



Quick Notes

From the Idaho Office of Highway Safety

April 23, 2016

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 2016 as of 3/30/16 = 36
(Initial number, may change due to unforeseen tragedies.)

Successful Highway Summit in Coeur d'Alene

It is hard to believe a month ago 200 of you, our best and brightest safety partners from across Idaho, were gathered in Coeur d'Alene for the 2016 Highway Safety Summit. It is magnificent to see so many people with a passion for highway safety assemble for one cause: to reduce fatalities and serious injuries on Idaho roads.

I want to sincerely thank those who worked so hard to make this summit so successful. From the LELs to the Office of Highway staff, the event planners and hotel staff, to the remarkable guest speakers; it was filled with many powerful teaching moments. It is great to gather each year to share ideas as peers, and learn from national safety advocates.

I had the chance to speak with many of you in attendance and I appreciate the sincere feedback you provided. I hope each one of you took away and implemented something new and innovative that you learned at the Summit. If you were not able to attend, talk to someone who did and ask them to share what they learned at the Summit. Strong highway safety partnerships can and will help us reach our vision of Toward Zero Deaths.

Preparations are underway for the 2017 Highway Safety Summit. Mark your calendars and plan now to join us at the Boise Centre on April 18-19, 2017.

As always, if there is ever anything you would like to discuss with me personally, please call me at (208) 334-8557.

John Tomlinson
Highway Safety Manager
Office of Highway Safety
john.tomlinson@itd.idaho.gov



Teen Driver Serious Crashes

Evaluation of a Risk Awareness Perception Training Program on Novice Teen Driver Behavior at Left-Turn Intersection. Collisions at left turn intersections are among the most prevalent types of teen driver serious crashes, and inadequate surveillance is a key factor. Risk awareness perception training can help.

Idaho driving test now covers bikes, pedestrians

It's only two questions out of 40. But advocates for bicycle and pedestrian safety in Idaho see it as a real victory for raising awareness of the rules of the road (and sidewalk) for everyone in transit — not just motorists. There are more than 200 vehicle crashes involving bicyclists or pedestrians each year in Ada County, according to Idaho Transportation Department data. Concern about collisions peaked last fall after 5-year-old Max Wyatt was struck by a minivan while riding his bicycle home from school with his dad. The boy was critically injured and spent two months at a Salt Lake hospital getting treatment; he's now back home with his family. The driver, pleaded guilty to misdemeanor inattentive driving.

Read the story at this link:

<http://www.idahostatesman.com/news/local/community/boise/article71105862.html#storylink=cpy>



Do You Know Idaho's Bicycle Laws? This is one of 40 questions Idaho bicycle laws on the DMV website.

Q: A bicyclist may make a left-hand turn onto a one-way highway on a red light:

- a) After slowing and yielding to other traffic
- b) Only after the light changes to green
- c) After stopping and yielding to other traffic
- c) After stopping and yielding to other traffic



Check your answer or take the quiz at this link: <https://itd.idaho.gov/dmv/driverservices/BicycleSafetyQuiz.html>

100 to Zero Summer Driving Mobilizations

Summer is traditionally the worst time for fatal and serious injury crashes on our highways. With summer *fast* approaching OHS is planning the 100 to Zero (previously called 100 Deadliest Days) summer driving mobilizations which will run from Memorial Day to Labor Day 2016. The mobilizations will focus on all areas of traffic safety with priorities for: Speed, Distracted Driving, Impaired Driving and Occupant Safety. Agencies will need to sign-up for each individual time period in WebCars. This link to the Idaho Crash Report shows the number of crashes and injuries by severity for each month in 2014.

<http://itd.idaho.gov/ohs/2014Data/2014Time.pdf>

The mobilizations take place:

- June 10-20
- July 8-18
- August 12-22

For questions please contact: Josephine.Middleton@itd.idaho.gov.



Just Drive Aware Campaign Update

Just Drive Video Competition

Cade Bagley of Liberty Charter School in Nampa ID, won the Just Drive Video Challenge by creating a public service announcement on the dangers of phone use while driving. His PSA is airing on KTVB throughout April:

<http://on.ktvb.com/1RQ4WfK> The Just Drive Video Challenge is sponsored by KTVB, the Idaho Transportation Department Office of Highway Safety and the Idaho State Police.



Campaign coverage news links

Thank you to all of the agencies who helped with public awareness efforts for the April 1-11, Attentive Driving mobilization. Below you will find a brief recap on some of the stories that were circulated through television, radio and social media. <http://itd.idaho.gov/ohs/justdrive.htm>

AAA guest column from the Post Register: <http://www.postregister.com/articles/opinions/2016/04/09/guest-column-take-high-road-distracted-driving>

Idaho Statesman: <http://www.idahostatesman.com/news/local/community/boise/article69400037.html#storylink=cpy>

Clearwater Tribune: http://www.clearwatertribune.com/news/online_only_news/idaho-law-enforcement-looking-for-distracted-drivers-april/article_afaabdba-f82a-11e5-9226-6f7ac2f2ea42.html

Spokesman Review: <http://www.spokesman.com/blogs/hbo/2016/apr/04/idaho-targets-texting-while-driving/>

13010 KLIX News and Talk Radio: <http://newsradio1310.com/idaho-law-enforcement-looking-for-distracted-drivers/>

KMTV Idaho Falls: <http://www.kmtv.com/content/news/Idaho-law-enforcement-to-crack-down-on-distracted-drivers-374295981.html>

KIDK Pocatello: <http://www.localnews8.com/news/Idaho-State-Police-talk-distracted-driving/38773736>

