



Quick Notes

From the Idaho Office of Highway Safety

June 30, 2015

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We can get to ZERO!



Counties that met
“Toward Zero Deaths”

***PMV Fatalities in 2014**

District County

3	Adams
3	Gem
4	Camas
5	Caribou
6	Clark
6	Madison
6	Teton

*Personal Motor Vehicle

Better Slow Down

A message from the Federal Highway Administration

Speeding is a significant threat to public safety. According to NHTSA, drivers who exceed the posted speed limit or drive too fast for conditions are involved in nearly one-third of all fatal crashes. Each year, more than 13,000 people are killed in speeding-related crashes; and the economic cost of speeding-related crashes is about \$52 billion.

Below are additional facts about speeding (sources: FHWA and NHTSA: FARS data 2010-2102):

- The majority of speeding-related crashes occur on roads that are not part of the Interstate system.
- More speeding-related fatal crashes occur on local streets and minor arterials than other roadway types.
- Drivers with a blood alcohol content level of 0.08 or higher make up almost 44% of all fatal speeding-related crashes.
- Motorcycle fatalities are more likely to be speeding-related than other vehicle types.
- Over one-third of work zone fatal crashes are speeding-related.
- The average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, 25% at 32 mph, 50% at 42 mph, 75% at 50 mph, and 90% at 58 mph.

Why should we slow down? Driving at a reasonable speed has many benefits: It decreases the potential for loss of vehicle control; reduces the severity of crashes; increases the effectiveness of occupant protection equipment (e.g., seat belts, child seats, and airbags); allows drivers more time to assess hazards and avoid potential crashes; and saves gas.

As the [Just Be Safe](#) pledge states: “As leaders in the transportation community, FHWA employees are role models for safe behavior when using our transportation system; we owe this to ourselves, our family and our community.” **I urge you to follow the following tips to keep our transportation system safe:**

Obey the law - Speed limits are there for a reason, so stick to them.

Understand that excessive speeding is BAD driving - Some drivers fail to accept that driving too fast is also poor driving despite the fact that this is a factor in thousands of deaths and injuries every year.

Be careful around curves - Stay in control and give yourself time to react to unexpected hazards by braking before the curve, not in it.

Watch out for road conditions - In certain road conditions, including fog, rain, ice, and heavy traffic flow, slow down and keep more space on all sides of your car.

Don't try to rush - Driving slightly slower will not add more than a few minutes to your journey, but may help to avoid a crash. For example, driving 30 mph rather than 35 mph will only take 2 more minutes for a 10 mile trip.

Be COURTEOUS - - Slow Down and Save Lives

What is the USDOT doing about Speed Management?

The USDOT works collaboratively with State and local governments to address speeding on our Nation's roadways. An intermodal "speed team" has been chartered to advance the mission of the DOT by focusing on speed management and speeding-related crashes. The FHWA, FMCSA, and NHTSA worked together to develop the Speed Management Program Plan

http://safety.fhwa.dot.gov/speedmgt/ref_mats/docs/speedmgtprogplan812028.pdf. This Plan identifies the Federal effort and specific actions to be taken by the DOT to effectively address managing speed and reducing speeding-related crash risk.

Resources:

Check out this video prepared by NHTSA:

https://www.youtube.com/watch?v=yKGqz_leoYk

For additional information, please visit these sites:

<http://safety.fhwa.dot.gov/speedmgt/>

<http://www.nhtsa.gov/Aggressive>

IIHS launches ease-of-use ratings of LATCH hardware in vehicles

IIHS News | June 18, 2015

ARLINGTON, Va. — Only 3 vehicles of more than 100 evaluated by the Insurance Institute for Highway Safety have child restraint installation hardware that earns a good rating for ease of use, while more than half have hardware that is poor or marginal.

The Institute's new LATCH ratings will serve as a resource for families looking for a vehicle that makes it easy to transport their children safely. They also are intended to encourage vehicle manufacturers to pay attention to this equipment and make improvements.

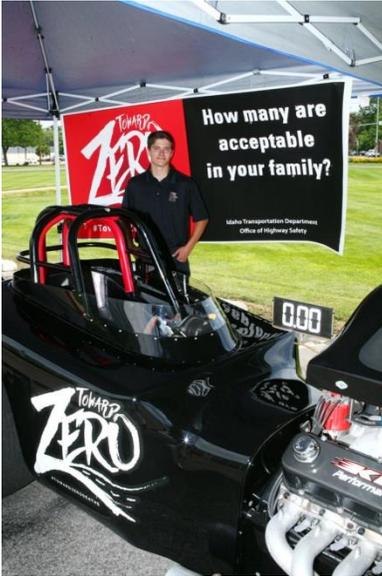
Properly installed, age-appropriate child restraints provide considerably more protection for children in crashes than safety belts alone. However, observational studies have found that parents and caregivers often fail to secure them tightly or make other installation mistakes.

