed and distracted driving related research and crash reconstruction to the attendees. He told the attendees that all of the research and observations he has done strongly indicates that crashes are often miscategorized as speed related rather than as a distracted driving crash.

Outcome:
The SHSP-AD committee is working with OHS to bring more community based education and awareness about aggressive driving to areas across Idaho.

- The committee helped to arrange for OHS to sponsor highway safety messages at multiple Mad Marvin Figure 8 Races in Eastern Idaho.
- Banners were displayed at each race with the highway safety messages, and five announcements reminding attendees to "Slow down, pay attention and buckle up on every drive," were made during the races.
- The committee also presented the first *Exemplary Driver Award* at the OHS Summit, to UPS employee James Kelley, from Albion, ID. He has been a professional driver for UPS for 40 years and has never had an at-fault-crash.
- The OHS also provided the statewide SRO organization with aggressive driving pamphlets to distribute to Idaho schools statewide.
- The OHS also provided the statewide SRO organization with aggressive driving pamphlets to distribute to Idaho schools statewide.

IMPAIRED DRIVING

AL-2015-01 (SAL1501), A012(536) (V129710), A012(537) (V139900), A012(538) (V149170), A012(539) (V159410), 405d M5-2015 , 164AL-2015, K8-2015

Problem:

- In 2013, 96 fatalities resulted from impaired driving crashes. This represents 45 percent of all fatalities.
- Only 18 (or 23 percent) of the 77 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt.
- Additionally, there were 9 motorcyclists, 7 pedestrians, 2 ATV riders, and 1 bicyclist killed in impaired driving crashes.
- Of the 96 people killed in impaired driving crashes in 2013, 92 (or 96%) were impaired drivers, persons riding with an impaired driver, or impaired pedestrians.
- Over 10 percent of the impaired drivers involved in crashes were under the age of 21 in 2013, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans over $749 million in 2013. This represents 29 percent of the total economic cost of crashes.

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

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

Outcome:

- Funding to the Idaho State Police (ISP) allowed continuance of the State Impaired Driving Coordinator (SIDC). This position directly supports the program objective by making one individual responsible for coordination of the Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC provides statewide training for all law enforcement agencies, information, and resource dissemination, and acts as a liaison for Idaho's Drug Evaluation and Classification Program (DECP).
- Idaho has 6 state police regions, 44 county sheriff's offices and 83 local police departments. These law enforcement agencies diligently enforce Idaho's Driving Under the Influence (DUI) laws at all times. The Idaho Office of Highway Safety supports the enforcement of impaired driving laws by paying for officers overtime and agency equipment incentive for DUI mobilizations. DUI Checkpoints are unconstitutional in Idaho; to offset this, 5 impaired mobilizations were conducted whereby law enforcement agencies increased DUI enforcement patrols. These mobilizations are scheduled and funded by OHS each year. On average, 65 agencies perform overtime DUI patrols during the mobilizations, providing additional officers during high impaired driving periods of the year (such as the Labor Day weekend, and Christmas through New Year's Day).
- Overtime funding allowed the Boise Police Department to perform numerous underage alcohol enforcement patrols that included party patrols, retail selling of alcohol to minors, and adults purchasing and supplying alcohol to minors.
- Overtime funding for special events that impact small communities. Idaho is a rural state and some communities have events in their areas that can temporarily impact their community. Extra funding allows for agencies to provide extra DUI patrol as needed.
- The "One Team" program that successfully addresses impaired driving behavior is described in detail in the Law Enforcement Liaison section of this report.
- 100 Deadliest Days Program. This year our office funded the "100 Deadliest Days" This program focused on the summer months which are the deadliest on Idaho's highways. We provided overtime and equipment incentive funding for agencies to enforce impaired driving, aggressive driving and seatbelt enforcement. This program has been received well.
- Funded Idaho's first ever "No Refusal Weekend" in Region One, to include a 2-day ARIDE class and overtime for officers to work the event. There were 18 law enforcement officers that participated in the event.

Media:
For 2015 funding was provided to purchase advertising time across Idaho. Campaigns ran on television, radio, billboard and print media. Media was developed to educate the public concerning the dangers and social irresponsibility of driving while impaired. Media purchases applied to the 5 Impaired Driving Mobilizations before, during and after the periods of statewide law enforcement efforts occurring on:

- November 27, 2014 – January 4, 2015
- March 15 – 22, 2015
- June 28 – July 7, 2015
- August 21 – September 8, 2015
- 100 Deadliest Days (May 22 – September 8, 2015)

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

We also do media and campaigns outside or our scheduled mobilizations. Such as:

- Current 12 month contract with KBOI (Drive Safe Idaho) to include monthly, social media, news releases, promotions, community events, commercials, human interest stories etc.
- Billboards at Statewide sporting events.
- Tag lines and advertisement with local stations
- Reader boards at sporting arenas

Training:

- Funded 3 Drug Recognition Schools which trained 40 new Drug Recognition Officers.
- Funded 4 Standard Field Sobriety Trainings for the Idaho Post Academy.
- Funded 6 Advanced Roadside Impaired Driving Enforcement for law enforcement agencies across the State of Idaho
- Funded training and travel costs for 3 Administrative License Suspension Hearing Officers to attend certification courses at the National Judicial College in Reno, NV., and one officer to attend the National Conference in Charleston SC.
- Funded the training cost for 4 Certified Law Enforcement Phlebotomists to attend a refresher course at the College of Western Idaho.
- Funded 14 law enforcement officers to attend the Phlebotomy course at the College of Western Idaho.
- Funded travel, lodging and per diem for 4 DRE Officer to attend the DRE conference in Phoenix Arizona.
- Funded travel for one DRE to attend LifeSavers Conference.
- Provided Training for DUI Court Outreach Coordinator

Traffic Safety Resource Prosecutor

Jared Olson,
Idaho's TSRP

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

The TSRP is responsible for solving problems related to the investigation and prosecution of impaired drivers often associated with the presentation of breath, blood and urine testing procedures, proof of impairment and evidence gathering issues. The TSRP provides legal research and guidance, is involved in governmental relations, policy development, technical assistance and training. The TSRP provides guidance on the development of short and long-term plans that ensures services and resources remain current with contemporary legal practices, stand standards and federal standards.

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

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

briefs). Conducts and/or assists with written discovery and prepares case-related correspondence.
    - Conduct oral presentation of cases (as assistant) by appearing and arguing pretrial motions and by presenting the case to the court or jury, including jury selection, opening statement, questioning of lay and expert witnesses, cross-examination of witnesses, and closing argument. Must respond clearly, concisely, politely and persuasively to questions from any court.
    - Negotiate on and settle cases by communicating with opposing counsel, victims, law enforcement and senior attorneys regarding the appropriate resolution of cases and determining the appropriate resolution in context of all known information.
    - Travel the state to locations of local prosecutors, courts, witnesses, and victims.
- Synthesize legal, law enforcement, and policy information into technical assistance publications. This includes presenting information on current case law and other issues associated with effective prosecution of traffic safety cases to a wide variety of audiences with varied levels of understanding of the subject matter.
- Prepare and distribute a quarterly newsletter for prosecutors with timely information related to prosecuting criminal offenses involving impaired drivers, precedential cases, and other noteworthy information related to traffic safety.
- Maintain a website for prosecutors with pertinent information regarding legal issues, relevant case law, schedules of training, forms, standard documents and useful links to other resources.
- Maintain knowledge of the issues regarding traffic offenses on both a state and national level.
- Coordinate with the Idaho Transportation Department's Highway Safety Office and serve as the liaison between the Office and prosecutors to enable prosecutors to become more involved in traffic safety initiatives.
- Meet regularly with law enforcement agencies, answer questions, and receive suggestions; foster improved law enforcement /prosecutor cooperation; strengthen effective law enforcement and prosecution strategies; and regularly apprise prosecuting attorneys on evolving areas of traffic safety law.
- Assist with Idaho's Impaired Driving Programs, to include: Standardized Field Sobriety Testing, Breath Testing Operators, Breath Testing Specialists, Drug Recognition Expert, Law Enforcement Phlebotomy, Crash Reconstruction programs and other traffic related schools.
- Make presentations and participate in National, State and local meetings on traffic safety issues.
- Develop short and long-term plans and objectives to ensure that legal consultation, government relations, policy analysis, training, and related services remain current with contemporary legal practices and state and federal standards, and develops effective implementation plans for new methods, technologies, and standards. This involves researching and assessing trends and conditions related to impaired driving (e.g., blood alcohol content analysis technology, law enforcement task forces, case law, etc.) and state and federal policy initiatives to develop long-term implementation strategies through coordination with other jurisdictions.
- Develop and implement public relations and outreach strategies to increase the effectiveness of the prosecution of impaired drivers. This includes acting a liaison with governmental and private traffic safety and law enforcement entities; developing and maintaining networks to facilitate the provision of information and strategies; and developing and/or participating in public service announcements and media announcements and events.
- Coordinate governmental relations and participates in meetings with city, county, and tribal officials to identify problems, issues, and concerns related to traffic safety and impaired driving; formulates strategies and responses to address jurisdictional, procedural, and operational

issues; and achieves consensus and garners support for state highway traffic safety and impaired driving prosecution initiatives.

- Manage and monitor the TSRP budget and grant reporting requirements to ensure program compliance and continued funding. This includes ensuring compliance with federal, state, and agency laws, regulations, and policies; recommending budget allocations for TSRP funds; monitoring budgets and performance indicators to ensure program efficiency; fulfilling reporting requirements associated with the Idaho Department of Transportation grant contract; and developing and implementing corrective actions as necessary to ensure budget adequacy and grant compliance, in consultation with the IPAA Executive Director.

The program continues to have a significant impact on impaired driving prosecutions. Prior to 2006, assistance to prosecutors specific to traffic crimes was limited. During 2015 the TSRP responded to approximately 1225 requests for technical assistance compared to:

- 236 requests in the first year,
- 445 requests in the second year,
- 529 requests in the third year, 691 in the fourth year
- 701 in the fifth year
- 722 in the sixth year
- 924 in the seventh year
- 1225 in the eighth year

The provided trainings received positive reviews and have been touted by others in the nation as the gold standard in traffic crimes prosecutions. Each year the number of technical assistance and training requests increases, demonstrating the program's positive impact. The TSRP has traveled to all 44 Idaho counties and has personally met with each elected prosecutor.

State Impaired Driving Coordinator

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

In 2012, based on that commitment, the position of "State Impaired Driving Coordinator" (SIDC) was established and is supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds. The SIDC is responsible for the daily operations of Idaho's DECP. The ultimate objective of this project is to eliminate fatalities and serious injuries in crashes resulting from DUI of alcohol and/or prescription /over the counter drugs crashes.

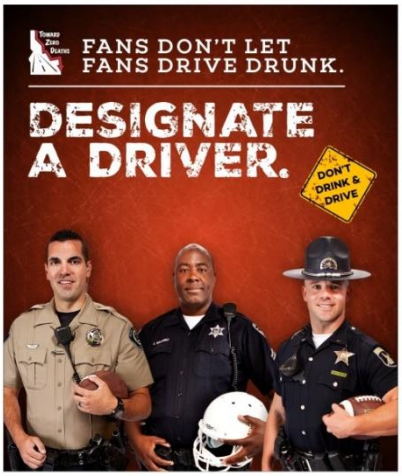
The ultimate objective of the SIDC position is to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence **(DUI)** of alcohol and/or prescription /over the counter drugs. The SIDC position will directly impact this objective by having one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

FFY 2015 objectives achieved:

- 6 ARIDE classes to law enforcement and prosecutors;
- 4 DRE Instructor Schools
- 3 DRE Schools, one in Coeur d'Alene, ID one in Idaho Falls, ID and one in Meridian, ID.

- Field Certification Training (Seattle, WA, Stockton, CA and Phoenix, AZ). Total of 12 DRE Instructors
- DRE Trucker Check at East Boise Port of Entry
- DRE In-Service 28 Attendees
- SFST training to 4 POST Academy classes;
- Recertification course for law enforcement phlebotomists;
- New course for law enforcement phlebotomists at College of Western Idaho. 14 Students
- The SIDC serves as a member of the Idaho Impaired Driving Task Force

MADD Designated Driver Awareness Program



The Idaho Mothers Against Drunk Drivers (MADD) Chapter has received a grant from our office to promote designated drivers. Their chapter attends local events promoting individuals and families to drive sober or designate a driver. MADD Idaho collaborates with organizations such as BSU Athletics, Townsquare Media, Idaho Stampede, Journal Broadcasting, Idaho Steelheads, Great Potato Drip BSU Football Games and other event organizers throughout the year to set up an informational booth and sign-in non-drinking fans as designated drivers at the events.

With their grant funds they have been able to purchase a display/tabling opportunity in the Hall of Fame Plaza Ford Zone area prior to the BSU season opener against Washington State University. One staff member and 3 volunteers worked the booth and asked tailgaters to let us know on a large whiteboard how they were getting home safely (what is there plan) if they were over 21- answers included: Calling a cab, I'm the DD, Calling Uber, Calling a friend, Not drinking so driving home.

Their Chapter also hands out Candy and MADD Campaign to Eliminate Drunk Driving Pledge cards with the 3 prongs of the pledge on them: 1) Support high visibility law enforcement, 2) Require ignition interlock devices for all convicted drunk drivers to prove they are sober before their car will start and 3) Support the development of technology to determine automatically whether or not the driver is above the legal limit of .08. For those under the age of 21, they are asked them to sign a large whiteboard pledging they will not drink alcohol before the age of 21 and use other drugs, not to ride with someone who has been drinking alcohol and if they find themselves in a situation where they feel unsafe or uncomfortable they will call an adult.

They also conducted an all-day Speaker's Training on Sunday, September 20 for MADD volunteers who have been and will be working at outreach booths around designated driving. MADD's Senior Director of Communications and Marketing flew in from Dallas to conduct the training. Six volunteers and one staff member attended the training and after being surveyed at the end of the training 100% said they felt more comfortable and had better skills to share MADD's message and ask people to participate in signing a pledge for a safe way home and making a plan.

Meridian Police Department DUI Task Force

This was the first year for a 3-year grant with the Meridian Police Department. Their agency identified the need for more DUI enforcement due to the growth in their community and limited manpower. The first quarter of this grant they were tasked with hiring and training the 2 DUI officers that would make up the DUI team. Once the team was up and running, the 2 officers made a total of 91 DUI arrests

along with responding to and evaluating 39 accidents from the dates of January 1, 2015 to September 30, 2015. They also participate in all the OHS impaired mobilizations. The DUI Team averages 45% of the DUI arrests for the Meridian Police Department.

State Impaired Driving Task Force

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

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

The Task Force has been active since that time and working on strategies identified in the Idaho Impaired Driving Strategic Plan that was developed in 2013. The Task Force will continue to oversee implementation of Idaho's plan over the next five years and compare results to measure areas of success.

This plan is considered a living document and will be reviewed and updated on an annual basis. With funding that have become available, the Task Force has created three sub-committees to work on 3 defined areas and strategies.

Ignition Interlock Subcommittee

IDAPA rule rewriting: Conducting baseline research to learn about other states' interlock rules, so the committee can see what might be adaptable for Idaho. So far, we've queried Wyoming, Utah and Montana; Jared Olson has also made initial contacts with his peers in Washington (doing a minor rewrite now), New Mexico (considered a "gold standard" by some) and Rhode Island (has a new version of rules).

Questions we're asking other states:

1. What are key elements in your rule (law)?
2. What is it that makes your state's law most effective? (a particular process, partnership, BAC level, enforcement …. Could be a number of things or a combination of things)
3. What are the elements in your rules or program that you would change to improve your ignition interlock program?
4. What should Idaho know from your experience?

Ignition Interlock Coordinator: the Coordinator's purpose is to facilitate the dissemination of consistent, accurate information about Idaho's ignition interlock laws and support enforcement of existing laws.

DUI Courts Subcommittee

Drug Court Teleservices Pilot Project: A response was submitted to the Drug Court Teleservices Pilot Project's call for letters of interest.

The Bureau of Justice Assistance and the Center for Court Innovation are partnering to support innovative uses of technology in drug courts, including Tribal Healing to Wellness Courts, co-occurring disorder courts, and veterans' treatment courts. Three pilot sites will be selected to receive training and technical assistance in the planning, implementation, and evaluation of technology initiatives.

The response letter proposes use of technology to reach rural areas in the northcentral part of the state where there's a high per capita death and injury rate from DUI crashes; this includes Idaho and Clearwater counties and potentially Lewis County. The project would use teleservices to administer a DUI court in rural areas by primarily providing counseling and enhancing the monitoring capabilities of probation and parole officers. Additionally, teleservice technology would allow for team meetings when team members can't meet due to weather or scheduling, and would provide a platform for staff and team training.

NFAR Summit: Members attended the National Frontier and Rural Addiction Technology Transfer Center Network Summit in Austin, Texas in early September. The conference focused on the use of technology in the delivery of healthcare and addiction treatment.

Sessions included mobile apps, security in telehealth, remote monitoring, mobile phones in residential treatment, and policy development for the use of mobile technology. Useful takeaways dealt with providing adequate security when using telehealth in order to comply with HIPAA and other state and federal health information privacy regulations, as well as the use of mobile apps to enhance effectiveness of distance counseling. The conference was very informative and much of the information will be useful in our project to use distance technology to increase DUI Court capacity in rural areas.

Enforcement/Task Force Mobilization Subcommittee

Idaho's First No Refusal Weekend: Kootenai County, Coeur d'Alene, Spirit Lake and Idaho State Police law enforcement agencies participated in Idaho's first "No Refusal Weekend" on September 5. Leading up to this event, law enforcement agencies attended *Advanced Roadside Impaired Driving Enforcement* (ARIDE) training from September 1 –4. This training equipped officers to observe, identify and articulate the signs of impairment related to drugs, alcohol or a combination of both. Drug Recognition Experts (DRE) received up to date certification upon completion of the class.

Summer Mobilizations:

Task Force Mobilizations took place throughout the summer to assist with a series of concerts, including the Mountain Home Music Festival and the Western Idaho Fair. The Office of Highway Safety is in the process of collecting results from these events.

November Enforcement: During the weekends of November 14 and November 23 the Enforcement/Task Force Mobilizations working group paid for the Treasure Valley DUI Task Force to work overtime for impaired enforcement.

Strategic Highway Safety Plan (SHSP) Workshop

An additional update: The Office of Highway Safety formally kicked off its Strategic Highway Safety Planning process on December 1. The purpose of the workshop was to share information with a broad spectrum of safety partners about what has already been done, review strategies, and determine additional items to include in the plan. Participants included leaders of the 11 different SHSP groups (ranging from Impaired Driving to Distracted Driving, from Bike-Pedestrian to Intersection Safety). Ideally, an offshoot of the SHSP process would be to foster a cross-pollination of ideas, communication and outreach efforts across group lines. Members from each of the Impaired Driving Task Force working groups were in attendance to represent the overall efforts of the Task Force.

YOUTHFUL DRIVERS

TSP-2015-01 (SYD1501), A012(536) (V129710), A012(537) (V139900),

Problem:

Driving behaviors for teenagers between the ages of 15 and 19 are documented each calendar year in the Idaho Traffic Crashes report as Youthful Drivers. The related crash problems for teenage drivers confirm their over-involvement in traffic crashes as noted for 2013 and 2014, and noted below:

Idaho 15 to 19 Year Old Drivers	2013	2014	Change 2013-2014
• Percentage of licensed drivers	5.6%	5.6%	No change
• Driver Involvement rate in fatal and serious injury crashes	1.87	1.69	-9.4%
• Percentage of involvement in fatal crashes that were impaired	22.7%	21.1%	-7.4%
• Youthful driver fatalities	10	8	-2
• Percentage of Youthful driver fatalities wearing seat belts	30%	25%	-5%
• Teen passenger fatalities in motor vehicles	8	2	-6
• Percentage of teen passenger fatalities wearing seat belts	25%	0%	25%
• Youthful driver crashes in urban areas	70%	72%	2%
• Youthful driver fatal crashes in rural areas	77%	74%	-3%
• Economic cost of youthful driver crashes	$416 Million	$381 Million	-$35 Million
• Economic cost percentage of total cost of crashes	16.2%	15.5%	-.7%

Objective:

The objective of the program is implementing programs designed to change driver behavior that successfully eliminate motor-vehicle crash fatalities and serious injuries for youthful drivers between the ages of 15 and 19 years old. Decisions are consistent with the Strategic Highway Safety Plan (SHSP) emphasis area and Highway Safety Performance Plan (HSP) goals for eliminating 5-year average youthful driver fatalities to 36 or fewer by 2015 while working toward the goal of zero deaths and keeping families whole.

Performance Measure:

Reduce the 5-year average number of drivers, between the ages of 15 and 20 years old involved in fatal crashes from 43 in 2010 to 36 in 2015. Data from 2014 indicates the target was exceeded with 29 fatalities for youthful drivers. Yet, even one is too many.

Outcomes:

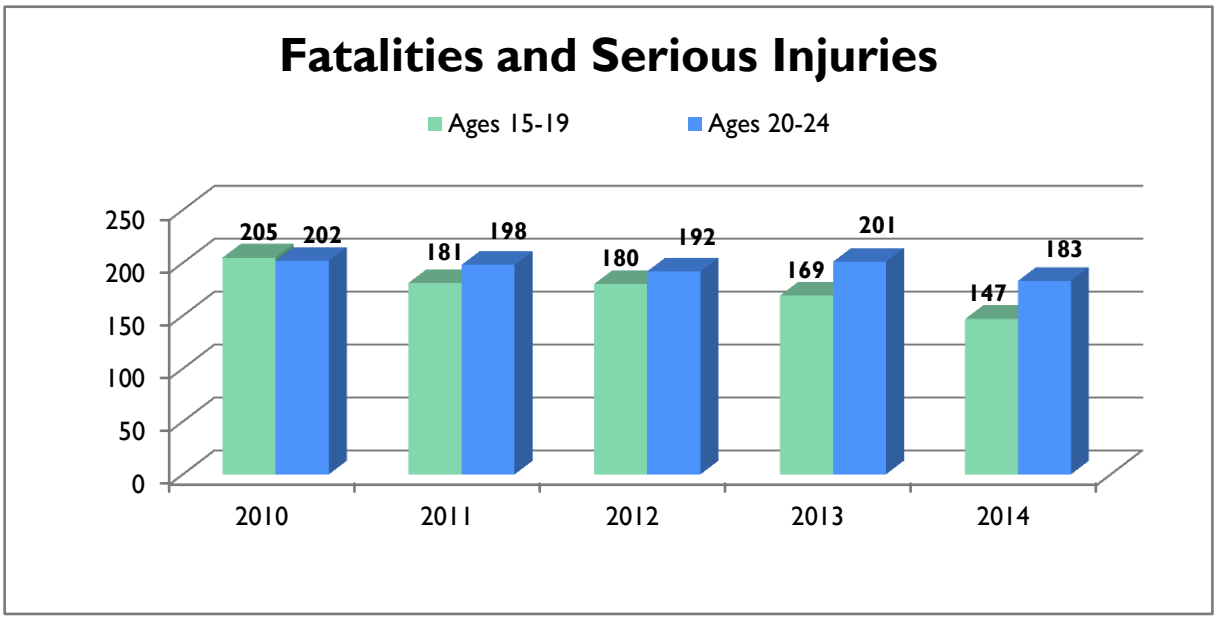
Youthful Drivers Statewide Services TSP-2015-01 (SYD1501)

As part of enhancing the effectiveness of training Idaho's inexperienced drivers and meeting the standards recommended by the Association of National Stakeholders in Traffic Safety (ANSTSE), a group of Idaho stakeholders has been meeting to determine what common standards have already been adopted by Idaho educators. This process has been slower than expected as we involved and scheduled partners across the state with the public, on-line, private commercial driving schools and interested stakeholders in meeting, discussing and implementing Assessment recommendations. The target for quarterly meetings was not met, with only one conference call taking place. For FFY 2016, there is a need to add graduated driver licensing as a topic of discussion for the group. Planned expenditures were $4,800 and actual costs expended for the Assessment Taskforce facilitation and printing costs were $140.

Alive at 25 TSP-2015-02 (SYD1502), A012(536) (V129710)

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

Alive at 25 is a 4 ½ hour defensive driving class specifically focused on the targeted age group of 15 through 24 year old young adults. The dedicated instructors focus on the behaviors and driving choices young, inexperienced drivers make. The Alive at 25 program provides skills young adult drivers can utilize to prevent traffic crashes by raising awareness, being prepared for the unanticipated, and responsibilities as drivers and passengers. Instructors strengthen community traffic safety focusing on state traffic laws and the collision formula of "R U A Defensive Driver". The Alive at 25 program supports the *Toward Zero Deaths* target of keeping families whole by saving teen and young adult lives through education.



The Alive at 25 program is a class presented by certified law enforcement instructors. Looking at the graph, "Fatalities and Serious Injuries", one will note it includes teens, ages 15 to 19 years, and young adults, ages 20 to 24 years. Both age ranges have been identified because the Alive at 25 program being presented in Idaho is designed for, and offered to 15 through 24 year olds. The trend for both age groups after taking the class, 15 to 19 years and 20 to 24 years of age, continues to indicate a decline in fatalities and serious injuries.

Because the number of total students completing the classes remains small when compared to the total young adult licensed drivers, one cannot determine the direct effect of the Alive at 25 program on the trend; however it does appear to contribute to the reduction of both fatalities and serious injuries for those with risky driving behaviors, and the C-9 core performance measure decline. A total of 17 agencies offered the Alive at 25 program during FFY 2015 and 49 instructors. Over the past five years 16,100 have completed the class.

Summary of Classes Presented by Agencies				
Agency	Number of Classes Presented	Number of Students Completing Classes	Average Per Class	Number of Instructors
Bingham County Sheriff's Office (CSO)	1	21	21.0	1
Blackfoot Police	3	50	16.7	2
Boise Police	50	1210	24.2	6
Caldwell Police	11	172	15.6	3
Emmett Police	7	83	11.9	1
Idaho State Police	11	134	12.2	2
Kootenai CSO	49	856	17.5	3
Madison CSO	1	16	16.0	1
Meridian Police	47	1058	22.5	8
Moscow Police	6	70	11.7	5
Nampa Police	23	503	21.9	5
Orofino Police	4	35	8.8	2
Payette Police	8	66	8.3	2
Pocatello Police	1	17	17.0	3
Rexburg Police	10	264	26.4	2
Twin Falls CSO	3	49	16.3	2
Washington CSO	3	40	13.3	1
Total	238	4623	19.4	49

Training:

Two new training opportunities were held during FFY 2015. The first was April 4-9 with Mark Ford being an instructor trainer. Todd Bilbo supervised Mark's initial training as a new trainer. Four new instructors were certified. September 28-30, Mark Ford conducted his second week of training and he became certified as a trainer. Seven new instructors were certified. Four new agencies from Sandpoint Police, Shoshone County Sheriff, Lewiston Police and Buhl Police joined the team presenting Alive at 25 classes. The training in April was held at the Meridian campus of the West Ada School District. For the training in September, the class met in the newly opened Meridian Police Training Facility.

Project Contribution to Meeting Target:

On the previous page are the fatality and serious injuries by age group. In the 2014 Idaho Traffic Crashes report on youthful driver crash data indicates there is always a need for Alive at 25 classes. Of the 8 teenage drivers killed between ages 15 to 19 years, only 2, or 25%, were wearing seat belts. Neither of the 2 teen passengers killed in motor-vehicle crashes was wearing a seat belt. Two have died in motor-vehicle crashes after completing the Alive at 25 program. The first one occurred in 2012 and the second in 2014. Both were in the age range of 20 and 24 years. These tragedies influence each of us involved in the program, and motivate us to try even harder in reaching out and communicating the availability of Alive at 25 classes with young adults and parents. On the next page is a chart with injury severity and those who have completed the program.

	Ages 15 to 19 Years			Ages 20 to 24 Years		
	2014	2013	2012	2014	2013	2012
	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25
Killed	0	0	0	1	0	1
Incapacitating or Serious Injuries (A)	5	3	5	8	4	3
Non-incapacitating or Visible (B)	23	14	17	13	9	3
Possible Injury (C)	322	230	137	204	128	49

Total available funding for Alive at 25 was $138,511 and expenditures for the program during FFY 2015 were $54,213.47 in Section 402 federal funding.

Youthful Driver Coalition and Events TSP-2015-003 (SYD1503):

Alive at 25 instructors have wanted to provide additional opportunities for reinforcing the traffic safety message with teenage drivers. The funding available for this project was $10,000 with $183.15 expended in Section 402 federal funds. State Farm provided $12,000 in grant funding for encouraging participation in Celebrate My Drive during Teen Driver Safety Week held in October by the National Organization for Youth Safety (NOYS). State Farm grant funding expended was $7,777.36 for seven participating agencies. The highlight of this project was the news that Burley High School was selected to receive $100,000 for participating in the 2015 traffic safety video contest during Celebrate My Drive, Drive 2N2, 2 eyes on the road and 2 hands on the wheel. The video can be viewed at https://www.celebratemydrive.com/#section-gallery.

Teen Website TSP-2015-04 (SYD1504):

Updates to the teen website are made to provide current youthful driver traffic safety news, general activities and information for teenagers, parents and pre-drivers. The website link is www.idahoteendriving.org and was changed significantly to refresh the website with a new look and updated content. A link to data collection was disabled until January of 2015, and from that date through September 30, there were 11,446 visits to the website. Over 90% of the traffic utilized mobile phones, and about 10% utilized tablets. Three-fourths were referred through another link. Total available funding for the website was $18,000 and expenditures for the hosting and programming updates during FFY 2015 were $9,930.04.

Highway Safety Kids Calendar TSP-2015-05 (SYD1505):

Teachers from 39 Idaho elementary schools and 29 communities submitted student creativity for educating peers, families and communities. Almost 600 artwork designs and traffic safety messages were received from kindergarten through sixth grades. These children are providing traffic safety messages and starting at a young age to build safe habits of wearing a seat belt, obeying all traffic laws for aggressive, distracted, and impaired driving. It is the beginning of creating culture change at a younger age.

The teacher honored and recognized in the 2016 Highway Safety Kids Calendar was Mrs. Dana Crowther from Soda Springs at Thirkill Elementary School. Mrs. Crowther teaches third grade and has included a traffic safety unit in her curriculum for the past 10 years. Each year her students submit

artwork and thoughtful messages for the calendar. She challenges her students to be an example. This year one of her students, Abigail Hansen, was selected to display her artwork and traffic safety message.

A total of 10,000 *Highway Safety Kids Calendars* was distributed to Idaho elementary schools, law enforcement and other state agencies with $14,000 in available funding and expenditures of $6,532.78.

DISTRACTED DRIVING

DD-2015-01, A012(536) (V129710), A012(537) (V139900, A012(538) (V149170), A012(539) (V159410)

Problem:

- Over the last 5 years (2010-2014), there have been 114 fatal crashes and 879 serious injury crashes involving distracted drivers that have resulted in 125 people killed and 1134 people seriously injured. This represents 22 percent of all fatal crashes (and 22 percent of fatalities) and 28 percent of all serious injury crashes (and 30 percent of serious injuries).
- In over half (68 percent) of the fatal and serious injury crashes distracted drivers were going straight, while 13 percent were negotiating a curve.
- Rural roads have the highest percentage of distracted driving fatal crashes at 81 percent.
- Urban roads have more serious injury crashes with 58 percent.
- Males represent about 50 percent of all licensed drivers but make up over 60 percent of the drivers involved in distracted driving fatal and serious injury crashes.

Objective:

Eliminate distracted driving crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

Performance Measure:

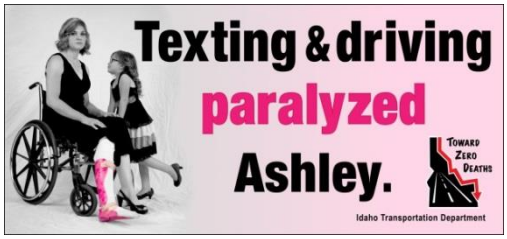
Idaho does not have a fatality and serious goals specific to distracted driving involved fatal crashes. Idaho exceeded the established for HSP Goal (C1/C2) for all fatal and serious injury crashes for 2010-2014, the goal was 201/1,364 and the actual is 192/1,303.

Enforcement:

In FFY 2015 OHS funded the first statewide *100 Deadliest Day's* mobilization that focused on distracted/aggressive driving and reminded drivers that summertime is the deadliest time on our roads. Part 3: August 16-September 8. The 100 Deadliest Day's enforcement mobilization was responsible for the following: Part 1 issued 7,016 citations, Part 2 issued 4,120 citations, Part 3 issued 2,626 for a total 13,762 dedicated citations and 38,649 regular hour agency citations.

Media:

OHS funded a statewide distracted driving awareness camping utilizing outdoor, on-line and radio paid media during April, 2015.



Training:

Lt. Gary Megge from Michigan State Police provided speed and distracted driving related research, and crash reconstruction information to Idaho law enforcement at the OHS Summit. Lt. Megge provided information on analysis of speed limits and crash investigation that has led to the conclusion that crashes are often miscategorized as speed related rather than as a distracted driving crash.

Outcome:

In FFY 2015, OHS formed a taskforce of partners and stakeholders to address distracted driving in Idaho. The taskforce was comprised of various partners including state and local law enforcement and safety advocates. The distracted driving taskforce accomplished the following:

- Partnered with Idaho Power, KTVB Media Group, AAA, AARP, Meridian Mayor Youth Advisory Council, Focus on the Drive, state and local law enforcement, safety advocates and crash victims to establish the Distracted Driving Taskforce.
- Worked with the Governor's Office and CEO's of all the companies who have implemented policies to ban or limit cell phone use in company vehicles, and declare April 2015, as Distracted Driving Awareness month.
- Provided a panel presentation by taskforce members to the ITD Board about distracted driving.
- Provided on-air interviews about distracted driving.
- Developed and implemented statewide distracted driving paid media campaign featuring Ashley Zumbrunnen, a texting crash victim.
- Conducted statewide distracted driver billboard competition, winning design came from Twin Falls HS Student Council.
- Identified 160 events statewide that OHS and partners can disseminate distracted driving awareness materials.
- Developed model employer "*No Phone*" policy templates for employers who want to implement similar policies.
- Attended Boise State University's Quad Day promotion for distracted driving awareness with taskforce partners.
- Dragster racer and highway safety spokesman, Wes Morris, joined OHS for the Boise State event.
- Sponsored the Dive Safe Mode application for smart phones as part of an advertising package that includes public service announcements and community programming.
- Initiated the development of a clearinghouse and public information website focused on distracted driving to facilitate communication between partners and stakeholders is in the process of being developed.

The Office of the Governor
Proclamation

DISTRACTED DRIVING
AWARENESS MONTH

KBOI Sponsorship

This project is a 12 month sponsorship with KBOI12 and their Drive Safe Idaho Campaign. This project is multi-funded by our Distracted, Aggressive and Impaired behavioral programs. The sponsorship helps OHS to communicate its message of Toward Zero Deaths through media outreach and social networking. The sponsorship will give the Office of Highway Safety access through KBOI to send consistent messaging over 12 months that has been developed by the Office of Highway Safety or its media buying firm Davies Moore. This messaging will be relayed over multiple platforms:

- Television Commercials with multiple messages
- Drive Safe Mode App, Pledge and Local Support
- Digital Ads
- E-mail and Geo-targeted Ads Statewide
- Promotional Materials
- Community Outreach

Over the 12 months of this contract, as a Drive Safe Idaho Community Sponsor, our office will receive:

- 74 Commercial Airings per month promoting *Your Message to the community*.
- *Additional* Promotional Airings on KBOI and The CW for Drive Safe Idaho App and pledge
- Quarterly Appearance on Idaho Living to share community events and tips Posters/Stickers for community participation
- Fixed Ad on Drive Safe micro-site housed on KBOI2.com
- Mobile Display ad on Drive Safe Mode App Loading Screen as well as mobile In App Banner Ad
- 50,000 Mobile Ads on KBOI2.com per month
- Monthly one-day takeover on KBOI2.com Home Page
- Geo-Targeted Ads and E-mail blast Targeting other locations in Idaho
- On- Air Mentions
- KBOI 2News will air 2 x :30 Minute Family Matters Special -one to focus on Distracted Driving and the other to focus on Impaired Driving in Idaho.
- Production of :30 Commercial Spots with up to 4 messages.
- Quarterly Posting to show reach, frequency and matching promotional airings.

EMERGENCY MEDICAL SERVICES (EMS)

Problem:

- The number of fatalities resulting from motor vehicle crashes increased from 184 in 2012 to 213 in 2013, an 18 percent increase.
- The number of fatal crashes increased from 169 in 2012 to 199 in 2013. The number of serious injuries decreased from 1,287 in 2012 to 1,262 in 2013, a 2 percent decrease.
- While 65 percent of all motor vehicle crashes occurred on urban roadway, 79 percent of fatal motor vehicle crashes occurred on rural roadways in 2013.
- The availability of quality services provided by local EMS agencies is the difference between life and death for someone injured in a traffic crash. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.
- In 2011 it took twice as long to transport a patient from a rural county (94 minutes) as compared to an urban county (47 minutes). – 2011 Idaho Trauma Registry

Objective:

To eliminate deaths and serious injuries in traffic crashes by improving the Emergency Medical Services (EMS) delivery system in communities throughout the State of Idaho by increasing training and improving the equipment used in crash extrication resulting in more rapid response and patient transport time.

Performance Measure:

Reduce the 5-year running average number of motor vehicle crashes fatalities to 200 or less.

Idaho Falls Fire Department – SEM1502

The Idaho Falls Fire Department (IFFD) responded to 2497 crashes. The number of crash responses increased to 2894 crashes in 2014. Of the crashes the IFFD responded to, 20% required the use of extrication equipment. Interstate 15 is the main north to south thoroughfare in eastern Idaho and it runs directly through Idaho Falls. In additional to the normal passenger motor vehicle traffic there is a considerable amount of truck traffic.

Extrication Equipment Purchased: Aluminum Jack and low pressure 20 ton kit. Total expended $18,750

West Pend Oreille Fire Department – SEM1503

The West Pend Oreille Fire Department (WPOFD) is located in Priest River, Idaho. WPOFD services the area along state highway 200 and two other main roads in the local rural area. They respond to an average of 90 motor vehicle crashes per year and perform extrication on 1/3 or 30% of the crashes.

Extrication Equipment Purchased: 5 each Holmatro HLB lifting bags in different sizes and a set of struts. Total Expended $7,000

Kuna Rural Fire District – SEM1504

The Kuna Rural Fire District (KRFD) is located in the southern portion of Ada County. KRFD responds to crashes located in southern Ada County and sometimes northern Owyhee county rural crashes. KRFD responded to 64 crashes in 2013. Of the 64 crashes, 8 required the use of the extrication equipment.

Extrication Equipment Purchased: Honda power unit, cutter, spreader, telescoping ram, extension hose, cribs, and 3 lift bags. Total Expended $30,000

Declo Volunteer Fire Department – SEM1505

The Declo Volunteer Fire Department (DVFD) is located in a rural area of the state which includes interstate junction I-84 and I-86. The area of jurisdiction covers 222 square miles and 31 miles of interstate. DVFD responded to 25 crashes in 2013, 8 of which required the use of extrication equipment.

Extrication Equipment Purchased: gasoline power unit, cutter, spreader, telescoping ram extension hose and auto crib set. Total Expended $20,000

Riggins Ambulance – SEM1506

Received an award of $1000 but did not expend any funds. Grant was closed.

Cottonwood Volunteer Fire Department – SEM1507

Cottonwood Volunteer Fire Department (CVFD) provides crash rescue services along a 30 mile stretch of State Highway 95 in addition to numerous miles of additional rural state, county and district roads. Cotton is located in a rural area of the state but houses a 24/6 physician staffed Emergency Care facility which has an ambulance service but no extrication services. The CVFD is called upon for any extrication services. Volunteers responded to 7 crashes, 5 or 71% required extrication.

Extrication Equipment Purchased: Hurst Edraulic Cutter, Spreader, Ram and accompanying batteries and power supply adaptors. Total expended $20,025

MOTORCYCLE SAFETY

MC-2015-01 (SMC1501), M9MA-2015-02 (SMA1502)

Problem:

- Over the last 5 years (2010-2014), there have been 64 fatal crashes and 413 serious injury crashes involving motorcycles that have resulted in 65people killed and 460 people seriously injured. This represents 12 percent of all fatal crashes (and 12 percent of fatalities) and 13 percent of all serious injury crashes (and 12 percent of serious injuries).

- Just over half (53 percent) of the fatal and serious injury crashes the motorcyclist was going straight, while 29 percent were negotiating a curve. The remaining driver actions were spread out among a variety of different vehicle maneuvers, including turning right (4 percent), turning left (3 percent), passing (2 percent) and stopped in traffic (2 percent). Rural roads have the highest percentage of motorcycle driving fatal crashes at 73 percent.
- Serious Injury crashes are closely split with urban at 53 percent and rural at 47 percent.
- Of the 65 people killed in motorcycle crashes, about half (49 percent) were not wearing helmets and 42 percent of those seriously injured were not wearing helmets.
- Only the motorcycle was involved in 54 percent of fatal motorcycle crashes, 41 percent involved one other vehicle

Objective:

Eliminate motorcycle crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

Performance Measure:
Idaho exceeded the established for HSP Goal (C7) for motorcycle fatalities for 2010-2014, the goal was 26 and the actual is 23. Idaho exceeded the established HSP Goal (C8) for un-helmeted motorcycle fatalities for 2010-2014, the goal was 14 and the actual was 12.

Media:
OHS funded a statewide paid media campaign using outdoor, radio and on-line paid media. The campaign featured the billboard below, it reminds drivers to look for motorcycles and reminds motorcyclist to wear helmets and high visibility gear.

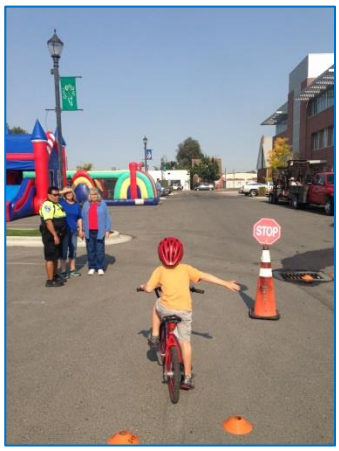
Training:
The OHS program manager attended the tri-State motorcycle safety meeting in Washington in January 2015. The SHSP-MC chair attended the State Motorcycle Safety Administrators conference in Maryland.

Outcome:
In FFY 2015, OHS hosted regular SHSP Motorcycle Committee meetings and attended the Idaho *Skills Training Advantage for Riders (**STAR**)* Advisory Committee meetings.

- OHS worked with the Idaho Coalition for Motorcycle Safety to sponsor the 2015 Motorcycle Awareness Rallies in Boise and Coeur d'Alene.
- OHS worked with ***STAR*** to fund motorcycles that are used in their motorcycle training program.
- OHS supported the Idaho *STAR* program by funding the purchase of motorcycles for their training program.
- OHS worked with ***STAR*** to fund cones for the training facilities.
- Idaho was visited by Nate Hudson (right), on his Allstate sponsored 50 state motorcycle tour to all of the nation's capitol's to request a mandatory motorcycle question be added to all drivers licensing exams.
- OHS funded a statewide "Look Twice for Motorcycles" outdoor, on-line and radio PSA's in May for Motorcycle Awareness Month.
- OHS produced and disseminated "*Look Twice for Motorcycle"* bumper stickers.

BICYCLE AND PEDESTRIAN SAFETY
PS-2015-01 (SPT1501), A012(537) (V139900)

Problem:
Pedestrian:



- Over the last 5 years (2011-2014), there have been 37 pedestrians killed and 159 pedestrians seriously injured in motor vehicle crashes. This represents 4 percent of all motor vehicle crash fatalities and 7 percent of motor vehicle crash serious injuries.
- The most common contributing circumstances attributed to the pedestrians involved in crashes were alcohol and drug impaired, fail to yield and inattention.
- The most common contributing circumstances attributed to the other vehicles involved in crashes with pedestrians were inattention, fail to yield, and speed to fast for conditions and vision obstruction.
- 51 percent of the fatal and 82 percent of the serious injury pedestrian crashes occurred on urban roadways. 44 percent of the fatal and injury pedestrian crashes took place September – December.

Bicycle:

- Over the last 5 years (2010-2014), there have been 5 bicyclists killed and 147 bicyclist seriously injured. This represents 1 percent of all of all fatalities and 4 percent of all serious injuries.
- The most common contributing circumstances attributed to the bicyclists involved in crashes were: fail to yield, failed to obey signal, and inattention.
- The most common contributing circumstances attributed to the other vehicles involved in crashes with bicyclists were: fail to yield, inattention, and vision obstruction.
- While 60 percent of the fatal bicycle crashes and 88 percent of the serious injury bicycle crashes occurred on urban roadways.
- Males make up 76 percent of the bicyclists involved in fatal and serious injury crashes. 51 percent of fatal and injury bicycle crashes took place between May – August. In 2014.
- 18 percent of bicycle crashes involved children and young adults aged 4-14.
- Only 36 percent of bicyclists under age 35 were wearing bicycle helmets.

Objective:

Eliminate bicycle and pedestrian crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

Performance Measures:

- Idaho did not meet the established for HSP Goal (C10) for pedestrian fatalities for 2010-2014, the goal was 10, and the actual is 12.
- Idaho met the established for HSP Goal (C1) for bicycle fatalities for 2010-2014, the goal was 3, and the actual is 2.

Media:

There was no paid media campaign in FFY 2015.

Training:

OHS did not fund bicycle and pedestrian training in FFY 2015, we did support our some of our partners who conduct bicycle and pedestrian training.

Outcome:

In FFY 2015, OHS funded Bicycle and Pedestrian Safety in the 0-5 percent range.

- OHS worked with the Treasure Valley YMCA to purchase bicycle helmets that are provided to K-8 Grade children in need who attend bicycle and pedestrian safety training in the Boise, Nampa and Caldwell School Districts.
- OHS provided red and white LED light kits with safety information cards to the Boise Bike Project and the Idaho State Police.
- OHS program manager attended the Bicycle and Pedestrian Advisory Committee meetings that help to identify and prioritize statewide bicycle and pedestrian safety initiatives.
- OHS Idaho produced and disseminated bicycle and pedestrian safety brochures and reflective stickers upon request.

MULTI-FUNDED GRANTS

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

Problem:

- The number of motor vehicle crashes increased by 4 percent, from 21,402 in 2012 to 22,347 in 2013.
- The number of fatalities resulting from motor vehicle crashes increased from 184 in 2012 to 213 in 2013, and 18 percent increase.
- The number of fatal crashes increased from 169 in 2012 to 199 in 2013.
- The number of serious injuries decreased from 1,287 in 2012 to 1,262 in 2013, a 2 percent decrease.

While 65 percent of all motor vehicle crashes occurred on urban roadway, 79 percent of fatal motor vehicle crashes occurred on rural roadways in 2013.

Objective:

To eliminate motor vehicle-related deaths and serious injuries in Idaho by the reduction of impaired driving crashes, aggressive driving crashes, unbelted crashes and distracted driving crashes.

More specifically, each funded District will reduce the incidence of aggressive driving, impaired driving, distracted driving and increase seat belt use in fatal and serious injury crashes during the period used for the enforcement as compared to the same period during the previous year. WEBCARS reports will be used for this analysis.

Performance Measures:

- The number of observed seat belt users from 81.6 percent in 2013?
- Decrease in the percent of impaired driving crashes.
- Decrease the percentage of aggressive driving involved crashes from 56 percent in 2013?
- Decrease the percentage of distracted driving crashes from 21 percent in 2013?

Enforcement:

One hundred and seventy-six overtime shifts were scheduled during the 100 Deadliest Days Mobilization, including 66 aggressive driving, 37 impaired driving, 35 seat belt and 38 districted driving overtime shifts. The following stats include citations issued during mobilization overtime shifts.

Arrests/Citations	OHS Overtime	ISP Total
DUI	14	393
Aggressive Driving	153	2,294
Speed	677	10,152
Seat Belts	340	2,416
Distracted Driving	52	289*

**Inattentive/Reckless Driving Only*

Media:

The Idaho State Police issues a news release before the start of each Traffic Enforcement Mobilization. The releases are issued statewide. Many of the releases were picked up by local television stations and Troopers were interviewed regarding the particular issue, i.e. impaired driving, distracted driving, speeding, etc…

2015 PERFORMANCE MEASURES

HOURS WORKED

DISTRICT	1	2	3	4	5	6	TOTAL
Aggressive Driving	89	109.5	282.3	225.6	201	112	**1019.4**
Impaired Driving	101.2	115.2	267.2	155.4	144.8	117	**900.8**
Seat Belt	143.4	82	168.8	293.1	190.5	134.5	**1012.3**
Distracted Driving	62.1	81.5	69.5	88.7	60.4	42.5	**404.7**
TOTAL HOURS WORKED	**395.7**	**388.2**	**787.8**	**762.8**	**596.7**	**406**	**3337.2**

CITATIONS

DISTRICT	1	2	3	4	5	6	TOTAL
Aggressive Driving	38	9	45	94	10	35	**231**
Speeding	121	245	213	360	211	140	**1290**
Seat Belt	170	148	195	367	179	143	**1202**
Distracted Driving	23	2	10	35	4	2	**76**
TOTAL CITATIONS	**352**	**404**	**463**	**856**	**404**	**320**	**2799**

ARRESTS

DISTRICT	1	2	3	4	5	6	TOTAL
Impaired Driving	5	13	10	1	11	8	**48**
Other	54	46	84	47	94	19	**344**
TOTAL ARRESTS	**59**	**59**	**94**	**48**	**105**	**27**	**392**

CITATIONS/ARRESTS PER HOUR

DISTRICT	1	2	3	4	5	6	TOTAL
Aggressive/Speeding Per Hour	1.79	2.32	1	2.01	1.10	1.56	**9.69**
Impaired Driving Per Hour	0.05	0.11	0.04	0.01	0.08	0.07	**0.35**
Seat Belts Per Hour	1.19	1.80	1.16	1.25	0.94	1.06	**7.40**
Distracted Driving Per Hour	0.37	0.02	0.14	0.39	0.07	0.05	**1.05**
TOTAL Citations Per Hour	0.89	1.04	0.59	1.12	0.68	0.79	**5.11**
TOTAL Arrests Per Hour	0.15	0.15	0.12	0.06	0.18	0.07	**0.73**
TOTAL Citations/Arrests Per Hour	**1.04**	**1.19**	**0.71**	**1.19**	**0.85**	**0.85**	**5.83**

STATEWIDE CITATION & ARREST AVERAGES

Aggressive Driving/Speeding	**253.50**
Seat Belt	**200.33**
DUI	**8.00**
Distracted Driving	**12.67**
Other	**57.33**

Outcome:

The impact evaluation, which compares WebCARS data from FFY 2014 and FFY 2015, shows a decrease in all districts for impaired driving and aggressive driving crashes. The most significant decreases in impaired driving and aggressive driving crashes were both in District 2: 54% r and 41% respectively. On a statewide level, impaired driving crashes decreased by 30% and aggressive driving crashes decreased by 23%.