Post Register Idaho Falls: *Guest column:*

<http://www.postregister.com/articles/opinions/2016/04/09/guest-column-take-high-road-distracted-driving>

Idaho County Free Press: <http://www.idahocountyfreepress.com/news/2016/apr/06/public-safety-ems-starts-dispatch-dont-do-while-dr/>

Drive Safe Idaho:

This is an ongoing partnership between KBOI and OHS, to promote the Drive Safe Mode App for smart phones. Parents who are concerned that young drivers in their family are using their phones to talk or text when driving, can download this free app and monitor both phone usage and vehicle speeds. Get the app at:

<http://drivesafemode.com/>

To order Dive Safe Idaho posters please contact Josephine Middleton at 208.334.8112



AAA: 87 PERCENT OF DRIVERS EXHIBIT RISKY BEHAVIORS

Analysis concludes a dangerous culture of indifference is prevalent among drivers

BOISE – (March 3, 2016)- New research by the AAA Foundation for Traffic Safety shows that 87 percent of U.S. drivers engaged in at least one risky behavior in the past month—including driving while distracted, speeding, driving under the influence, running red lights or not wearing a seat belt.

AAA's annually updated *Traffic Safety Culture Index* notes that while Americans value safety, they continue to take risks behind the wheel, revealing a disturbing "Do as I say, not as I do" mentality. The official tally of highway fatalities for 2015 may rise nine percent from the 32,675 killed a year earlier, drawing more scrutiny to dangerous driving behaviors. Read the entire press release here: <https://www.oregon.aaa.com/2016/03/aaa-87-percent-of-drivers-exhibit-risky-behaviors/>



Child Passenger Safety Centralized Leadership Program

McKinnon named child passenger safety coordinator for Idaho

Children who are motor vehicle passengers have a new statewide champion. Carma McKinnon, from Carmen, Idaho, was recently selected to lead Idaho's child passenger safety efforts.

As the program's new coordinator, she will provide centralized leadership, support and oversight of Idaho's child passenger safety program, which will be hosted by Lemhi County. The program will provide for consistent training of CPS technicians and instructors, and for car seat check opportunities statewide.

"I am looking forward to the challenges that this opportunity brings," said McKinnon. "I believe that if all Idahoans work together, we can build a strong statewide child passenger safety program that everyone will benefit from. Especially Idaho's little ones."



McKinnon spent 14 years working with St. Luke's Safe Kids Magic Valley as their child passenger safety instructor and for the last two years as the Safe Kids coordinator. She became a national certified car seat technician in 1992. In 2000, she became a certified instructor in child passenger safety, and in 2002 she was certified in special needs car seats. She has been actively involved in injury prevention for more than 20 years.

"The purpose for centralizing the state's child passenger safety leadership is to make the CPS program statewide, and ensure the program's focus is about educating all Idahoans – including law enforcement – about ensuring children are restrained properly in vehicles," said Sherry Jenkins, with Idaho Transportation Department's Office of Highway Safety.

Motor vehicle crashes are the leading cause of death for children age 4 and ages 11-14, according to data from the National Highway Traffic Safety Administration (NHTSA). The research goes on to show that effective child safety seats reduce fatal injury by 71 percent for infants and by 54 percent for toddlers, ages 1 to 4 years old.

From 2010 to 2014, 21 children under 7 years old were killed in Idaho motor vehicle crashes. Of these children, 11 were not restrained. During the same period, 66 children were seriously injured; 41 of whom were not restrained. An additional 415 children were visibly injured; 140 of whom were not restrained.

Parents continue to place very young children, infant to age 3, in a child seat at a high rate of 94 percent, but only 62 percent of parents place their toddlers (ages 4 to 6) in child safety seats or booster seats.

Lemhi County will be the "hub" of Idaho's child passenger safety program, Jenkins said, adding that there was strong support for the effort coming from county commissioners and Sheriff Lynn Bowerman, who was an early supporter.

Idaho's SHSP Partners for Motorcycle Safety

The SHSP Motorcycle Safety Committee Partners attended the 2nd Annual Idaho Motorcycle Show & Sale returns on April 15, 16 and 17, 2016 at Expo Idaho in Boise, ID. The SHSP MC partners provided motorcycle skill demonstrations, and educational information about rider safety and training available in Idaho.



Applications for Transportation Alternatives Program (TAP) funds due by June 1, 2016

The Idaho Transportation Department (ITD) is now soliciting applications for TAP funding for non-motorized infrastructure and non-infrastructure projects and programs for Federal Fiscal Years 2017, 2018 and 2019. Typical projects and programs include on and off-road pedestrian and bicycle facilities, enhanced non-driver access to public transportation and educational efforts such as Safe-Routes-To-School.



Complete information including the program manual, the application and its attachments, eligibility requirements and ITD contacts can be found at <http://itd.idaho.gov/ContractingServices/TAP/default.htm>

All applications are due by June 1, 2016. Note: Applications for infrastructure projects must be coordinated with the appropriate ITD District TAP Coordinator as listed in the Manual.

2016 CALENDAR OF EVENTS

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

Date	Event Description, Location
May 16-30	Seat Belt Traffic Enforcement Mobilization
June 10-20	100 To Zero Traffic Enforcement Mobilization
June 24 – July 6	Impaired Driving Traffic Enforcement Mobilization
July 8-18	100 To Zero Traffic Enforcement Mobilization
Aug 12-22	100 To Zero Traffic Enforcement Mobilization
Aug 26 – Sept 5	Impaired Driving Traffic Enforcement Mobilization



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