LATCH, which stands for Lower Anchors and Tethers for Children, is intended to make it easier to install a child seat properly. It works: Child restraints installed with LATCH, rather than with vehicle safety belts, are more likely to be installed correctly, research has shown.

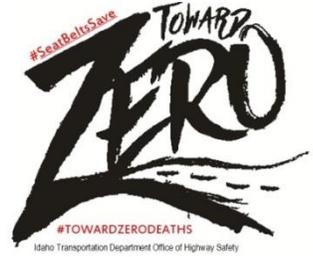
The complete article and list of ratings may be viewed at <http://www.iihs.org/iihs/news/desktopnews/iihs-launches-ease-of-use-ratings-of-latch-hardware-in-vehicles>

Local racer promotes safe-driving campaign for ITD

BOISE - Idaho's Toward Zero Deaths safe-driving campaign gained a new voice calling for more people to wear seat belts and to never drive impaired or distracted.



Idaho champion racer Wes Morris brought a message of safe driving, along with his 23T altered race car, to Idaho Transportation Department Headquarters' front parking lot **today, Thursday, June 18**, in Boise.



Joining Morris, who is a 2014 Boise High School graduate, were representatives from ITD's Office of Highway Safety talking about the leading causes of deaths on state roadways – improper seat belt use, driving impaired and driving distracted.

[Click here for a picture of Morris](#), and here for [a picture of Morris in his racer](#). [Click here for a picture of Morris and his car at ITD](#). Video of Morris talking about properly securing a seat belt is [available here](#). Idaho highway safety statistics are [located here](#).

Learn more about Idaho's [Toward Zero Deaths](#) safety effort, the state's [100 deadliest days](#) and [seat belt use in Idaho](#).

Morris lost his sister Dedra in a tragic one-car crash two years ago when she did not properly secure her seat belt as a passenger and was partially ejected from a car that left the road and overturned several times, killing her instantly. He added that had she used her seat belt properly and had remained seated properly, she would have most likely survived the crash.

"The 'Toward Zero Deaths' campaign hits home with me on a very sobering and serious level," he says. "Through our efforts, if we save one life or keep one family from tragedy, we have done our job.

"If we get one person to think, then we have reached a hundred people and pushed us closer to our goal of zero deaths."



NOYS Seat Belts Save Challenge

Jerome High School was a top ten finalist in the first "Seat Belts Save Challenge," a nationwide competition organized by National Organizations for Youth Safety (NOYS) with sponsorship by the non-profit National Road Safety Foundation (NRSF) and the National Highway Traffic Safety Administration (NHTSA). The first challenge was held during the fall of 2014.

The seat belt use rate at Jerome High School increased 16 percent during the Challenge. The Occupant Protection Committee held a celebratory event at the school May 22nd. The event reinforced the ease and benefit of wearing a seat belt. Enjoy the event video <http://youtu.be/GA6GS8GDI6E>

The NOYS Seat Belts Save Spring challenge ended May 25th. At least two Idaho schools participated and submitted their final reports: Nampa High School and Shelley High School.

Traffic Safety Facts - Children

NHTSA May 2015 DOT HS 812 154

There were 61 million children in the United States, 19 percent of the total U.S. population. Of the 32,719 traffic fatalities in the United States, 1,149 (4%) were children. The 1,149 child traffic fatalities were a 2-percent decrease from 1,173 in 2012. The estimated 172,000 children injured in traffic crashes were a 2-percent increase from 169,000 in 2012.

On average, 3 children were killed and an estimated 470 children were injured every day in the United States in traffic crashes. Boys accounted for 55 percent of child traffic fatalities and an estimated 48 percent of children injured in traffic crashes.

From 2004 to 2013, the number of child fatalities in traffic crashes decreased by 47 percent, with the 8-to-14 age group showing the largest decrease (54%). Figure 1 shows the child fatality trends of four age groups (under 1, 1 to 3, 4 to 7, and 8 to 14 years old) in traffic crashes from 2004 to 2013.

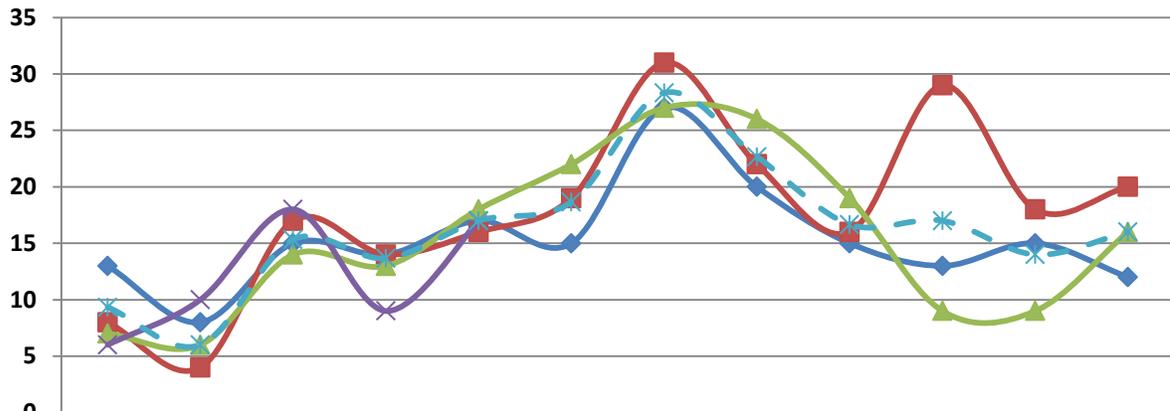
Click [Traffic Safety Facts – Children](#) for the complete report.