Statewide crashes decreased by 24%, fatalities decreased by 16% and injuries decreased by 26% between FFY 2014 and FFY 2015. As of October 21, 2015, there were 158 fatalities on Idaho roadways. That is 30 less than FFY2014. Law enforcement and OHS efforts to decrease crashes and injuries in Idaho are having an effect. However, there is still much more to be done to attain the ultimate goal of zero deaths on Idaho's roads.

POST FALLS POLICE DEPARTMENT "BELOW 100" OP-2015-05 (SSB1505), PT-2015-05 (SPT1505), DD-2015-05 (SDD1505), A010(660) (V119120)

Problem:

- Between years 2008-2012, 850 law enforcement personnel (LE personnel) were involved in vehicle crashes.[20]
- For the period 2008-2012 and of the 850 LE personnel involved in vehicle crashes, the two personnel killed were not restrained.[21]
- For the period 2008-2012, 13% of the LE personnel were not restrained, resulting in 6 LE personnel sustaining serious (incapacitating) injuries, and 6 LE personnel sustaining visible (non-incapacitating) injuries.[22]
- During the same period, 36 LE personnel or 4.2% were unreported as restrained or not restrained.[23]

Objective:

The objective of the program is to eliminate deaths, injuries, and economic losses resulting from traffic crashes on all Idaho roadways, by implementing programs designed to address driver behaviors, and aligning with the Strategic Highway Safety Plan (SHSP) by training **law enforcement personnel** to focus on five tenets: 1) Wear your seat belt; 2) Wear your body armor; 3) Watch your speed; 4) WIN – What's Important Now; and 5) Remember: Complacency Kills.

Performance Measures:

- C-1. Reduce the five year average number of fatalities.
  During 2010-2014, no LE personnel were killed in vehicle crashes.[24]
  Idaho exceeded this performance measure where it affects LE personnel.
- C-2. Reduce the five year average number of serious injuries.
  For period 2010-2014, 12% of the LE personnel were not restrained, resulting in 5 LE personnel sustaining serious (incapacitating) injuries, and 11 LE personnel sustaining visible (non-incapacitating) injuries.[25]
  Idaho exceeded this performance measure where it affects LE personnel (reduction in unrestrained percentage, reduction in serious injuries). LE personnel visible injuries increased from 6 to 11.
- C-4. Reduce the five year average number of unrestrained passenger motor vehicle occupants killed.
  No LE personnel killed in vehicle crashes during 2010-2014; however during the same time period, restraint use for 37 LE personnel (4.9%) was unknown or missing.[26]
  Idaho exceeded this performance measure where it affects LE personnel; however, the percentage of unreported restraint use increased by one LE personnel (0.7%).
- C-6. Reduce the five year average number of fatalities resulting from crashes involving speeding.
  No LE personnel were killed in vehicle crashes during 2010-2014.[27]
  Idaho exceeded this performance measure where it affects LE personnel.

[20] Idaho Statewide Crash Database
[21] Idaho Statewide Crash Database
[22] Idaho Statewide Crash Database
[23] Idaho Statewide Crash Database
[24] Idaho Statewide Crash Database, Steve Rich, ITD Principal Analyst
[25] Idaho Statewide Crash Database, Steve Rich, ITD Principal Analyst
[26] Idaho Statewide Crash Database, Steve Rich, ITD Principal Analyst
[27] Idaho Statewide Crash Database, Steve Rich, ITD Principal Analyst

Enforcement:

Enforcement of the Below 100 tenets is an internal decision and process for law enforcement agencies.

Media:

No public media campaign published; however, the Post Falls Police Department notified all Southern Idaho law enforcement agencies via email about the opportunity to attend class in Boise (Treasure Valley).

Training:

The Below 100 program designed to promote a culture of safety throughout law enforcement agencies, and its mission is to reduce line-of-duty deaths to less than 100 per year. The program served two training purposes: First 4 hours informed the attendees about the Below 100 mission, and the last 4 hours were "Train the Trainer" (attendees/trainees provided training process and materials so that they may train their co-workers or other law enforcement agents).

Training held June 29, 2015, in Boise, at no cost to law enforcement personnel.

Pre- and post-training surveys created; completed surveys remained anonymous to encourage truthful responses.

Outcome:

The first Below 100 training held in Post Falls FFY 2012 and had 12 attendees. FFY 2015 training session held in Boise and had 40 attendees.

Training was certified by Idaho Peace Officer Standards and Training's (POST) **for training credits.**

Pre- and post-training surveys were designed, provided attendees. 85% of attendees completed the pre-survey, and 35% of attendees completed the post-survey. As of October 2015, approx. **25% of the attendees have conducted the Below 100 training at their agencies**, and some attendees also implemented the training components into their POST certified classes instructed for their agencies.

Survey information:

Wear your seat belt

Pre-surveys indicated 30% of the agencies represented at the training enforced their agency's seat belt policy. After attending the training, 85% of the same agencies reported their agencies would enforce the use of seat belts by their personnel.

Wear your body armor

55% of the attendees have now integrated wearing body armor into their agency training. The use of body armor did not change in either the pre- or post-survey; one individual agency reported wearing body armor was optional.

Watch your speed

Minimal change in percentages regarding holding fellow law enforcement agents accountable for reckless or negligent driving. Attendees reported in both surveys that their agency holds LE agents accountable for driving recklessly.

WIN (What's Important Now)

Pre-surveys indicated 44% of agencies' department training did not integrate the "WIN" concept. Post-surveys indicated 55% of the represented agencies have integrated the "WIN" concept into their department training.

Remember: Complacency Kills

Pre-surveys indicated 47% of attendees did not feel that LE agents responded to each enforcement situation with the same level of focus. 71% of post-surveys stated the attendees would respond with the same level of focus to each call and avoid becoming complacent.

COMMUNITY PROJECT GRANTS

Highway Safety Summit CP-2015-01 (SCP1501)

Problem:

- In 2014, of the 122 passenger motor vehicle occupants over the age of 7 killed, 67 were not wearing their seat belts. In addition, 267 unbelted Idahoans were seriously injured.
- In 2014, 59% of occupants killed in DUI crashes were not buckled, and 59% of those killed in speed-related crashes were not buckled.
- Of the 26 people killed in youthful driver crashes, 8 were youthful drivers. Of the 8 youthful drivers killed, only 2 (25%) were wearing seat belts.
- In 2014, 8 children under age 7 were killed in crashes, and 5 (63%) were unrestrained.
- Idaho has 44 County Sheriff Offices, 78 Police Departments and the Idaho State Police which has 6 Districts. Idaho is the 14th largest state in the nation with a total square mileage of 83,574.

Objective:

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

Performance Measure:

Upon completion of the 2015 Highway Safety Summit, the following measures will be used to evaluate performance under the funded activity:

- Did holding the Summit in Pocatello increase the participation of first time attendees and/or attendees from Eastern Idaho?
- Did the workshops reflect a good representation of partners from the Four E's.
- Were the Highway Safety Plan focus area topics represented in the workshops?

Outcome:

In 2015 there were 209 attendees and 11 vendors. Through the course of the day-an-a-half Summit, 25 presentations, courses and workshops were offered. Pocatello, Idaho is located in the Eastern part of Idaho. Because Idaho is a large state, offering the Summit in different regions each year, increases the participation by partners in the surrounding areas. 44% of the attendees were from Eastern Idaho as compared to only 20% when the summit took place in Boise, Idaho.

Highway Safety Summit Total Attendance equals 209 - breakdown is as follows:

11 Speakers
122 Law Enforcement
26 – Idaho State Police, 58 – City Police Departments, 38 – County Sheriff Offices
6 Federal Employees
6 Judge/Prosecutors

8 Medical
11 Vendors
19 Advocates / Education
18 ITD (Other than OHS staff)
8 OHS

Summit Attendance				
Year	Location	Attendees	Vendors	Courses
2015	Pocatello, Idaho – Red Lion	209	11	25
2014	Boise, Idaho – Riverside Hotel	234	7	21
2013	Coeur d'Alene, Idaho – The Coeur d'Alene	225	10	18
2012	Boise, Idaho – Centre on the Grove	252	10	15
2011	Pocatello, Idaho – Red Lion	212	10	14

Compared to previous years, was there increased level of partnerships in the 4 E's and other Focus Groups? An evaluation was conducted and the responses were compiled. Overall satisfaction with the Summit exceeded expectations. The facilities and registration could use some improvement.

On a scale of 1-3, please rate each of the following:
1= Did not meet expectations 2= Met expectations 3=Exceeded expectations

Summit Evaluation Totals	1	2	3
Your Overall satisfaction with the Summit	5%	30%	65%
Value of Information	3%	35%	62%
Online registration	15%	37%	48%
Facilities and venue	3%	45%	52%
The Summit was relevant to my needs	6%	38%	56%
The Summit was worth the time I invested	5%	36%	59%

Law Enforcement Liaisons CP-2015-02 (SCP1502)

Problem:

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

Of the 135 passenger motor vehicle occupants over the age of 8 killed in 2013, only 58 were using seat belts. NHTSA estimates seat belts are 50% effective in preventing fatalities and serious injuries. By this estimate, 37 lives could have been saved if everyone had buckled up.

The use of short –term high visibility enforcement for focused areas of emphasis has been proven to be effective. States that are reported to use sustained enforcement, have recorded statewide belt use well above national belt use rates since 2002 (California: 91 to 95%; Oregon: 88 to 97%; Washington: 93 to 96%) (NHTSA, 2010a)

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

Performance Measures:

- Number of participating agencies in the Traffic Enforcement Mobilizations.
- Based on the performance reports of the officers who participate in the mobilizations, have their citation and/or contact efforts increased?
- Number of "One Team" or similar events took place? Describe the event for each district.
- Did participation at the Highway Safety Summit increase from the previous years? Based on the Summit evaluations, was Summit satisfaction a meet expectations or better?

Training:
The LEL's are encouraged to attend and receive training each year. This year 4 LEL's attended the national Lifesavers Conference and one attended the Kids in Motion Conference. By attending the training and conferences the LEL's are able to bring valuable information back to Idaho such as best practices for enforcement activities, trends in traffic enforcement and highway safety, and lessons learned such as what may lay ahead for Idaho with regard to impaired driving.

Outcome:
Number of participating law enforcement agencies in traffic enforcement mobilizations is at its lowest in the past 5 years. There may be a number on contributing factors including the application process changed from hard paper copy application to online digital application. There was one larger jurisdiction agency that did not participate due to the lack of an active traffic enforcement team. Also see the "Average Mobilization Enforcement Activities Per Year" table under MOBILIZATION for the average number of contacts and citations.

Please note that in the table below is the number of agencies that participated in one or more mobilization throughout the year. It is not an average number.

Mobilization Participation			
Year	CSO	PD	Total
2015	28	38	66
2014	24	47	71
2013	32	45	77
2012	26	43	69
2011	37	47	84

Labor Day county wide no refusal weekend including ARIDE class.
Media attention during the July 4th Impaired driving mobilizations – press releases, media event.
Toward Zero Deaths STAR awards to counties that achieved no fatalities during a fiscal year.

District 6 Toward Zero Death STAR award presentation to Madison County, Teton County and Butte County. Pictures second from left, LEL Cameron Stanford from Madison County Sheriff's Office

Idaho Highway Safety Coalition CP-2015-03 (SCP1503)

Objective:

Identify traffic safety solutions by drawing on the strengths and resources of highway safety partners through collaboration and coordination using data-driven comprehensive statewide goals, objectives and key emphasis areas. Provide funding to support and promote the activities and projects for the Idaho Highway Safety Coalition (IHSC) including, workshops, activities, website hosting, administration, partnerships, outreach and education to promote highway safety.

Performance Measures:

- Primary: Reduce the 5-year running average number of traffic fatalities to fewer than 200 on Idaho roadways by 2015.
- Secondary: Reduce the 5-year running average fatality rate to 1.25 fatalities per 100 million annual vehicle miles traveled or less and by 2015, and reduce the 5-year running average of serious injuries on Idaho roadways to 1,356 or less.
- Increase and support traffic safety coalition activity to include priority issues through the combined efforts of community advocates, leaders, educators, law enforcement, public health, EMS, and other concerned stakeholders.

Outcome:

- 5-year running average number of traffic fatalities of 192 is less than the goal of 200.
- 5-year running average fatality rate was 1.22 per 100 million annual vehicle miles traveled is less than the goal of 1.27.
- 5-year running average number of serious injuries decreased from 1,364 to 1,302.

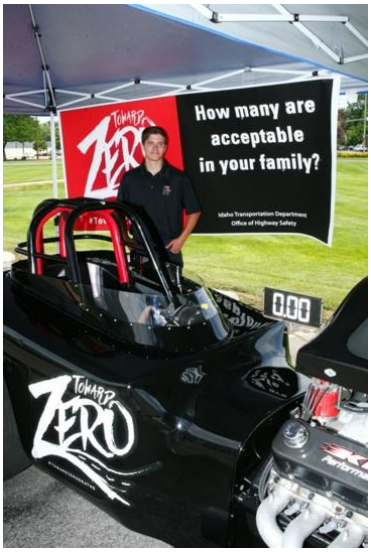
This year the Idaho Highway Safety Coalition concentrated on outreach and education efforts to promote highway safety. The website www.idahohighwaysafety.com was maintained for another year. Currently there is low traffic due to the updating and revamping of the website. The Facebook page Idaho Office of Highway Safety, has seen increased exposure and has over 2,000 followers up from about 200 the year before.

The education and outreach efforts were speared by the Zero Deaths Campaign with Race car driver Wes Morris. Morris is a 19 year old Boise State University Engineering student. He is also a national champion drag racer. Morris lost his big sister in a vehicle crash where she was improperly belted. Morris and his father Carl reached out to the Office of Highway Safety to see how they could help spread the message of properly buckling up and to avoid distracted and drowsy driving. Morris is part of the high risk demographic of 18-34 year old males. Who better to carry the message than a peer.

Wes Morris was introduced to the state with a Media Event in May. He brought his Ford 23 T Bodied Altered to the event as part of the attraction. The event was covered by two local television stations. He was also appeared in a feature story on KBOI 2. Morris carried the Toward Zero mission on his

vehicle and shared the vision during his appearances and presentations. The traditional Idaho Toward Zero Deaths logo was stylized to reach out to the target demographic.

During the outreach and educational events, participants were encouraged to take a selfie of themselves with Wes or with the car then use social media to spread the seat belt or Toward Zero message using #SeatBeltsSave, #TowardZeroDeaths or #idaclick.



Media Events:

- KBOI Channel 2 Family Matters feature
- KTVB Channel 7 live broadcast from Firebird Raceway in Emmett, Idaho.
- KIVI Channel 6 Media event coverage at the kickoff event.
- KREM Lewiston, media interview and feature

Press Releases:

- Idaho State Police – Local racer promotes safe-driving campaign for ITD at Thursday (June 18) event.

- Lewiston Tribune – Drag racer is a seat belt believer (July 14)
- Idaho Transportation Department – Law enforcement partners rally against 100 Deadliest Days
- Drag Racing Online Magazine – Online trade blog for drag racing, ITD Teams with Morris for safe driving campaign.

Outreach Events:

- Jerome, Idaho High School NOYS Seat Belt Challenge event
- Nitrojam race – July, Spokane, WA (target area for north Idaho residents) 3-Day event, face to face time with over 30,000 racing fans.
- Ignitor race – May, Boise, Idaho Firebird Raceway – 4 day event 15,000 racing fans
- Nightfire Nationals – August, Boise, Idaho Firebird Raceway – 4 day event 45,000 racing fans
- Idaho State Fair – August, Boise, Idaho – 350 seat belt demonstrations
- Boise State University – Distracted Driving Outreach event – 1,000

Strategic Highway Safety Plan CP-2015-04 (SCP1504)

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

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

Problem:

- The number of motor vehicle crashes increased by 4 percent, from 21,402 in 2012 to 22,347 in 2013.
- The number of fatalities resulting from motor vehicle crashes increased from 184 in 2012 to 213 in 2013, an 18 percent increase.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.34 in 2013 up from 1.16 in 2012.

Objective:

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

Performance Measures:

- The number of motor vehicle crashes decreased by 1% from 22,347 in 2013 to 22,134 in 2014.
- The number of fatalities resulting from motor vehicle crashes decreased from 213 in 2013 to 192 in 2014.
- Idaho's fatality rate per 100 million vehicles miles traveled was 1.15 in 2014, down from 1.35 in 2013

Outcome:

A majority of the SHSP program management and activities is paid for through the Highway Safety Improvement Plan (HSIP) program funds. A small portion of the SHSP program is paid for with NHTSA 402 project funds. $2289.46 NHTSA 402 funds

Working in conjunction with the Federal Highway Administration (FHWA) a program was created for a SHSP Model for evaluation. This is an important element in ensuring a successful roadway safety program is having a proactive evaluation process. Through evaluation we will analyze our SHSP process and performance and determine whether current activities deserve enhancement, revision, or replacement. FFY 2016 will be the first full year of project data evaluation.

		2007-2011	2008-2012	2009-2013	2010-2014
5-Year Average number of Fatalities	**Goals**	**217**	**209**	**204**	**201**
	Actual Values	217	204	200	176

UNBIASED POLICING PROJECT

Section 1906 Unbiased Policing Project K10-2015-01 (SK11501):

Problem:

- Not all Idaho law enforcement agencies have standard and uniform polies and procedures. On the local law enforcement agency level, it is believed all law enforcement agencies have policies or procedures on file that prohibit racial profiling. While we cannot capture all of these policies or procedures, many agencies have already contracted to use the Lexipol Policy manual as a format for their policies. Idaho Counties Risk Management Program (ICRMP) has provided risk

management and loss control services to Idaho local governments for 20 years and has evolved into a full-service coverage protection provider of property and casualty liability insurance. They work with all local law enforcement agencies.

Objective:
The Office of Highway Safety was awarded Section 1906 funds with the goal of enacting and enforcing laws that prohibit the use of racial profiling in the enforcement of traffic laws on Federal-Aid highways, and to maintain and allow public inspection of statistics on all motor vehicle stops.

Outcome:
Idaho was awarded $538,352 dollars in funds in FFY 2007. Law enforcement were initially interested in using the funds to improve traffic safety in Idaho, through the purchase of electronic ticketing and video cameras. This is a great opportunity for law enforcement decision-makers to gather the data and see if they have a biased policing issue and address it. The equipment has also allowed officers to complete traffic crash reports more quickly and accurately. The chart below outlines the ethnic groups in Idaho that will be tracked during this project phase. Keep in mind some individuals fall into two or more races.

Idaho's Ethnic Groups
92% White
9% Hispanic
1% American Indian
1% Asian
1% Black

Ada County Sheriff's Office was the first agency selected to create a pilot program that will then be offered to other law enforcement agencies throughout Idaho. OHS was very interested in this partnership since this agency provides service to the largest population in the state. The program had a great possibility of improving traffic safety in Idaho through the purchase of electronic ticketing and video cameras.

Pilot Project Plan: Provide Training; Collect Traffic Stop Data; Analyze the Data; Address any Areas of Concern; Purchase Traffic Safety Equipment. Outlined below is a summary of the projects implemented as part of the Section 1906 Racial Profiling grant project.

Project Number: SK10801/SK10901
Project Title: Large Agency Pilot Project
Funded Agency: Ada County Sheriff's Office

Project Description: Ada County Sheriff's Office was the first agency awarded Section 1906 Racial Profiling funding. Funding was received in FFY 2007 and was included in the performance plan for FFY 2008 and FFY 2009. Ada County serves the most populated county in Idaho, so this seemed like a good agency to pilot the first program. This agency not only serves the county, but they also contract law enforcement services to the City of Eagle, Kuna, and Star.

Ada County Sheriff's Office purchased electronic ticketing equipment to capture the race/ethnicity of those receiving traffic citations, and in-car video cameras to provide information supporting the race/ethnicity captured by the computer aided dispatch system and electronic ticketing equipment. Early on in the grant project, Ada County developed a list of focus area questions that were presented to minority groups in the Boise area. (Results from survey unknown)

Ada County Sheriff's Office contracted with Washington State University to conduct an intensive racial profiling survey.

This survey really set out to address two principle questions: (1) Does a driver's race/ethnicity have an impact on vehicle stopping behavior by police; and, (2) Does a driver's race/ethnicity have an impact on police behaviors/activities during the stop? In order to address these core questions researchers from the Division of Governmental Studies and Services at Washington State University and researchers from the Criminal Justice Department at Boise State University laid out several issues and recommendations in regard to the collection of information and the integration of data that is collected and maintained by other state or federal agencies. These issues and recommendations are described below, and where possible some preliminary analyses are presented.

Table 3. Preliminary Analyses of ACSO Original Data: Citation Outcomes by Race/Ethnicity

Race/Ethnicity	No Action/Warning	Citation or Arrest	X^2
	Frequency (row %)	Frequency (row %)	8.478**
White	1223 (55.3)	990 (44.7)	
Hispanic	59 (43.7)	76 (56.3)	
All Others	43 (62.3)	26 (37.7)	
Total	1325 (54.8)	1092 (45.2)	

Project Results: ACSO provided training to all Selective Traffic Enforcement Program (STEP) Officers for capturing data.

Awarded:	Expended:
$538,352	$419,910

Project Number: SK11104/SK11102
Project Title: Small Agency Pilot Project
Funded Agency: Orofino Police Department

Project Description: Orofino Police Department was awarded funding at the close of FFY 2009, and was included in the performance plan for FY 2010 and 2011. This agency was selected to be a model agency for other small law enforcement agencies in Idaho. Orofino is committed to the idea that properly equipped and trained officers with a clearly defined mission and vision, can leverage technology systems as tools to promote fair justice and enforcement in our communities. The goal of this project is to take an honest look at the occurrence of racial profiling, and to then use funding to collect and maintain data from all traffic stops, evaluate the data, develop and implement the program, and purchase necessary traffic safety equipment.

Project Results: Project funding was used to purchase: NCIC Software, travel costs, ILET Licensing fees, Verizon air card charges, reporting software, mapping software, adobe acrobat program, in-car video system, RMS Customization, Panasonic tough books, server, and related equipment costs. Chief Wilson and his team are committed to the idea that properly equipped and trained officers with a clearly defined mission and vision, can leverage technology systems as tools to promote fair justice and enforcement within our communities.

It is important to note that prior to this project implementation, Orofino had inadequate equipment within their agency to do successful enforcement in their community.
This grant funding has made it possible for Orofino Police Department to purchase electronic ticketing equipment and in-car video cameras to support the data that is being captured. During the project phase, Orofino developed and implemented a website using Section 1906 funds, as a tool to share project information with the community.

Awarded	Expended
$200,000	$196,637

Project Number: SK11104
Project Title: Eastern Idaho Regional E-ticketing Project
Funded Agency: Madison County Sheriff/Rexburg Police Department

Project Description: Madison County Sheriff's Office partnered with the Rexburg Police Department to implement electronic ticketing within their agencies, as well as several other Eastern Idaho law enforcement agencies. It is important to note that Section 1906 funding was part of a much larger electronic ticketing project involving several law enforcement agencies from Eastern Idaho, Region 6. In addition, Section 408 funding was also granted to these agencies, to make it possible for this electronic ticketing project to happen. This project has allowed these agencies to more accurately report unbiased policing data, in turn giving their officers tools to demonstrate fair and unbiased enforcement.

Project Results: During the grant cycle an Unbiased Policing Implementation team was developed, with representation from Madison County Sheriff's Office, Rexburg Police Department, IT Units, local courts, and ITD personnel.

A community outreach program was started in a few different ways. Each agency' website had a Spanish/English link to the survey referencing racial profiling. In addition, Facebook was used with links to the survey website. City newsletters also mentioned the survey and bilingual officers reached out to various Hispanic groups and encouraged them to participate in the survey.

Survey Questions

- Are non-white drivers who are residents in a community cited more often than their representation in the residential population would predict?
- Are non-white drivers overall cited more often their representation in the population of people driving on the roadways would predict?
- Once stopped are non-white drivers more likely to receive a citation than white drivers?
- Once stopped are non-white drivers more likely to be subject to a search than white drivers?

Results from the survey found that those minority drivers that were pulled over was significantly less than the minority population, no action was completed. Computers were purchased with 1906 grant funding, and FATPOT program was installed which captured the driver's ethnic information. Once a DL was input into NCIC, the officer was required to input a driver's race/ethnicity before processing the citation. Data wireless cards were purchased for the computers, which allowed the officers to access the database from any location. Video cameras were purchased primarily to review from random traffic

stops. A total of 7, 494 driver inquiries were completed between Rexburg Police Department and Madison County Sheriff's Office. Of those pulled over, Madison CSO stopped 76 non-white drivers and Rexburg PD stopped 172 non-white drivers. The survey shows that 3% of non-white population was stopped by police compared to the 6.1% population in all of Madison County.

Total Project Costs	
Madison CSO Installation	$144,250
Rexburg PD Installation	$97,000
Paper	$3,750
OT for Survey Compilation	$5,000
Grand Total:	$250,000

Activities during this grant cycle included: racial profiling survey (Spanish and English), laptop/mobile printers purchase, paper, air cards (cell phones), desktop computers, mapping software, USB cables, video cameras, scanners, and mobile mounts. All findings from the report were published on the website giving contact information for additional questions.

Awarded	Expended
$252,000	$248,331

Project Number: SK11201/SK11301
Project Title: Region 4 Section 1906 Project
Funded Agency: Twin Falls County Sheriff's Office

Project Description: Twin Falls County Sheriff's Office was awarded funding in FFY 2012, and was included in the performance plan for FY 2013. Section 1906 funding for this project is part of a larger Unbiased Policing project involving several law enforcement agencies from Southwest Idaho, Region 4. The potential for bias exists in this region because of large Hispanic population (large influx of migrant farm workers each summer) and several groups of refugees that are relocated in the area, with a direct connection to the Refugee Center at the College of Southern Idaho. The purpose of this project was two-fold 1) to maintain and improve the tracking of traffic statistics; allowing for greater opportunity for review of all stops in Twin Falls County, and 2) establish baseline data on the occurrence of racial profiling and bias in the eight Magic Valley counties of south-central Idaho. There was a minority group at the College of Southern Idaho (CSI), known as Latinos Unidos who were surveyed and results are still being processed. The Diversified Student Group at CSI also participated in the survey.

Survey Questions
In general, do you trust law enforcement officers?
Have you had contact with law enforcement officers in the last 12 months?
Have you had contact with law enforcement during a traffic stop in the last 12 months?
Do you believe law enforcement officers will treat you differently because of your race/citizenship?
Do you believe that law enforcement officers practice "ethnic profiling" in this area?
If you were the victim of a crime, would you be treated fairly?
In what country were you born?
With what racial/ethnic group do you identify?
Are you interested in participating in training designed to help officers in this area achieve greater understanding and appreciation for racial and ethnic groups in this area?

Project Results: Buhl and Kimberly Police Departments completed $30,653 in match dollars, by tracking hours spent doing e-citations enforcement.

Citation data and demographic data is received electronically from all participating agencies and sent electronically to the RMS for that agency and to the Idaho Supreme Court. This data has been used to check the ethnicity of individuals cited and compared against local demographic data. Initial analysis of data collected showed citations issued closely matching the demographic data in the City of Buhl and in Twin Falls County showing that racial profiling during traffic stops is highly unlikely.

Courts and local Records Management Systems can now print off data on electronic citations ethnicity, which is required to fulfill all public records requests. A training program titled "Perspectives on Profiling Tools for Tolerance for Law Enforcement" which is POST certified was held in Twin Falls and a 20 hour "Train the Trainer" course was conducted for 6 instructors. Six additional classes were also held during the grant period in which 139 officers were trained, thus increasing awareness of the risks and consequences of racial profiling/bias in law enforcement.

Audio and video equipment was installed in seven patrol vehicles, improving evidence collection and documenting officer performance at all traffic stops. Deputies who were surveyed about the new audio/video equipment believe they are in court much less than before, have a lot fewer cases going to trial due to the video evidence.

Results from a minority survey conducted at the Latinos Unidos Club at the College of Southern Idaho (CSI) showed that 58 percent believed law enforcement would treat them differently due to race/ethnic origin. Agencies that don't have racial profiling policies in place will be urged to add the Lexipol Policy or a similar policy to their law enforcement policy manuals.

Awarded:	Expended:
$127,644	$124, 243

Lessons Learned and NEXT Steps: Collecting data on the race/ethnicity of people stopped reflects accountability, openness, willingness to be transparent and sound management by our law enforcement agencies. The successful implementation of Unbiased Policing program in Idaho has given many of law enforcement agencies tools to address racial profiling in their communities. Section 1906 funds has given our officers the necessary skills to accurately report unbiased policing data, provide training to law enforcement officers, in turn allowing these agencies to demonstrate and substantiate fair and unbiased enforcement

One of the challenges encountered was often not giving enough time to agencies, during the grant cycle, to work through system and software upgrades. It takes a significant amount of time to address system glitches, especially when dealing with several agencies at once.
We are very fortunate to have such great law enforcement partners, who give 100 percent during implementation of projects such as these, which will greatly improve policing procedures. We will proudly serve as a model state, for the Racial Profiling programs that we now have in place.

TRAFFIC RECORDS AND ROADWAY SAFETY

Traffic Records TR2015-01 (STR1501):

Objective:

The objective of this grant is to eliminate motor vehicle-related fatalities, serious injuries and economic loss by improving the timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems.

At Idaho Transportation Department (ITD) Office of Highway Safety (OHS), a comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop measures to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools to:

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

Outcome:

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

- A uniform crash report required by law;
- Standardized training provided for law enforcement agencies;
- Timely crash data transmitted electronically by IMPACT (Idaho Mobile Program for Accident CollecTion) software with 100% electronically transmitting crash data;
- Within the OHS, the IMPACT crashes are processed through software called CIRCA (Crash Information Retrieval Collection and Analysis);
- Utilizing WebCARS, the web-based crash analysis reporting tool provides an avenue to easily obtain the data for analysis;
- Statistical analysis provided by trained professional research analysts;
- The system is financially supported by Idaho Transportation Department to allow planners, engineers and other organizations utilization of the OHS crash data and analysis tools; and
- Increasing Model Minimum Uniform Crash Criteria (MMUCC) elements are considered when considering revisions to the IMPACT system are implemented.

Support and maintenance of the crash system to accurately, efficiently and effectively analyze the crash data is a primary focus of OHS. A major success was accomplished in July 15 when ITD hired 2 positions for the Operations Technology Support team to specifically support the OHS traffic record systems and databases. The Senior Information Technology Systems Analysts are highly qualified and experienced in maintaining the systems.

Electronic reporting continues with 100% of the 117 law enforcement agencies submitting 22,420 crash reports. There continued to be fewer technical support issues during the year. Any "bugs" producing incorrect data or errors were resolved immediately. While issues were minimal, the records indicate most pertained to agencies purchasing new computers requiring the link and instructions for downloading and installing eIMPACT, replacing the crash report DLL file, reporting or the crash drawing system, East Street Draw.

Some agencies requested assistance with elmpact installation on terminal servers. The Quick Crash Entry was modified this year and tested prior to implementation.. This was requested by end users for usability and convenience. Quick Crash Entry is a simplified crash entry form to enter data from a crash, for exchanges of driver information. It includes the basic crash, unit, and person information. It can be either manually entered or scanned from the driver license and registration. The pilot eCitation project has found real benefits with the Quick Crash Entry system. Total available funding was $40,000 and expenditures during FFY 2015 were $25,342.20.

To maintain uniformity and standardization of the data, 12 trainings were held throughout the state, with 101 law enforcement personnel attending. The three classes currently being offered are: Basic eIMPACT called "101", a Refresher class and an Approver class for those who approve the crash reports. During the year, three Basic 101 classes, seven Refresher classes and three Approver classes were conducted.

Roadway Safety RS2015-01 (SRS1501):

Outcome:

The crash analysis tool WebCARS, is supported through this program. Agencies utilizing the tool include the two OHS Research Analyst Principals, ITD engineers, law enforcement agencies, city, county and state agencies, educational institutions, research entities, engineering and consulting firms, regional metropolitan planning agencies, Alive at 25 instructors and those reporting for mobilization campaigns. The crash analysis tool is actively utilized by 646 users in 205 agencies. This increase is attributable to the implementation of Mobilizations and Alive at 25 utilization of the system for agency reporting data. "Bug" errors are carefully researched and quickly resolved. Total available funding was $15,000 and expenditures during FFY 2015 were $6,594.92.

With the implementation of the electronic Alive at 25 and Mobilization Tracking system, all data is gathered and submitted electronically. The systems provide a streamlined electronic transmittal of reimbursement expenditures from participating law enforcement agencies to OHS, through the ITD financial management system, and finally electronically submitted to NHTSA for grant reimbursement to ITD. Project expenditures supported by ITD state budget totaled $114,173.43.

SECTION 408 AND SECTION 405C

K9-2015, MAP 21 405c

Section 408 and 405 State Traffic Safety Information System Improvements: SK9-2015 and M3DA-2015:

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

Listed below are projects funded to improve data under Sections 408 and 405c. Program funding identifies priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. Sections 408 and 405 funding are provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in developing, supporting and prioritizing the Traffic Records Strategic Plan developed to address recommendations noted in the 2011 Traffic Records (TR) Assessment and last updated on June 2, 2015.

Measurable Progress on the System Performance Measures:

PM01: Average entry time for citation data from 6 Idaho counties that comprise over 60% of the State's population: Time between entry and issuance were calculated by subtracting citation entry date/time from citation issue date/time for each record. An average was then determined for all citations.

System Performance Measure Progress: There were 145,789 citations issued with an average time of 3.80 days between April 1, 2013 and March 31, 2014.

There were 149,440 citations issued with an average time of 3.61 days, with a decrease of 0.19 days and showing progress.

M3DA-2014-01-00-00 (SKD1401):

Objective:

To improve the traffic record system data and implement as many 2011 Traffic Records Assessment recommendations as possible.

Performance Measure:

All performance measures are noted in the Idaho Traffic Record Systems Strategic Plan (ITRSP), with the latest update voted June 2, 1015.

Outcome:

The TRCC meets regularly, usually at least one time per quarter. During FFY 2015 this was 8 times, with one of those times being to review additions and correction to the ITRSSP. The electronic approval was on June 2, 2015.

There were several changes on the TRCC during FFY 2015. Brent Jennings retired as Highway Safety Manager and TRCC Chairman. He was replaced by John Tomlinson as Highway Safety Manager and Chairman of the TRCC. William Reese was promoted to Major and replaced by Capt. Tim Reese representing Idaho State Police. Total Funding available was $610,094.50 and none expended.

Statewide eCitationK92015-02 (SK91502) and 405 Statewide eCitation M3DA2015-02 (SKD1502):

Problem:

- The Traffic Records Assessment recommendations from 2006 and 2011 have encouraged the TRCC to implement electronic citation software in law enforcement agencies. In 2011, the recommendation was made to implement a standard and uniform system in the state. Of the 125 law enforcement agencies in the state, only 25 (and 6 regions of ISP) agencies have implemented an electronic citation software package.

Objective:

To improve the traffic records system data through the implementation of a statewide electronic citation system.

Performance Measure:
Increase accuracy, timeliness, accessibility and uniformity in citation data. For the pilot project the performance measure was focused on an increase in accuracy of the electronic citation data.

Outcome:
After considering three vendors, the subcommittee and chairman Capt. Bill Reese, from the Idaho State Police, recommended implementing the Meridian Police Department eCitation system. The system is not proprietary, and the city has provided the system code to the ITD for coordinating a pilot project and determining whether the system will effectively and efficiently be shared with law enforcement agencies statewide.

Ucon Police Department stepped forward initially to test the system and successfully implemented. Bingham County Sheriff's Office (CSO) stepped forward as the pilot for the regional project with Blackfoot Police Department, Shelley Police Department, and Aberdeen Police Department also participating and Bingham CSO being the lead agency for the project. Forty-seven vehicles participated in the project.

The project was slow in proceeding as the agencies resolved the scanner issue of not being able to run the software through terminal services. Verizon resolved this with their go card connection. There were some security issues on the folders and program rights. After resolution, there was a wait for the Supreme Court to prepare for receiving data from multiple agencies sharing one server database. With the Supreme Court implementing a new software package, there was a priority for resources and the eCitation project was delayed. The courts have now resolved the issues and the statewide software for the Meridian system is fully functional and utilized in each agency.

Cpl. Kendall from Bingham County Sheriff's Office, project manager, presented at the TRCC meeting on November 10, 2015. He states the project has been very successful and all officers appreciate the system very much Total available for Section 408 funding was $1,170,902.26, and for Section 405c was $438,616. Expenditures during FFY 2015 were $117,041.43. No funding has been expended in Section 405c funding. Funding will be carried forward to FFY 2016 in Sections 408 and 405 for this project.

Data Warehouse K92015-03 (SK91503), and 405 Data Warehouse M3DA2015-03 (SKD1503):

Problem:
- In the Traffic Record Systems, data accessibility and timeliness of getting the information for analysis and reporting purposes is limited.

Objective:
To make the analytics of the Traffic Record Systems data readily available for sharing.

Performance Measure:
Increase timeliness and accessibility of the Traffic Record Systems data.

Outcome:
The ITD has begun a project known as Gateway. This is the process of providing a secure connection for those wishing to access data within ITD. With the nature of personal medical information with the traffic crash data and death data requiring a high degree of security, the Data Warehouse project will work with the ITD project for those Traffic Record Systems outside the agency to access data for crashes, roadway, driver and vehicle data inside the agency. This project should have more to share in FFY 2016.

Total available for Section 408 funding was $249,416.21. The TRCC was considering Section 405c funding of $508,429. Expenditures during FFY 2015 were $872.99 in Section 408.

All Roads Network of Lineraly Referenced Data (Arnold) M3DA-2014-04-00-00 (SKD1404):

Problem:

- ITD is unable to report all Idaho roadways with a linearly referenced data that is a clear and consistent method.

Objective:

To be able to document all public roads currently referencable with a standardized, public Linear Reference System (LRS).

Performance Measure:

Measure the completeness of data beyond the current 85% already referenced.

Outcome:

The proposed pilot project, "All Roads Network of Linearly-Referenced Data", or known as ARNOLD, is to determine whether the Environmental Systems Research Institute (ESRI) software solution of "Roads and Highways" will be used as the ITD solution for maintaining linear referencing on all Idaho roads. The pilot project will evaluate and develop methodologies for dual carriageway representation; provide a proof of concept for applying address ranges; create an off-the-shelf submission tool for the Highway Performance Monitoring System (HPMS); and establish a methodology and technology platform where local agencies can communicate geometry and roadway attributes. ARNOLD is awaiting input from the Local Highway Technical Assistance Council (LHTAC) and metropolitan planning organizations prior to the Traffic Records Coordinating Committee (TRCC) giving the notice to proceed. Funding will include project professional and technical support for a total of $105,000. The project has been put on hold, but will continue in FFY 2016.

TRAFFIC ENFORCEMENT MOBILIZATIONS

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

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

Average Mobilization Enforcement Activities Per Year

	2012	2013	2014	2015
Average # of Agencies Participating	76	61	54	53
Average # of contacts during mobilizations	12356	5595	6052	6411
Average # of Citation issued during mobilizations	8076	2966	3265	3334

Incentive Equipment Purchased - Summary (FFY 2015)	
Equipment	No. Purchased
Bike Helmets	1
Digital hand-held camera	21
Electronic citation equipment	6
Hand-held alcohol monitor	8
In-car video camera system	15
Intoxilyzer/Draegar	4
Lidar	3
Other	32
Speed detection equipment (radar & laser radar)	50
Speed monitor/trailer	2
Training Motorcycle	1
Total Equipment Purchased:	143

2015 Traffic Enforcement Mobilization Calendar

Month	Focus Area	Dates
November	Impaired Driving Mobilization	November 20-30, 2014
November - January	Impaired Driving Mobilization	November 27, 2014 - January 4, 2015
March	Impaired Driving Mobilization	March 14 – 22
May	Seat Belt Mobilization	May 18 - 31
June – July	Impaired Driving Mobilization	June 28 – July 7
August – September	Impaired Driving Mobilization	August 21 – September 8
May- June	100 Deadliest Days Part 1 – Multi Focus Mobilization	May 25 – June 30
July – August	100 Deadliest Days Part 2 – Multi Focus Mobilization	July 1 – August 15
August – September	100 Deadliest Days Part 3 – Multi Focus Mobilization	August 16 – September 8

FFY 2015 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY

FFY 2015 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY									
Total Agency Results During Traffic Enforcement Mobilization Periods									
	Seat Belt (Nov)	Impaired (Nov)	Impaired (Mar)	Seat Belt (May)	100 Deadliest Days (May)	Impaired (Jun)	100 Deadliest Days (Jul)	100 Deadliest Days (Aug)	Impaired (Aug)
# Participating Agencies	57	66	64	62	54	46	44	41	39
Total Contacts	13,316	32,774	11,122	20,130	31,762	9,334	27,412	17,829	10,241
DUI - Alcohol	139	471	175	168	325	113	395	127	140
DUI - Drugs	37	65	30	96	150	38	183	87	16
DUI - Both	1	135	21	8	89	57	61	122	33
Underage Alcohol Citations	45	140	47	64	177	22	149	68	26
Seat Belt Citations	1,557	916	176	2,437	1,656	292	1,466	733	158
Child Safety Seat Citations	55	55	16	47	76	18	40	22	24
Felony Arrests	125	565	143	136	328	124	496	230	211
Recovered Stolen Vehicles	12	40	15	17	40	11	31	19	14
Fugitives Apprehended	129	464	116	158	410	106	312	285	132
Suspended Licenses	266	780	260	341	727	212	680	376	270
Uninsured Motorists	1,436	3,048	981	1,816	2,889	720	2,721	1,540	894
Speeding Citations	1,473	2,752	1,311	2,377	4,598	1,276	4,173	2,600	1,323
Reckless Driving Citations	41	130	46	50	96	46	159	65	44
Texting/Distracted Citations	18	120	29	60	133	44	119	115	41
Other	1,725	3,523	1,337	2,108	3,522	1,210	3,949	2,110	1,697
Totals	7,059	13,204	4,703	9,883	15,216	4,289	14,934	8,499	5,023

FFY 2015 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY									
Total Dedicated Officer Results During Traffic Enforcement Mobilization Periods									
	Seat Belt (Nov)	Impaired (Nov)	Impaired (Mar)	Seat Belt (May)	100 Deadliest Days (May)	Impaired (Jun)	100 Deadliest Days (Jul)	100 Deadliest Days (Aug)	Impaired (Aug)
# Participating Agencies	57	66	64	62	54	46	44	41	39
Total Contacts	7,243	8,861	4,731	8,671	12,094	3,854	6,018	4,003	2,227
DUI - Alcohol	25	199	70	23	88	52	29	8	42
DUI - Drugs	12	32	4	14	11	14	25	8	9
DUI - Both	0	8	7	3	27	6	0	1	5
Underage Alcohol Citations	9	41	19	6	41	8	2	1	10
Seat Belt Citations	1,426	161	63	2,159	1,259	59	971	506	47
Child Safety Seat Citations	33	20	8	33	38	6	17	14	3
Felony Arrests	15	58	25	23	46	23	7	14	12
Recovered Stolen Vehicles	0	10	2	3	8	1	2	0	0
Fugitives Apprehended	21	86	31	35	59	23	13	14	12
Suspended Licenses	104	214	85	138	210	67	80	38	54
Uninsured Motorists	787	848	334	980	1,240	247	703	429	202
Speeding Citations	939	710	478	1,381	3,031	431	1,870	1,308	342
Reckless Driving Citations	7	21	7	14	37	9	11	6	5
Texting/Distracted Citations	10	3	4	27	52	2	29	21	2
Other	596	756	395	559	869	271	361	258	195
Totals	3,984	3,167	1,532	5,398	7,016	1,219	4,120	2,626	940

PAID MEDIA REPORT

OHS contracted with Marking Media Group LLC (Davies Moore) for its media purchases and services, and OHS used four primary forms of media to communicate safety messages: outdoor (billboard), radio, television/cable, and social media (online Facebook and Centro). In addition to Davies Moore posting messages on OHS's Facebook account, ITD Communications also posted safety messages and PSAs on ITD's Facebook and Twitter accounts, You Tube account, and ITD's Transporter (internal) and general public websites.

Paid Media Financial Summary
PM-2015-01

Focus Area	Section 402		Section 410*/405**		Section 2010		**Total Paid Advertising**	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving-100 Deadliest	$90,000	$61,246	$568,711	$383,386			$473,386	$444,632
Aggressive Driver	$55,000	$3,608					$55,000	$3,608
Occupant Protection	$126,000	$760	$198,118	$198,118			$324,118	$198,878
Child Passenger Safety	$35,000	$35,000	$15,000	$15,000			$50,000	$50,000
Motorcycle Safety	$20,000	$0			$29,672	$29,672	$49,672	$29,672
Distracted Driving	$55,000	$54,954					$55,000	$54,954
Bicycle/ Pedestrian	$5,000	$0					$5,000	$0
Media Poll/ Survey	$30,000	$19,624					$30,000	$19,624
Total Paid Advertising	$416,000	$175,192	$781,829	$596,504	$29,672	$29,672	$1,042,176	$801,368

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

Budget $64,170; Expenditure $64,170

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

Budget $319,216.46; Expenditure $319,216.46

Idaho Transportation Department
OHOS - FY15 Annual Report
10/14/2015

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Courageous Voices	4th Qtr. 2014 Radio	10/1 - 10/12	Eastern Idaho, Twin Falls, Lewiston/Moscow	18.95	59.65%	471	479	$7,175.21
	4th Qtr. 2014 Television	10/1 - 10/12	Eastern Idaho, Twin Falls, Lewiston/Moscow	6.60	86.88%	523	750	$15,692.58
Distracted Drivers	Radio	4/6 - 4/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.90	64.00%	758	758	$15,607.55
	Outdoor	3/30 - 4/26	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	60.00%	27	15	$28,615.20
	Online Centro	3/30 - 4/26	Statewide	NA	NA	1,697,074	1,986,390	$7,221.00
	Online Facebook	3/30 - 4/26	Statewide	NA	NA	146,696	0	$750.00
Drive Safe Sponosrship	Television/Digital	8/3 - 9/27	Southern Idaho	3.4	86.00%	147	146	$17,871.22
Impaired Drivers	Radio	11/24 - 12/7	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	15.00	56.00%	1,489	1,562	$29,868.95
	Radio	12/22 - 1/4	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					
	Radio	3/16 - 3/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.00	60.00%	934	920	$16,402.70
	Radio	6/29 - 7/12	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	8.00	55.00%	878	878	$16,716.20
	Radio	8/31 - 9/13	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.00	52.00%	727	734	$16,824.50
	Outdoor	11/17 - 1/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	34.00%	66	33	$64,785.29
	Outdoor	3/2 - 3/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4.00	38.00%	28	17	$29,223.20
	Outdoor	6/22 - 7/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	58.00%	25	15	$30,553.21
	Outdoor	8/24 - 9/20	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	54.00%	25	15	$30,553.21
	Online Centro	11/24 - 1/11	Statewide	NA	NA	4,003,995	3,605,332	$20,137.94
	Online Centro	3/2 - 3/29	Statewide	NA	NA	2,774,089	2,803,068	$10,682.59
	Online Centro	6/22 - 7/20	Statewide	NA	NA	1,227,131	1,382,914	$9,148.31
	Online Centro	8/24 - 9/20	Statewide	NA	NA	2,267,709	2,234,544	$9,148.31
	Online Facebook	11/24 - 1/12	Statewide	NA	NA	348,813	0	$1,500.00
	Online Facebook	3/2 - 3/29	Statewide	NA	NA	135,632	0	$715.00
	Online Facebook	6/22 - 7/20	Statewide	NA	NA	158,179	0	$700.00
	Online Facebook	8/24 - 9/20	Statewide	NA	NA	149,305	0	$700.00
Motorcycle	Radio	5/4 - 5/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.00	53.00%	794	802	$15,625.60
	Outdoor	4/27 - 5/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	53.00%	27	15	$28,615.20
	Online Centro	4/27 - 5/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	NA	NA	2,143,007	1,856,646	$7,221.00
	Online Facebook	4/27 - 5/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	NA	NA	141,261	0	$749.98
Safety Restraints	Radio	11/17 - 11/30	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.00	44.00%	1,065	1,074	$19,720.10
	Radio	5/18 - 5/31	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.00	57.00%	1,229	1,235	$21,014.00
	Television/Cable	11/17 - 11/30	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	4.00	71.00%	738	920	$40,399.70
	Television/Cable	5/18 - 5/31	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.00	63.00%	748	1,070	$34,216.15
	Outdoor	11/3 -11/30	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.00	54.00%	40	15	$34,267.71
	Outdoor	5/11 - 6/7	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	49.00%	28	24	$29,223.20
	Online Centro	5/11 - 6/6	Statewide	NA	NA	2,798,820	1,445,808	$10,235.31
	Online Facebook	11/4 - 11/30	Statewide	NA	NA	222,599	0	$725.00
	Online Facebook	5/11 - 6/7	Statewide	NA	NA	110,738	0	$750.00
Child Passenger Safety	Radio	9/7 - 9/20	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.00	55.00%	998	1,007	$18,681.75
	Outdoor	8/31 - 9/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.00	48.00%	26	16	$26,423.49
	Online Facebook	8/31 - 9/24	Statewide	NA	NA	114,708	0	$500.00
100 Deadliest Days	Radio	5/18 - 9/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	39.00	71.00%	6,048	6,096	$102,745.35
	Outdoor	5/18 - 9/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	11.00	74.00%	40	11	$49,496.28
	Online Centro	5/18 - 9/13	Statewide	NA	NA	7,568,809	7,788,113	$25,577.99
	Online Facebook	5/18 - 9/6	Statewide	NA	NA	243,612	0	$1,530.00

2015 Public Opinion Poll for FFY 2015 Annual Evaluation PM-2015-02 (SPM1502):

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety, to conduct the annual public awareness survey. A version of this survey has been conducted annually since 2003. In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly two thirds (65.3 percent) of Idaho households no longer have a landline telephone number[28]. Research has shown that wireless-only households tend to be younger (18-34 years), are more likely to be male, to be living in poverty, and more likely to be Hispanic than landline households[29]. Thus, accounting for wireless-only households is important in representative survey research. Thus, two frames were used for the sample: a landline frame (n = 800) and a wireless number frame (n = 2,000), both drawn proportionate to population densities in the state (using phone number exchanges).

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

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati, a computer assisted telephone interviewing system, and analyzed using SAS[30].

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (10 July 2015). The postcard stated the purpose of the survey, that the SSRU would be contacting the household within the next week, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began 13 July 2015 and continued until 21 August 2015. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed one Spanish-language speaking interviewer. Spanish calls began on 3 August 2015 through the end of the survey, 21 August 2015. Eight surveys were conducted in Spanish.

Final survey dispositions in the mobile frame included 260 completed interviews, 566 disconnected numbers, 182 ineligibles households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 345 refusals. The final response rate is 28.8 percent,

[28] Blumberg, S.J., N. Ganesh, J.V. Luke, and G. Gonzales. 2013. Wireless substitution: State-level estimates from the National Health Interview Survey 2012. National health statistics reports; no 70. Hyattsville, MD: National Center for Health Statistics. Available at: http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf, accessed September 3, 2015.

[29] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2013. National Center for Health Statistics. July 2014. Available from: http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201407.pdf, accessed September 3, 2015

[30] SAS, Version 9.3. 2009. SAS Institute, Cary, NC.

the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 43.0 percent, and the refusal rate is 38.3 percent[31].

In the landline phone frame, the study resulted in 238 completed interviews, 85 disconnected numbers, 56 ineligibles households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, were too young to complete the survey), and 113 refusals. The final response rate is 41.7 percent, the cooperation rate is 67.8 percent, and the refusal rate is 19.8 percent.

The final response rate for the two frames combined is 34.2 percent, the final cooperation rate is 52.1 percent, and the final refusal rate is 31.4 percent.

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on "Estimation Using Dual-Frame Methodology"). Percentages and 95% confidence intervals are based on the weighted frequencies. The 2015 survey report introduces the implementation of a new weighting process called 'raking and trimming'. This change must be considered when viewing estimates across years. Results from 2015 cannot be directly compared for statistically significant differences to previous years' results. For some key variables (those where the question was asked identically across years), percentages from 2014 and 2013 are also presented for reference.

Notes on Estimation Using Dual Frame Methodology

Survey weights were calculated using the 'raking and trimming' method[32] in order to account for the complex survey design. Additionally, weighting incorporates the use of auxiliary data to improve the efficiency of estimators to ensure that the sample more accurately reflects the characteristics of the population of interest[33]. Our weighting process has 3 stages of development: design weights, raking, and trimming[34][35]. Design weights should reflect the sample design and respondent's selection procedure. Design, or base, weights were used to adjust for selection probability, eligibility, nonresponse, multiplicity due to multiple phones, respondent selection procedure, and frame overlap (cell and landline). Raking, also known as sample balancing or iterative proportional fitting, is one of the most common methods used to adjust for auxiliary data. It adjusts the design weights so that the weighted sample aligns with the external population distribution for multiple categorical variables simultaneously[36]. Statewide American Community Survey (ACS) 2009-2013 5-Year estimates for gender and age were used as auxiliary variables[37], meaning we adjusted the weights so that our sample matches the population's gender and age distributions (see Table 1 and 2). Before weighting younger drivers are underrepresented, and older drivers are over represented.

---

[31] The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR. Available at: http://www.aapor.org/AM/Template.cfm?Section=Standard_Definitions2&Template=/CM/ContentDisplay.cfm&ContentID=3156, accessed on August 5, 2014.

[32] IBF SAS Macro. Available at: http://www.abtassociates.com/Expertise/Surveys-and-Data-Collection/Raking-Survey-Data-(a-k-a--Sample-Balancing).aspx, accessed September 4, 2015.

[33] Kimberly, H., and R. Valliant. 2012. Methods for Adjusting Survey Weights When Estimating a Total. Available at: http://www.fcsm.gov/12papers/Henry_2012FCSM_V-A.pdf, accessed September 4, 2014.

[34] Kennedy, C. 2007. Evaluating the Effects of screening For Telephone service in dual frame RRD surveys. Available at: http://pog.oxfordjournals.org/content/71/5/750.full, accessed September 2, 2012.

[35] Kennedy, C. 2012. APPOR Webinar. Weighting Approaches for Dual Frame RDD surveys.

[36] Izrael, D., D. C. Hoaglin, and M. P. Battaglia. 2000. A SAS Macro for Balancing a Weighted Sample. Available at: http://www2.sas.com/proceedings/sugi25/25/st/25p258.pdf, accessed September 4, 2015.

[37] U.S. Census Bureau. DP05 ACS Demographic and Housing Characteristics 2009-2013 American Community Survey 5 Year Estimates, available at http://facfinder.census.ov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS-13-5YR-DP05&prodType=table, accessed September 2, 2015.

Table 1: Comparison of Un-weighted and Weighted Age Sample Estimates to ACS Age Estimates for Idaho Residents					
	Un-weighted		Weighted		ACS
Age Category	Frequencies	Percent	Frequencies	Percent	Estimates
18 – 24 years old	37	7.4%	65	13.0%	13.0%
25 – 44 years old	105	21.1%	169	33.9%	33.9%
45 – 64 years old	163	32.7%	165	33.1%	33.1%
65 – 74 years old	112	22.5%	49	9.8%	9.8%
Over 75 years old	77	15.5%	37	7.4%	7.4%
Age missing/refused	4	0.8%	13	2.6%	2.6%*

*A missing category was created for 4 respondents who did not specify age – rescaled the ACS percentages to account for this

Table 2: Comparison of Un-weighted and Weighted Gender Sample Estimates to ACS Gender Estimates for Idaho Residents					
	Un-weighted		Weighted		ACS
Gender	Frequencies	Percent	Frequencies	Percent	Estimates
Male	234	47.0%	248	49.8%	49.8%
Female	264	53.0%	250	50.2%	50.2%

Households had differing probabilities of inclusion in the study based on whether respondents live in a household with both wireless and landline, only landlines, or only wireless telephones. While base weights account for this in part, household telephone service was also used as an auxiliary variable. The number of occupied households in Idaho is 577.648 using the most recent data available[38]. The most recent data from the National Center for Health Statistics (NCHS) estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 97.9 percent are estimated to have a telephone of some sort (including wireless), 52.3 percent live in wireless-only households, 4.9 percent live in landline only households, and the remainder (40.2 percent) live in households with both a landline and wireless telephones[39] (see Table 3). Lastly, trimming was used to reduce extreme weights to cutoff, thereby improving variance properties[40]. Weights were trimmed at .25 and 4.

Table 3: Comparison of Un-weighted and Weighted Household Telephone Service Sample Estimates to NCHS Gender Estimates for Idaho Residents					
	Un-weighted		Weighted		ACS
Household Telephone Service	Frequencies	Percent	Frequencies	Percent	Estimates
Cell phone Only	172	34.5%	267	53.6%	53.6%
Landline Only	23	4.6%	25	5.0%	5.0%
Both landlines and cells	303	6.1%	206	41.4	41.4%*

*These percentages have been slightly adjusted to add to 100%

[38] U.S. Census Bureau. S2502 Demographic Chaarcteristics for Occupied Housing Units 2008-2012 American Community Survey 5 Year Estimates, available: http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtmll?pid=ACS_12_5YR_S2502&prodType=table, accessed August 4, 2014.

[39] Blumberg, S.J., N. Ganesh, J.V. Luke, and G. Gonzales. 2013. Wireless substitution: State-level estimates from the National Health Interview Survey 2012. National health statistics reports; no 70. Hyattsville, MD: National Center for Health Statistics. Available at: http://ww.cdc.gov/nchs/data/nhsr/nhsr070.pdf, accessed August 4, 2015.

[40] Rizzo, L. 2014. A Rake-Trim SAS Macro and Its Uses at Westat. Available at: http://support.sas.com/resources/papers/proceedings14/1627-2014.pdf, accessed September 4, 2015.

Summary of Results

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho. Key findings from this study include:

- 85.1% of Idaho drivers report that they "always" wear a seatbelt when driving or riding in a vehicle.
- Half of respondents (50.6%) would either "probably" or "definitely" support legislation allowing police to ticket individuals for not wearing a seatbelt. Females and older drivers are more likely to support seat belt offenses as a primary offence than males.
- Half of Idaho drivers (52.8%) believe it is either "very likely" or "likely" they will get a ticket for driving more than five miles over the speed limit.
- The most common inappropriate teen driving behavior observed was "talking on a cell phone" (39.5%).
- About two-thirds (64.5%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old. Females are more likely to support this legislation
- Over half of Idaho drivers (56.8%) felt that it is either "very likely" or "likely" that someone will receive a ticket for failing to buckle up a child.
- Nearly all respondents (96.1%) felt it was "very important" or "important" for Idaho to enforce the drinking and driving laws, though only 65.9% of drivers would support roadblocks to check for drivers who had been drinking.
- 87.2% of respondents feel either "safe" or "very safe" on Idaho's roads and highways. Most Idaho drivers feel that the laws and highway safety regulations contribute either a "great deal" (26.0%) or "somewhat" (62.4%) to safer highways.
- 38.8% of respondents reported to have "never" driven within two hours of drinking alcoholic beverages, while only 3.2% felt that most Idaho adults would respond "never" to the same statement.
- 36.2% of respondents felt that "many" Idaho adults have driven within two hours of drinking alcoholic beverages, while only 1.3% reported to have done so.
- Over half (53.5%) of Idaho respondents "strongly agree" that they should try to prevent a stranger from driving after drinking enough alcohol to be impaired, though only 12.4% felt that most Idaho adults would "strongly agree" with the same statement.
- About half of respondents (49.1%) "strongly agree" that if the situation arose they would try to prevent a stranger from driving enough alcohol to be impaired. Only 9.4% of respondents felt that most Idaho adults would "strongly agree" with the same statement.
- Of those who have been in that situation in the last 12 months, eight out of ten respondents (83.1%) have tried to prevent a stranger from driving after drinking enough alcohol to be impaired.
- About nine out of ten drivers (92.5%) either "strongly agree" or "agree" that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans.

Weighted frequency and percent tables are provided for reference, but are not directly comparable to the 2015 results. Expenditures for the public opinion poll totaled $19,623.80.

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

Response	Weighted Frequency	Weighted Percent
Once	34	7.0%
Twice	21	4.3%
Three times	17	3.4%
Many times	6	1.3%
Never	192	38.8%
Don't know	224	45.3%
Total	495	100.0%

*

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

Response	Weighted Frequency	Weighted Percent
Never	5	0.9%
Rarely	10	2.0%
Occasionally	8	1.7%
Usually	51	10.3%
Always	424	85.1%
Total	498	100.0%

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

Response	Weighted Frequency	Weighted Percent
Yes	380	76.3%
No	117	23.4%
Don't know	2	0.3%
Total	498	100.0%

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

Response	Weighted Frequency	Weighted Percent
Yes	259	51.9%
No	236	47.3%
Don't know	4	0.8%
Total	498	100.0%

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

Response	Weighted Frequency	Weighted Percent
Very likely	104	21.0%
Likely	215	43.2%
Am Neutral	98	19.7%
Unlikely	65	13.0%
Very Unlikely	6	1.2%
Don't know	9	1.9%
Total	497	100.0%

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

Response	Weighted Frequency	Weighted Percent
Very likely	98	19.8%
Likely	122	24.6%
Am Neutral	95	19.2%
Unlikely	116	23.4%
Very Unlikely	55	11.1%
Don't know	10	2.1%
Total	498	100.0%

*

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

Response	Weighted Frequency	Weighted Percent
Never	111	22.2%
Rarely	198	39.8%
Occasionally	143	28.8%
Usually	37	7.4%
Always	9	1.7%
Total	497	100.0%

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

Response	Weighted Frequency	Weighted Percent
Never	190	38.2%
Rarely	177	35.6%
Occasionally	90	18.0%
Usually	34	6.9%
Always	6	1.2%
Total	498	100.0% *

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

Response	Weighted Frequency	Weighted Percent
Yes	150	30.1%
No	341	68.5%
Don't know	7	1.4%
Total	498	100.0%

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

Response	Weighted Frequency	Weighted Percent
Very likely	77	15.5%
Likely	185	37.3%
Am Neutral	93	18.8%
Unlikely	111	22.3%
Very unlikely	23	4.7%
Don't know	6	1.3%
Total	496	100.0% *

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

FINANCIAL SUMMARIES

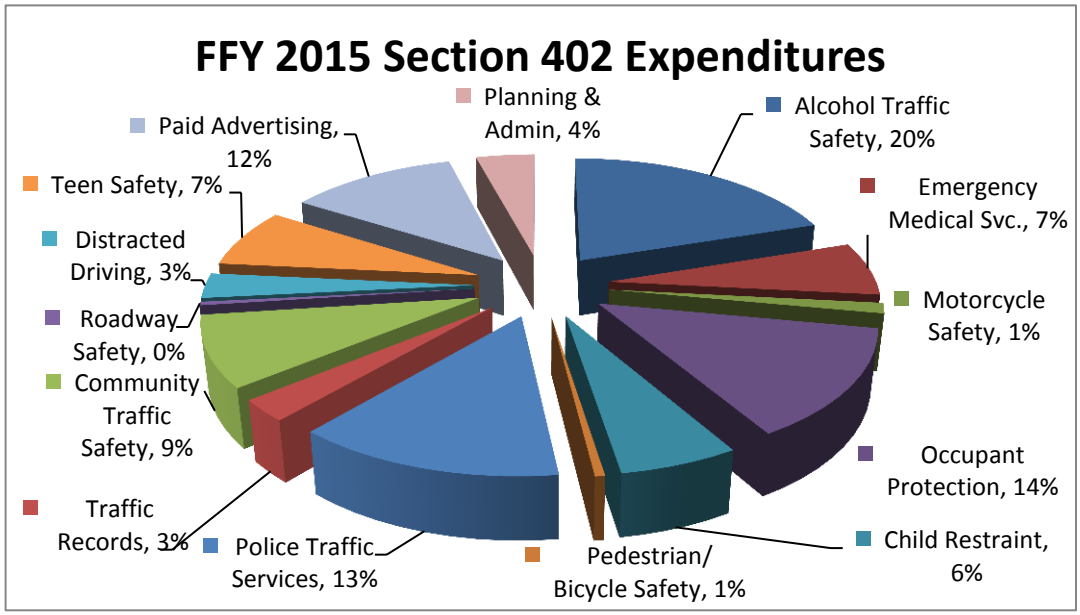
FFY 2015 Comparison of Costs – Plan vs.. Actual

	Planned Costs *(HSP)*			Actual Costs *(Voucher 31)*			Difference		
Program Area	**Match**	**Federal**	**Local Benefit**	**Match**	**Federal**	**Local Benefit**	**State/ Local**	**Federal**	**Local Benefit**
Alcohol Traffic Safety	$90,000	$357,898	$187,232.83	$5,382.30	$293,720.56	$187,232.83	94.02%	17.93%	0.0%
Emergency Medical Services	$36,250	$108,750	$95,775.00	$33,259.95	$99,780.14	$95,775.00	8.25%	8.25%	0.0%
Motorcycle Safety	$4,500	$53,350	$0	$3,248.22	$19,294.97	N/A	27.82%	63.83%	N/A
Occupant Protection	$85,500	$294,082	$88,676.24	$65,492.64	$200,810.94	$88,676.24	23.40%	31.72%	0.0%
Child Passenger Safety	$5,500	$121,500	$70,000.00	$5,241.30	$88,219.29	$58,632.00	4.70%	27.39%	16.24%
Pedestrian/Bicycle Safety	$4,333	$59,475	$0	$1,494.36	$7,387.77	N/A	65.51%	87.58%	N/A
Police Traffic Services	$77,667	$383,701	$109,548.58	$23,378.02	$197,523.20	$109,548.58	69.90%	48.52%	0.0%
Traffic Records	$54,833	$214,500	N/A	$49,874.07	$39,965.08	N/A	9.04%	81.37%	N/A
Community Traffic Safety Project	$16,835	$180,500	$89,000	$13,332.53	$130,826.80	$39,283.90	20.80%	27.52%	55.86%
Roadway Safety	N/A	$15,000	N/A	N/A	$6,594.92	N/A	N/A	56.03%	N/A
Distracted Driving	$24,333	$113,076	$1,854.47	$5,657.15	$46,543.19	$1,854.47	76.75%	58.84%	0.0%
Teen Safety	$42,667	$224,400	$30,492.15	$34,105.87	$110,087.75	$30,492.15	20.06%	50.94%	0.0%
Paid Advertising	N/A	$416,000	N/A	$6,066.36	$175,192.24	N/	N/A	57.89%	N/A
Planning & Administration	$87,261	$145,000	N/A	$36,923.50	$61,355.58	N/A	57.69%	57.69%	N/A
NHTSA 402 Total	**$529,679**	**$2,687,232**	**$672,579.27**	**$283.456.27**	**$1,477,302.43**	**$611,495.17**	46.49%	45.03	9.08%
Program Benefit to Local			25.03%			41.39%			-16.36%

