



Quick Notes

From the Idaho Office of Highway Safety

May 29, 2015

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129 - - P: (208) 334-8100 F: (208) 334-4430 - - www.itd.idaho.gov/ohs

Fatalities for 2015 as of 5/29/15 = 56

Hi Highway Safety Partners:

Memorial Day kicks off the summer months, usually bringing a great anticipation of what the lazy summer days ahead will hold. However, Memorial Day also kicks off what is known as “The 100 Deadliest Days of Summer” – referring to the number of fatal crashes that happen on Idaho’s roadways. The days between the Memorial and Labor Day holiday weekends claim the highest numbers of fatal automobile, crashes, especially when it comes to teen drivers.



The deadliest day to drive is widely acknowledged in the highway safety community as the Fourth of July, and the third of July is right behind it. From a national perspective the deadliest month to be on the road is August, and historically, four of the top ten deadliest days throughout the United States for driving occur in the month of August. Statistically, a driver in the summer is more distracted and more reckless than the same driver would be during the winter months, when drivers pay more attention to the roads because of the more visible hazards of ice and snow.

Summer is a time for family outings and vacations, but these outings can quickly turn deadly or injurious if caution is not exercised. The last thing anyone needs is for their long-anticipated vacation to turn into a hospital stay, or worse, but this is exactly what happens to thousands of families every year. The worst bit of all of this is that many of those injured are in no way at fault for what has happened to them.

It is very important for each of us to become engaged in highway safety and to speak up. Everyone (you don’t have to be a driver) can have a voice to combat distracted, impaired, and aggressive driving. Everyone can have a voice on the usage of seatbelts. I like to think that wherever an individual is at any moment in time they can make the statement that “Highway safety happens with me *Highway safety happens here!*” Being a highway safety advocate of one (yourself) can be very powerful and it can save lives.

Some may say we need stronger laws and to a certain point this could be true, but to really achieve our ultimate goal of zero fatalities it will take the commitment of each individual to make a life changing decision that for today I choose not to drive distracted, impaired, aggressively and to always wear a seat belt. Even the strongest laws will never get us to our ultimate goal until each of us makes that strong commitment to change the highway safety culture within ourselves and our communities.

I want to say thank you to all our highway safety partners and for all the dedication you have shown toward highway safety. This is my last day at as the Highway Safety Manager as I am retiring. I know I speak for many when I say that by working together to change our highway safety culture we will achieve *Zero Fatalities* on all of Idaho’s roadways.

Brent Jennings
Highway Safety Manager

U.S. DOT Launches First-Ever National Tween Seat Belt Advertising Campaign

Additional Resources [en español](#)

NHTSA 09-15, Thursday, March 12, 2015

Contact: Kathryn Henry, 202-366-9550, Public.Affairs@dot.gov

Ads encourage parents to '[Never Give Up Until They Buckle Up](#)'

WASHINGTON – The Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) today announced its first-ever, national advertising campaign aimed at parents of children ages 8-14 to make sure their kids are consistently and properly wearing their seat belt every time the car is moving. “Buckling up is an important habit to instill in children at a young age. As parents, we need to lead by example and reinforce the message to make sure it sticks,” said U.S. Transportation Secretary Anthony Foxx. “This campaign urges parents to never give up until their kids buckle up.”



100 Deadliest Days Mobilization

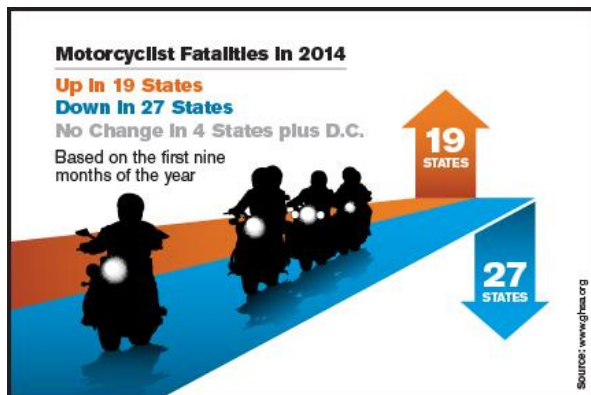
40 percent of the total fatalities for the year take place during the time period from the Memorial Day to Labor Day holidays each year. OHS will fund the first statewide “100 Deadliest Days” mobilization and public information campaign beginning May 25. The theme for this mobilization focus on drivers being responsible by slowing down, buckling-up, paying attention and never driving impaired.