**IDAHO TRANSPORTATION DEPARTMENT
OFFICE OF HIGHWAY SAFETY - Fatalities By the Month*
MAY 2015**

MONTH						CUMULATIVE TOTALS			
	Actual	Actual	Actual	12,13,14	Actual	Cumulative (12,13,14)			
	2012	2013	2014	AVERAGE	2015	2012	2013	2014	2015
JAN	13	8	7	9	6	13	8	7	6
FEB	8	4	6	6	10	21	12	13	16
MAR	15	17	14	15	18	36	29	27	34
APR	14	14	13	14	9	50	43	40	43
MAY	17	16	18	17	17	67	59	58	60
JUN	15	19	22	19		82	78	80	
JUL	27	31	27	28		109	109	107	
AUG	20	22	26	23		129	131	133	
SEP	15	16	19	17		144	147	152	
OCT	13	29	9	17		157	176	161	
NOV	15	18	9	14		172	194	170	
DEC	12	20	16	16		184	214	186	
YEAR TO DATE	184	214	186	195	60				

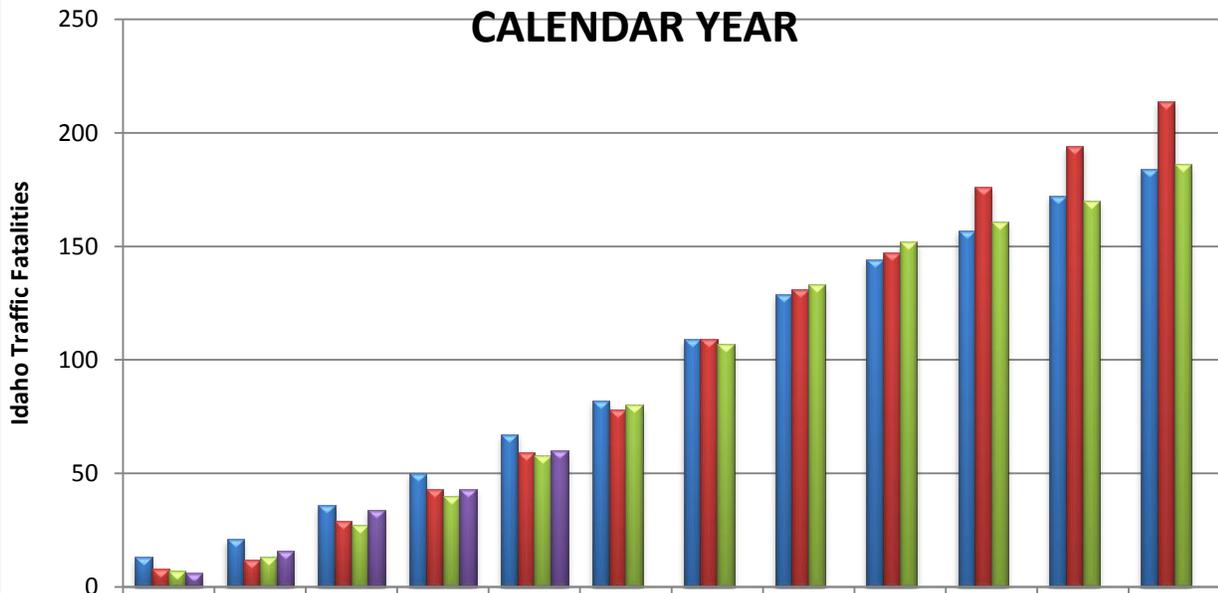
*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.

IDAHO MONTHLY TRAFFIC FATALITIES



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2012	13	8	15	14	17	15	27	20	15	13	15	12
2013	8	4	17	14	16	19	31	22	16	29	18	20
2014	7	6	14	13	18	22	27	26	19	9	9	16
2015	6	10	18	9	17							
12,13,14	9	6	15	14	17	19	28	23	17	17	14	16

ACCUMULATIVE IDAHO TRAFFIC FATALITIES BY CALENDAR YEAR



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2012	13	21	36	50	67	82	109	129	144	157	172	184
2013	8	12	29	43	59	78	109	131	147	176	194	214
2014	7	13	27	40	58	80	107	133	152	161	170	186
2015	6	16	34	43	60							

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 DRIVE SOBER OR GET PULLED OVER
August 21 – September 8	Impaired Driving Mobilization
September 13 – 19	National Child Passenger Safety Week

[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