Section 408 SAFETEA-LU									
408 Data Programs	$382,500.00	$1,552,822.00	$700,000.00	$167,684.62	$117,041.43	N/A	56.50%	92.46%	N/A
Section 410 Alcohol SAFETEA-LU									
Planning & Administration	$601.79	$1,000..00	N/A	$333.64	$533.00	N/A	44.56%	44.70%	N/A
Alcohol SAFETEA-LU	$510,000.00	$44,825.00	$30,000.00	$200,000.00	N/A	N/A	60.78%	N/A	N/A
Paid Advertising	N/A	$140,000.00	N/A	N/A	$64,169.99	N/A	N/A	54.16%	N/A
Section 2010 SAFETEA-LU									
2010 Motorcycle Safety	N/A	$50,000.00	N/A	N/A	$50,000.00	N/A	N/A	N/A	N/A
2010 Paid Advertising	N/A	$25,300.58	N/A	N/A	$25,300.58	N/A	N/A	N/A	N/A
Section 1906 SAFETEA-LU									
Prohibit Racial Profiling	$1,000.00	$3,402.00	N/A	$851.00	$2,496.00	N/A	14.90%	26.63%	N/A
Section 164 Transfer Funds									
164 Alcohol	N/A	$1,041,400.00	$420,000.00	N/A	$163,113.89	$136,125.42	N/A	84.34%	67.59%
Total SAFETEA-LU Incentive Programs	**$897,101.79**	**$2,858,749.58**	**$1,150,000.00**	**$368,869.26**	**$422,674.89**	**$136,125.42**	58.88%	85.21%	88.16%
Total 402 & SAFETEA-LU Incentive	**$1,426,780.79**	**$5,545,981.58**	**$1,822,579.27**	**$652,325,53**	**$1,899,977.32**	**$747,620.59**	54.28%	63.16%	58.98%

	Planned Costs *(HSP)*			Actual Costs *(Voucher 31)*			Difference		
Program Area	**Match**	**Federal**	**Local Benefit**	**Match**	**Federal**	**Local Benefit**	**State/ Local**	**Federal**	**Local Benefit**
NHTSA 402 Total	**$529,679**	**$2,687,232**	**$672,579**	**$283,456**	**$1,477,302**	**$611,495**	46.49%	45.03%	9.08%
SAFETEA-LU Incentive Total	**$897,102**	**$2,858,750**	**$1,150,000**	**$368,869**	**$422,675**	**$136,125**	58.88	85.21%	88.16%
Section 405b OP Low									
405b Low HVE	$312,100	$346,507	$295,000	$113,966.11	$230,097.08	$210,046	63.48%	33.60%	28.80%
405b Low Training	N/A	$100,000	N/A	$3,375.30	$3,292.06	N/A	N/A	96.71%	N/A
405b Low Public Education Paid Media	N/A	$341,994	N/A	N/A	$213,117.91	N/A	N/A	37.68%	N/A
405b Low OP Information System	N/A	$50,000	N/A	N/A	$15,752.44	N/A	N/A	68.50%	N/A
Section 405c Data									
405c Data Program	$275,730	$1,102,878	$300,000	N/A	N/A	N/A	N/A	N/A	N/A
Section 405d Impaired Driving Mid									
405d Mid HVE	$776,167	$967,469	$400,000	$96,646.53	$386,933.30	$355,945.42	87.55%	60.01%	11.01%
405d Mid ID Coordinator	$75,000	$300,000	N/A	N/A	$124,833.35	N/A	N/A	58.39%	N/A
405d Mid Court Support	$550,000	$250,000	N/A	$616,416.44	$231,975.00	N/A	-12.08%	7.21%	N/A
405d Mid Paid/Earned Media	$30,000	$600,000	N/A	$5,385.78	$319,216.46	N/A	82.05%	46.80%	N/A
405d Mid Training	N/A	N/A	N/A	N/A	$15,350.47	N/A	N/A	N/A	N/A
405d Mid Other Based on Problem ID	$110,000	$590,000	$123,000	N/A	$130,313.00	N/A	N/A	77.91%	N/A
Section 405f Motorcycle									
405f Motorcyclist Awareness	$28,500	$104,000	N/A	$7,431.81	$29,671.80	N/A	73.92%	71.47%	N/A
Total MAP-21 Incentive Programs	**$2,157,497**	**$4,752,848**	**$1,118,000**	**$843,221.97**	**$1,700,552.87**	**$565,991.42**	**60.92%**	**64.22%**	**49.37%**

* Includes the year-long multi-funded grants.
** ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.



Financial Summary for Program Areas

Focus Areas for Multi-Funded Grants	Post Falls Police Below 100		Idaho State Police	
	Budget	Expended	Budget	Expended
Impaired Driving	$0	$0	$65,000	$65,000
Aggressive Driving **	$4,000	$1,879	$65,000	$65,000
Distracted Driving	$2,000	$940	$29,000	$29,000
Occupant Protection	$4,000	$1879	$65,000	$65,000
TOTAL FFY 2015 GRANTS BUDGET vs. EXPENDITURE	$10,000	$3,798	$224,000	$224,000
Match:		$3,860		$0

Impaired Driving	NHTSA 402		NHTSA 410		NHTSA 405d		NHTSA 164	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Mobilization Overtime (OT) Enforcement AL2015-01, K82015-01 M5HVE2015-01, 164AL2015-01	$12,000	$11,170	$3,656	$0	$932,603	$352,068	$250,000	$37,619
*Special Projects OT Enforcement AL2015-01 & Other Problem ID M5HVE2015-01, M5OT2015-05, M5OT2015-06		$0			$140,000	$130,313		
Educational Materials SWSAL2015-01, 164AL2015-01							$91,399	$540
Earned Equipment AL2015-01	$205,000	$150,011						
Contract Services AL2015-01	$60,000	$52,038						
Travel for Training/Education AL2015-01, K82015-01	$300	$49		$0				
Impaired Driving Taskforce AL2015-01	$500	$356						
Ignition Interlock							$200,000	$9,293
DUI Courts 164AL2015-05							$500,000	$115,662
Compliance and Training M5TR2015-22					$89,500	$15,350		
Idaho State Police Multi-funded Grant AL2015-09	$65,000	$65,000						
Traffic Safety Resource Prosecutor GrantM5CS2015-02					$250,000	$231,975		
DRE Impaired Driving Coordinator Grant M5IDC2015-03					$300,000	$124,833		
Program Area Mgmt. AL2015-AL, K82015-AL, K8PS2015-PA, M5HVE2015-01	$46,563	$15,097	$600	$553	$108,639	$34,866		
Paid Media PM2015-01, K8PM2015, M5PEM2015-PM	$90,000	$61,246	$64,170	$64,170	$568,711	$383,386		
Total Program Area	**$479,363**	**$354,967**	**$68,426**	**$64,723**	**$2,389,453**	**$1,272,791**	**$1,041,399**	**$163,114**

Occupant Protection	NHTSA 402		NHTSA 405b	
	Budget	Expended	Budget	Expended
Mobilization Overtime (OT) Enforcement OP2015-01, M2HVE2015-01			$280,000	$213,926
Earned Equipment OP2015-01, M2HVE2015-01	$160,000	$89,297		
Seat Belt Survey M2OP2015-22			$50,000	$15,752
Educational Material/Training & Travel OP2015-01, M2TR2015-23	$20,000	$19,553	$85,000	$3,292
Multi-funded Grants OP2015-05, OP2015-09	$69,000	$66,879		
Program Area Management OP2015-SB, M2HVE2015-01-SB	$62,327	$25,081	$91,224	$16,171
Paid Media PM2015-01(OP), M2PE2015-21	$70,000	$760	$341,993	$213,118
Total Program Area	**$381,327**	**$201,571**	**$848,217**	**$462,259**

Child Passenger Safety	NHTSA 402		NHTSA 405b	
	Budget	Expended	Budget	Expended
Educational Materials CR-2015-01	$10,000	$4,384		
Program Area Mgmt. CR-2015-CR	$22,704	$9,202		
ICAAP Grant CR-2015-02	$75,000	$74,633		
Paid Media PM2015-01(CR), M2PE2015-21	$35,000	$35,000	$15,000	$13,366
Total Program Area	**$142,704**	**$123,219**	**$15,000**	**$13,366**

Motorcycle Safety	NHTSA 402		NHTSA 2010		NHTSA 405f	
	Budget	Expended	Budget	Expended	Budget	Expended
Educational Materials, Classes, SWS MC2015-01, K52015-01	$25,000	$9,550	$50,000	$50,000		
Program Area Mgmt. MC2015-MC	$17,770	$9,745				
Paid Media PM2015-01(MC), K62015-02, M9MA2015-02	$20,000	$0	$25,301	$25,301	$103,794	$29,672
Total Program Area	**$62,770**	**$19,295**	**$75,301**	**$75,301**	**$103,795**	**$29,672**

Bike/Pedestrian Safety	NHTSA 402	
	Budget	Expended
Education Materials SWS PS2015-01	$55,000	$2,914
Program Area Mgmt. PS2015-PS	$13,869	$4,474
Total Program Area	**$68,869**	**$7,388**

Traffic Records/Roadway Safety	NHTSA 402		NHTSA 408		NHTSA 405c	
	Budget	Expended	Budget	Expended	Budget	Expended
eIMPACT Contractors* TS2015-01	$40,000	$25,342				
WebCARS Contractors* RS2015-01	$15,000	$6,595				
eCitation Statewide Implementation & Equipment K92015-02			$1,170,902	$117,041	$387,783	$0
Data Warehouse K92015-03, K92015-01			$859,511	$0		
Program Area Mgmt. TS2015-TR	$36,624	$14,623				
405 Statewide Services M3DA2015-04					$105,000	$0
Total Program Area	**$91,624**	**$46,560**	**$2,030,413**	**$117,041**	**$492,783**	**$0**

*Experis/Comsys

State Funds for Traffic Records/ Roadway Safety utilized in FFY 2015	Mobilization Tracking	CIRCA	Alive at 25	HAL
Total Expenditure: $114,174	$80,281	$17,238	$16,578	$77

Emergency Medical Services (EMS)	NHTSA 402	
	Budget	Expended
Idaho Falls Fire Dept. EM2015-02	$18,750	$18,750
West Pend Oreille Fire District EM2015-03	$7,000	$7,000
Kun Rural Fire Dist. EM2015-04	$30,000	$30,000
Declo Volunteer Fire Dept. EM2015-05	$20,000	$20,000
Riggins Ambulance EM2015-06	$1,000	$0
Cottonwood Volunteer Fire Dept. EM2015-07	$22,000	$20,025
Program Area Mgmt. EM2014-EM	$11,642	$4,005
Total Program Area	**$110,392**	**$99,780**

Aggressive Driving	NHTSA 402	
	Budget	Expended
Mobilization Overtime (OT) Enforcement PT2015-01	$172,000	$3,775
Earned Equipment PT2015-01	$120,000	$104,220
Multi-funded Grants PT2015-05, PT2015-09	$69,000	$66,897
Travel and Training PT2015-01	$3,000	$2,949
Program Area Mgmt. PT2015-PT	$33,931	$19,700
Paid Media PM2015-01(Agg)	$55,000	$3,608
Total Program Area	**$452,931**	**$201,149**

Prohibit Racial Profiling	NHTSA 1906	
	Budget	Expended
Statewide Services K102015-01	$3,401	$2,496
Total Program Area	**$3,401**	**$2,496**

Community Projects	NHTSA 402	
	Budget	Expended
Idaho Highway Summit CP2015-01	$40,000	$39,719
Law Enforcement Liaisons CP2015-02	$50,000	$39,581
Highway Safety Coalition CP2015-03	$15,000	$9,243
Strategic Highway Safety Plan (SHSP) CP2015-04	$5,000	$2,289
Program Area Mgmt. CP2015-CP	$66,845	$39,994
Total Program Area	**$176,845**	**$130,826**

Distracted Driving	NHTSA 402	
	Budget	Expended
Educational Materials DD2015-01	$66,000	$1,529
Multi-funded Grants DD2015-05, DD2015-09	$32,000	$29,940
Program Area Mgmt. DD2015-DD	$25,372	$15,075
Paid Media PM2015-01(DD)	$55,000	$54,954
Total Program Area	**$178,,372**	**$101,498**

Youthful Drivers	NHTSA 402	
	Budget	Expended
Assessment Taskforce TSP2015-01	$4,800	$140
Alive at 25 Program* TSP2015-02	$138,511	$54,213
Teen Coalition SP2015-03	$10,000	$183
Teen Website** TSP2015-04	$18,000	$9,930
H.S. Kids Calendar TSP2015-05	$14,000	$6,533
Program Area Mgmt. TSP2015-YD	$70,475	$39,088
Total Program Area	**$255,786**	**$110,087**

*Experis and Colorado State Patrol Family Foundation
**Experis, Fiberpipe, and Netfirms

Governors Highway Safety Association (GHSA) 2015 Annual Evaluation Report – Idaho:

	Baseline Data				Progress Data			
	2007	2008	2009	2010	2011	2012	2013	2014
Fatalities	252	232	226	209	167	184	213	186
Serious Injuries (Defined as: Incapacitating Injury)	1,806	1,503	1,399	1,396	1,293	1,287	1,262	1,273
Fatalities & Serious Injuries Combined	2,058	1,735	1,625	1,605	1,460	1,471	1,475	1,459
Fatality Rate per 100 million AVMT	1.59	1.52	1.46	1.34	1.08	1.16	1.34	1.15
Fatality & Serious Injury Rate per 100 million AVMT	12.99	11.35	10.53	10.32	9.47	9.29	9.29	9.04
Fatality Rate per 100K population	16.81	15.22	14.83	13.40	10.54	11.53	13.21	11.38
Fatality & Serious Injury Rate per 100K population	137.25	113.86	106.64	102.88	92.11	92.17	91.50	89.29
Alcohol Related Fatalities	101	96	74	96	66	73	96	72
Alcohol Related Fatalities as a percentage of All Fatalities (%)	40.1%	41.4%	28.8%	45.9%	39.5%	39.7%	45.1%	38.7%
Alcohol Related Fatality Rate per 100 million AVMT	0.64	0.63	0.42	0.62	0.43	0.46	0.60	0.45
Alcohol Related Fatality Rate per 100K population	6.74	6.30	4.27	6.15	4.16	4.57	5.96	4.41
Percent of Population Using Safety Belts	78.5%	76.9%	79.2%	77.9%	79.1%	79.0%	81.6%	80.2%
Drivers & occupants of passenger vehicles killed Percent Restrained*	34.8%	32.9%	41.0%	46.7%	32.3%	41.7%	33.3%	46.2%
Drivers & occupants of passenger vehicles killed Percent Unrestrained*	61.0%	64.0%	54.5%	47.4%	62.2%	48.8%	62.3%	53.1%
Drivers & occupants of passenger vehicles killed Percent Restraint Use Unknown*	4.2%	3.1%	4.5%	5.9%	5.5%	9.5%	4.4%	0.8%
AVMT (millions)	15,837	15,281	15,430	15,555	15,416	15,838	15,877	16,145
Population (thousands)	1,499	1,524	1,524	1,560	1,585	1,596	1,612	1,634

* Includes Use, Non-use and Unknown Use of Child Safety Seats

OFFICE OF HIGHWAY SAFETY PROGRAM TEAM

Highway Safety Manager:
John Tomlinson – john.tomlinson@itd.idaho.gov

Grants Contracts Officer and Programs:

Mary Burke, Impaired Driving, Ignition Interlock - mary.burke@itd.idaho.gov

Josephine Middleton, Aggressive Driving, Motorcycle, Bike/Pedestrian, Distracted Driving- josephine.middleton@itd.idaho.gov

Lisa Losness, Strategic Highway Safety Plan, EMS, LEL's -lisa.losness@itd.idaho.gov

Margaret Goertz, Youthful Driver, Alive at 25, Traffic Records/Roadway Safety - margaret.goertz@itd.idaho.gov

Sherry Jenkins, Occupant Protection, Child Passenger Safety - sherry.jenkins@itd.idaho.gov

Analysts:

Steve Rich, Research Analyst Principal - steve.rich@itd.idaho.gov

Kelly Campbell, Research Analyst Principal - kelly.campbell@itd.idaho.gov

Financial Specialist:

Matthew Leppell, Financial Specialist – matthew.leppell@itd.idaho.gov

Crash Data Records:

Judy Helm, Office Specialist 2 - judy.helm@itd.idaho.gov
Carol Schubach, Office Specialist 2 - carol.schubach@itd.idaho.gov

FARS Analyst:

Deborah Dorius, Office Specialist 2 - deborah.dorius@itd.idaho.gov

Law Enforcement Trainer:

Kirstin Weldin, Transportation Records Specialist 1 - kirstin.weldin@itd.idaho.gov

Administrative Support:

Eva Escalante, Administrative Assistant - eva.escalante@itd.idaho.gov

Mailing Address: Office of Highway Safety
Idaho Transportation Department
PO Box 7129
Boise, ID 83707-1129

Street Address: 3311 West State Street, Boise, ID 83703

Facebook: Idaho Office of Highway Safety
Twitter: SeatbeltsSave
Telephone: (208) 334-8100 **Fax Number:** (208) 334-4430