We began notifying agencies who signed up for the mobilization effort the week of April 20. If your agency requested one amount for overtime and one amount for incentive equipment for this mobilization, your funding request was divided into three parts for overtime, and two parts for incentive equipment. Agencies were awarded in three parts:

- **Part 1;** both overtime and incentive equipment can be earned, May 25-June 30.
- **Part 2;** overtime only, July 1- August 15.
- **Part 3;** overtime only, August 16 - September 8.

You may contact Josephine Middleton at 334-8112, or Mary Burke at 334-8125, for questions.

Motorcyclist Fatalities Projected to Drop for 2nd Straight Year



WASHINGTON, D.C. -- As hundreds of thousands of motorcyclists gather in Washington D.C. for the annual Rolling Thunder "Ride for Freedom" this Memorial Day Weekend, the Governors Highway Safety Association (GHSA) is projecting that motorcyclist fatalities decreased for the second straight year in 2014, based on preliminary state data. However, this latest [Spotlight on Highway Safety report](#) also notes that there is much more work to do: motorcyclist fatalities are 26 percent higher than a decade ago, while other motor vehicle fatalities are 28 percent lower.

May 18th – May 31st National Click It or Ticket Mobilization

The national Click It or Ticket Mobilization is underway. Thirty-six city and twenty-seven county law enforcement signed up to encourage Idaho citizens, and individuals travelling through Idaho, to wear their seat belts. Idaho's 2014 Observational Seat Belt Survey resulted in a statewide overall usage rate of 80.2%, a decrease of 1.4% from 2013 (2013 Observational Seat Belt Survey usage was 81.6%). The complete 2014 survey results may be viewed at <http://itd.idaho.gov/ohs/ClickIt/Surveys/obsrd2014.pdf>



ITD District	Passenger Cars, Vans, and Sport Utility Vehicles	Pickup Trucks	All Vehicles
1	78.6%	70.0%	76.1%
2	85.6%	68.8%	80.2%
3	93.5%	86.1%	91.5%
4	68.8%	63.1%	66.9%
5	80.5%	78.8%	80.1%
6	73.1%	62.7%	70.5%
Statewide	82.4%	74.1%	80.2%

This chart reflects seat belt usage by vehicle type per ITD District. Compared to 2013 results, the largest increase in seat belt use was District 3; usage increased from 85.8% to 91.5%. The largest decrease happened in District 4; this district's usage dropped 7.3% from 74.2% in 2013 to 66.9% in 2014.

A different chart, page 4 of the survey, shows Madison County's pickup truck seat belt use rate is the lowest in the state at 49.7%.

Please set the example for your community and buckle up!



Free Webinar on Pedestrian Safety Enforcement Operations

CHAPEL HILL, NC — **The Federal Highway Administration (FHWA) and the Pedestrian and Bicycle Information Center (PBIC) announce a free webinar on enforcement operations for pedestrian safety:**

Pedestrian Safety Enforcement Operations
 Thursday, June 18
 2:00 p.m. – 3:30 p.m. Eastern Time

To register, visit <https://attendee.gotowebinar.com/register/1537593709704836609>.

In 2013, 4,735 pedestrians were killed in traffic crashes. The National Highway Traffic Safety Administration (NHTSA) has developed a new guide that gives law enforcement and community partners' advice, guidance, and promising practices for setting up and conducting effective pedestrian safety enforcement and reducing pedestrian fatalities.

Driving When You Have Sleep Apnea

You have been a safe driver for years. For you, driving means freedom and control. As you get older, changes in your physical and mental health can affect how safely you drive. Sleep apnea causes breathing to be briefly interrupted many times during sleep. This condition occurs when the muscles in the back of the throat do not keep the airway open, even when a person is trying to breathe. After the pause in breathing, normal breathing returns, sometimes with a loud snort or choking sound. If you have sleep apnea, you may not know it right away because this disorder only occurs during sleep. A family member or partner may be the first to notice the signs. Sleep apnea prevents you from getting the deep sleep you need to function. You may find yourself falling asleep or unable to stay awake during the day. The continuous lack of sleep may even cause you to fall asleep at work, at home, or when you are driving.

For the complete article click this link. [DRIVEWELL](#)

American Driving Survey: Methodology and Year One Results

April 2015 – AAAfoundation.org

AAA hopes to improve traffic safety measures with the new data. The AAA Foundation for Traffic Safety and the Urban Institute released a new study tracking trends in American driving habits. According to AAA, this is the first ongoing study that provides a look at when and how much Americans are driving. Available at:

<http://www.clickondetroit.com/news/new-study-tracks-driving-trends-in-america/32395204>

Key Findings –Daily Trip Estimates

- Drivers, on average, made two driving trips per day, which took an average of 46 minutes.
- Drivers reported driving an average of:
 - 29.2 miles per day
 - Or 10,658 miles annually.
- Women reported more driving trips, but men spend 25% more time driving – men drive 35% more miles than women.
- Both teenagers and seniors over the age of 75 drive less than any other age group; drivers 30-49 years drove the most.
- The average time spent driving and driving distance increased in relation to increased educational attainment. A respondent with a grade school or some high school education had an average daily duration of driving trips of 32 minutes, while a college graduate spent an average of 58 minutes driving daily.
- Respondents who reported living ‘in the country’ or ‘a small town’ reported driving greater distances (estimated 12,264 miles driven annually) and spending a greater amount of time driving than people who described living in a ‘medium sized town’ or a city (estimated 9,709 miles driven annually).
- Respondents in the South Census region reported driving the most at an estimated 11,826 miles annually, while those in the Northeast Census region reported driving the least at an estimated 8,468 miles annually.
- About one-third of all drivers did not drive at all on the day about which they were interviewed.

Key Findings - Seasonal and Weekly Driving Estimates

- On average, respondents drive fewer miles on the weekend and more on weekdays.
 - Respondents drive more on Tuesdays (32.9 miles) and Wednesdays (32.0 miles) compared to other weekdays.
- Respondents drive, on average, the least during winter months (January through March) at 25.7 miles daily; and the highest number of miles during the summer months (July-September) at 30.6 miles daily.

Key Findings - Household Estimates

- The average number of household vehicles (2.1) was greater than the average number of drivers in households (1.8).
- Most households (58%) reported having the same number of vehicles as drivers, 28% of households had more vehicles than drivers, and 14% had more drivers than vehicles.

For more information on this study and the AAA Foundation's other traffic safety research and materials, please visit AAAFoundation.org. [Fact Sheet](#)

Established in 1947 by AAA, the AAA Foundation for Traffic Safety is a not-for-profit, publicly funded, 501(c) (3) charitable research and educational organization. The AAA Foundation's mission is to prevent traffic deaths and injuries by conducting research into their causes and by educating the public about strategies to prevent crashes and reduce injuries when they do occur. This research is used to develop educational materials for drivers, pedestrians, bicyclists and other road users. Visit www.AAAFoundation.org for more information.

Summer Driving Tips

www.safercar.gov

Whatever your summer getaway plans, take time to review some summer road travel safety tips before you leave. Prevention and planning are much easier than dealing with the consequences of a breakdown or, worse yet, a highway crash.

Click [here](#) to review our Summer safety driving tips.



Idaho Highway Safety Summit – Award Winners

Beyond the Traffic Stop Award Winners

Awarded for outstanding dedication to traffic enforcement, commitment to eliminating deaths and serious injuries on all Idaho roads and to the vision of "Toward Zero Deaths."

- ❖ **Corporal Chirrs Cottrell, Idaho State Police – District 3**
- ❖ **Corporal Shane Anderson, Latah County Sheriff's Office**
- ❖ **Trooper Tyler Scheierman, Idaho State Police – District 5**
- ❖ **Deputy Brian Richardson, Ada County Sheriff's Office**

Community Service Award

Awarded for commitment and accomplishments and dedication to eliminating deaths and serious injuries on all Idaho roads, by exemplifying high standards of achievement in the field of highway safety which contribute to the quality of life in local communities throughout the state.

- ❖ **Eric Littlejohn, Cascade Police Department**
- ❖ **Jerome High School**
 - **Students: Rachel Cook, Jackie Sanchez, Suehey Leon**
 - **Advisor: Paige Vickrey**

Exemplary Driver Recognition

In recognition and thanks for your commitment, accomplishment and dedication to safe driving in Idaho by which your exemplary actions aided in the reduction of crashes on Idaho roads. Presented on behalf of the Idaho Office of Highway Safety Aggressive Driving Committee.

- ❖ **James Kelly, Albion, Idaho, UPS Driver**

2015 CALENDAR OF EVENTS

To add an event to the calendar, contact lisa.losness@itd.idaho.gov

Date	Event Description, Location
May 22 – September 9	100 Deadliest Days (Sustained Traffic Enforcement)
June 28-July 7, 2015	Impaired Driving Mobilization
August 21 – September 8	Impaired Driving Mobilization

[Click to view or register for Upcoming Alive at 25 courses in Idaho](#)



Quick Reference Guide – click on the topic to go directly to website.

Idaho Office of Highway Safety Facebook page: www.facebook.com/IDOHS

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration