



# 2018 ANNUAL EVALUATION

Idaho Transportation Department  
Office of Highway Safety  
Federal Fiscal Year 2018

**FFY 2018**

Annual Evaluation  
of the  
Idaho Highway Safety Program

Governor C.L. "Butch" Otter

Director Brian W. Ness  
Governor's Highway Safety Representative



Your Safety • Your Mobility  
Your Economic Opportunity

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## EXECUTIVE SUMMARY

The Idaho Transportation Department Office of Highway Safety (OHS) manages the National Highway Traffic Safety Administration (NHTSA) behavioral programs. The funds received from NHTSA are used on projects identified in the Highway Safety Plan (HSP), following strategies documented in the most recent Strategic Highway Safety Plan (SHSP). The ultimate goal is to eliminate fatalities and serious injuries on Idaho roads. Enforcement, education and outreach are essential elements of each of these behavioral safety projects. This Annual Evaluation incorporates the activities which occurred during FFY 2018. Here are some of the highlights:

- More than 60 law enforcement agencies participated in mobilizations throughout FFY '18, including some that have rarely or never participated in the past.
- Nearly 60 mini grants were awarded in FFY '18 for projects focusing on impaired driving, distracted driving and aggressive driving. These mini grant projects led to nearly 50 DUI arrests, 2,200 speeding citations, and more than 1,000 seat belt citations.
- Idaho implemented the Statewide Electronic Ticketing (SWET) project, in collaboration with the Idaho State Police, which improves safety, mobility and more reliable data.
- Four Idaho counties were recognized during FFY '18 for zero fatalities in calendar year 2017: Benewah, Camas, Clark and Teton counties.

This FFY '18 Annual Evaluation incorporates all the NHTSA program areas that OHS manages, along with media campaigns, safety events and a financial summary.

To reach our goal of eliminating fatalities and serious injuries requires a change in safety culture. That is why OHS is implementing a new initiative, Shift. Shift is a movement. It's a positive attitude about progress. It's a commitment to change, and overcoming behaviors that make the road a dangerous place. Shift is an opportunity for all Idahoans to start thinking and talking about what's appropriate behind the wheel and in the passenger's seat. It is a shift to engaged driving – driving in the moment free from distractions.

Let's make the shift together, Idaho!

John Tomlinson  
Highway Safety Manager

## LEGISLATIVE UPDATE

### **House Bill 551**

This legislation adds to and amends the existing law to provide for the installation of an ignition interlock system for certain persons who are convicted of driving under the influence. All first time DUI offenders must have an ignition interlock device installed in their car for the first year.

### **House Bill 506a**

Legislation adds to existing law to establish provisions regarding the registration and use of military vehicles.

### **House Bill 388**

Legislation amends the existing law to revise provisions regarding operation of vehicles on approach of authorized emergency or police vehicles.

### **House Bill 471**

Legislation amends the existing law to prohibit operating a vehicle in the extreme left-hand lane for a period of time that impedes the flow of other traffic.

### **House Bill 599**

Legislation amends the existing law to revise the penalties for driving without privileges.

### **Senate Bill 1367**

ITD's appropriation for FY '19 includes a line item for \$500,000 for ongoing funding of Office of Highway Safety programs to include: Alive at 25, SHIFT Education and Outreach, Paid Media and Development.

### **Senate Concurrent Resolution 130**

States the findings of the Legislature and requests that ITD initiate negotiated rulemaking for the purpose of consolidating annual permits issued to certain commercial vehicles.

### **Senate Bill 1283**

This proposed legislation repeals and adds to the existing law to prohibit persons from operating a motor vehicle while using a mobile electronic device. **This bill did not pass.**

## PERFORMANCE MEASURES & TARGETS

			Benchmark						
			2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
<b>Primary Goal</b>									
<b>C1</b>	<b>5-Year Ave Fatalities - Goals</b>			<b>192</b>	<b>191</b>	<b>190</b>	<b>188</b>	<b>187</b>	<b>185</b>
	Actual Values		192	193	211	223			
<b>Secondary Goals</b>									
<b>C2</b>	<b>5-Year Ave Serious Injuries - Goals</b>			<b>1,278</b>	<b>1,263</b>	<b>1,250</b>	<b>1,239</b>	<b>1,230</b>	<b>1,221</b>
	Actual Values		1,303	1,294	1,301	1,293			
<b>C3</b>	<b>5-Year Fatality Rate - Goals</b>			<b>1.19</b>	<b>1.17</b>	<b>1.17</b>	<b>1.14</b>	<b>1.12</b>	<b>1.10</b>
	Actual Values		1.20	1.19	1.29	1.33			
<b>FHWA-1</b>	<b>5-Year Serious Injury Rate - Goals</b>			<b>7.98</b>	<b>7.74</b>	<b>7.63</b>	<b>7.49</b>	<b>7.36</b>	<b>7.27</b>
	Actual Values		8.12	7.98	7.9	7.74			
<b>Aggressive Driving</b>									
<b>C6</b>	<b>5-Year Ave Speeding Fatalities - Goals</b>			<b>53</b>	<b>52</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>49</b>
	Actual Values		54	51	52	50			
<b>Distracted Driving</b>									
<b>I1</b>	<b>5-Year Ave Distracted Fatalities - Goals</b>			<b>43</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>38</b>
	Actual Values		45	43	48	47			
<b>Safety Restraint Use in Passenger Motor Vehicles (PMV)</b>									
<b>C4</b>	<b>5-Year Ave Unrestrained PMV Fatalities - Goals</b>			<b>75</b>	<b>74</b>	<b>73</b>	<b>72</b>	<b>70</b>	<b>69</b>
	Actual Values		76	81	89	94			
<b>B1</b>	<b>Yearly Observed Seat Belt Use - Goals</b>			<b>81.6%</b>	<b>82.2%</b>	<b>82.5%</b>	<b>83.0%</b>	<b>83.3%</b>	<b>83.8%</b>
	Actual Values		80.2%	81.1%	82.9%	81.2%			
<b>Impaired Driving</b>									
<b>C5</b>	<b>5-Year Ave Driver BAC&gt;=0.08 Fatalities - Goals</b>			<b>55</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>52</b>	<b>52</b>
	Actual Values		57	56	62	63			
<b>Vulnerable Users (Bike, Pedestrian, Mature)</b>									
<b>C11</b>	<b>5-Year Ave Bicyclist Fatalities - Goals</b>			<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	Actual Values		2	1	3	3			
<b>C10</b>	<b>5-Year Ave Pedestrian Fatalities - Goals</b>			<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>10</b>
	Actual Values		12	11	13	14			
<b>I2</b>	<b>5-Year Ave Drivers &gt;=65 in Fatal Crashes - Goals</b>			<b>37</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>34</b>	<b>33</b>
	Actual Values		38	39	42	49			
<b>FHWA-2</b>	<b>5-Year Ave Non-Motorist Fatalities &amp; Serious Injuries</b>			<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>
	Actual Values		112	111	117	117			
<b>Youthful Driver</b>									
<b>C9</b>	<b>5-Year Ave Drivers &lt;=20 in Fatal Crashes - Goals</b>			<b>28</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>
	Actual Values		29	29	28	32			
<b>Motorcycle (MC)</b>									
<b>C7</b>	<b>5-Year Ave Motorcycle Fatalities - Goals</b>			<b>22</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>20</b>
	Actual Values		23	24	25	26			
<b>C8</b>	<b>5-Year Ave Unhelmeted MC Fatalities - Goals</b>			<b>12</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>
	Actual Values		12	13	14	15			
<b>Commercial Motor Vehicle (CMV)</b>									
<b>I3</b>	<b>5-Year Ave CMV Fatalities - Goals</b>			<b>23</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>20</b>
	Actual Values		23	26	29	34			
<b>Lane Departure</b>									
<b>I4</b>	<b>5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals</b>			<b>100</b>	<b>99</b>	<b>98</b>	<b>97</b>	<b>95</b>	<b>94</b>
	Actual Values		101	101	107	110			
<b>I5</b>	<b>5-Year Ave Head-On/SS Opposite Fatalities - Goals</b>			<b>28</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>	<b>23</b>
	Actual Values		30	27	30	35			
<b>Intersections</b>									
<b>I6</b>	<b>5-Year Ave Intersection-Related Fatalities - Goals</b>			<b>36</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>33</b>	<b>32</b>
	Actual Values		36	38	40	42			
<b>Items for Reporting</b>									
			<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
	Yearly Total Fatality Rate		1.15	1.30	1.48	1.40			
	Yearly Urban Fatality Rate		0.52	1.70	1.97				
	Yearly Rural Fatality Rate		1.61	0.48	0.65				
<b>A1</b>	<b>Seat Belt Citations Issued during Grant Funded Activities</b>			<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>	<b>FFY2018</b>	<b>FFY2019</b>	<b>FFY2020</b>
				11,780	12,067	5,574	4,732		
<b>A2</b>	<b>DUI Arrests made during Grant Funded Activities</b>			861	687	557	545		
<b>A3</b>	<b>Speeding Citations Issued during Grant Funded Activities</b>			7,853	6,908	10,239	11,093		



## PROGRAM IMPACT

A summary of findings for CY 2017 are listed below:

- The number of motor vehicle crashes increased by 2.1 percent, from 25,328 in 2016 to 25,851 in 2017. The number of fatalities resulting from motor vehicle crashes decreased from 253 in 2016 to 245 in 2017, a 3.2 percent decrease. The number of fatal crashes decreased from 232 in 2016 to 224 in 2017. The number of serious injuries decreased from 1,332 in 2016 to 1,246 in 2017, a 6.5 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.42 in 2017, down from 1.48 in 2016.
- While 66 percent of all motor vehicle crashes occurred on urban roadways, 76 percent of the fatal motor vehicle crashes occurred on rural roadways in 2017.
- Fatalities resulting from impaired driving crashes decreased in 2017 by 9.1 percent, and 33 percent of all fatalities resulted from impaired driving. Of the 80 people killed in impaired driving crashes, 71 (89 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt use decreased slightly to 81 percent in 2017. While the observed rate was 81 percent, only 35 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 48 of the 96 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 51 percent of the motor vehicle crashes, and 82 people were killed in aggressive driving crashes in 2017.
- Distracted driving was a factor in 19 percent of the motor vehicle crashes in 2017, and 39 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2017, youthful drivers were 2.3 times as likely as all other drivers to be involved in a fatal or injury crash. There were 31 people killed in crashes involving youthful drivers in 2017.
- The number of motorcyclists killed in motor vehicle crashes increased to 26 in 2017. Nearly half (42 percent) of fatal motorcycle crashes in 2017 involved just the motorcycle, and nearly half (46 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 17 pedestrians and 3 bicyclists killed in motor vehicle crashes in 2017.
- Fatal crashes involving commercial motor vehicles increased from 35 in 2016 to 42 in 2017. The number of injury crashes involving commercial motor vehicles increased by 19 percent. There were 44 people killed and 1,129 people injured in commercial motor vehicle crashes in 2017.

# PROGRAM REPORTS

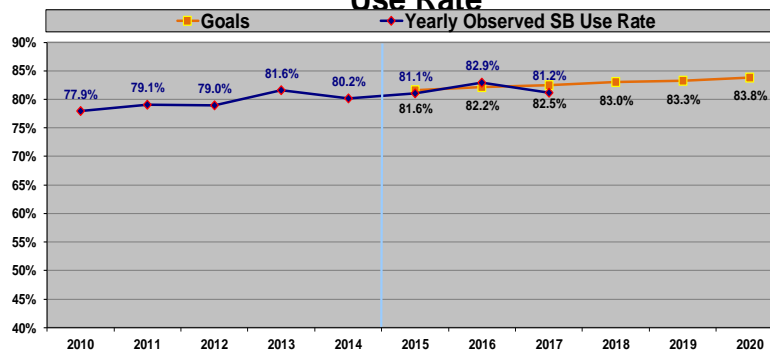




## Occupant Protection

OP-2018-EB (SSB18EB), M2PE-2018-PM (SOP182P), M2TR-2018-TR (SOP182T), OP-2018-01 (SSB1801), M2OP-2018-2S (SOP182S), CR-2018-01 (SCR1801), CR-2018-0L (SCR180L), M2CSS-2018-CR (SOP182R), M2CPS-2018-2L (SOP182L)

### B-1: Yearly Observed Seat Belt Use Rate



### Problem Identification

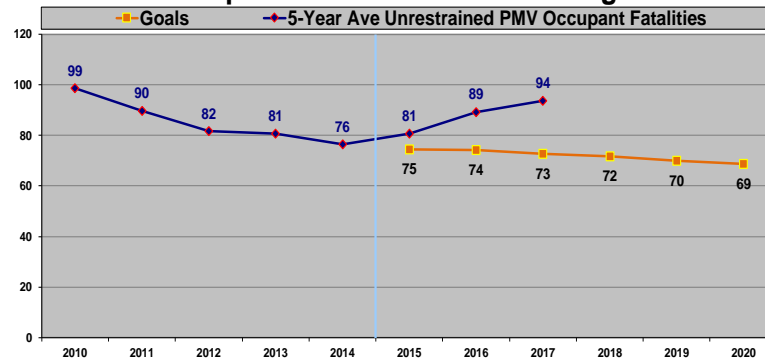
Occupant protection in a vehicle includes the proper use of seat belts, car seats, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices. Idaho consistently experiences a percentage higher than the national percentage (50%) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

#### Goals:

- Increase the yearly observed seat belt use rate from 81.1% (2011-2015) to 83.0% (2014-2018).
- Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 81 (2011-2015) to 72 (2014-2018).
- Increase youthful driver participation in statewide activity to evaluate and promote increase of their local communities' seat belt use rate by December 31, 2018.
- Increase seat belt and child passenger safety education and training activities in Hispanic communities by December 31, 2018.
- Increase child passenger safety education and training from two tribal nations to three tribal nations by December 31, 2018.



#### C-4: Unrestrained Passenger Motor Vehicle Occupant Fatalities - 5 Year Average



#### Performance Targets

**C<sub>4</sub>** – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 74 (2012-2016) to 73 (2013-2017).

#### Outcome Not Achieved

Unrestrained occupant fatalities 5-year average increased to 94 and exceeded the 5-year (2013-2017) average goal of 73 fatalities; 2014-2018 average goal data not available.

**B<sub>1</sub>** – Increase the yearly observed seat belt use rate from 82.2% (2012-2016) to 82.5% (2013-2017).

#### Outcome Not Achieved 2017

Actual 2017 observed seat belt use rate was 81.2%, lower than the 2013-2017 82.5% goal.

#### Program Administration

5 Seat Belt projects were managed with original planned budget of \$240,000

*Budget increased to \$516,433.54*

5 Child Passenger Safety projects were managed with original planned budget of \$205,000

*Budget increased to \$315,282.03.*

Total Occupant Protection planned budget \$445,000. *Total Occupant Protection budget increased to \$831,715.57 in the last funding obligation.*

#### Efforts and Activities to address Occupant Protection include:

- Increasing law enforcement agency participation in the May (CIOT) traffic enforcement mobilization.
- Encouraging law enforcement agencies to enforce Idaho's occupant protection laws during the May (CIOT) traffic enforcement mobilization.
- Conducting paid media campaigns to educate and encourage vehicle occupants to be properly restrained.



- Conducting paid media campaign during National Child Passenger Safety Week.
- Creating and providing seat belt and child passenger safety educational materials to the general public at a minimum of two safety outreach events.
- Conducting quality control monitoring during seat belt observational surveys at a minimum of 9 survey sites.
- Distributing funding to sub-grantees to enrich child passenger safety in communities statewide.
- Increasing the number of CPS Technicians and Instructors statewide.
- Commencing a minimum of three CPS technician certification and a minimum of two CPS renewal classes statewide.
- Increasing number of CPS Inspection sites.

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## **Statewide Services Mobilization (High Visibility Enforcement) – May 2018**

### **Click It or Ticket “CIOT”**

OP-2018-EB Federal (SSB18EB State)

#### **Project Description**

Funding will be used to engage County and City law enforcement agencies and the Idaho State Police to participate in seat belt enforcement programs targeting roadway segments or local communities with occurrences of unrestrained crashes or evidence of low seat belt use rate. Activities will include saturation patrols, conducting press events, preparing press releases, and reporting results of enforcement and educational efforts. The emphasis of the activities will be on seat belt use, with some emphasis aimed at the proper use of child passenger safety restraints.

#### **Results**

- 50 local agencies and all 6 Idaho State Police districts participated in the National CIOT mobilization.
- Participating local agencies issued 1,269 Seatbelt, 27 Child Restraint, 932 Speed citations, and had 13 DUI arrests.
- Local agencies publicized their participation, and examples can be found at the following link: [https://www.idahopress.com/news/local/police-want-idaho-motorists-to-click-it-for-safety-though/article\\_6999eceb-88f3-5cd7-95d4-0beb496555a7.html](https://www.idahopress.com/news/local/police-want-idaho-motorists-to-click-it-for-safety-though/article_6999eceb-88f3-5cd7-95d4-0beb496555a7.html)
- Idaho State Police partnered with agencies in the bordering states of Utah, Nevada, Wyoming and Montana to execute the Border 2 Border (B2B) initiative.



## **Paid and Earned Media**

M2PE-2018-PM Federal (SOP182P State)

### **Project Description**

Funds will be used for paid advertising during the May CIOT mobilization in the form of billboards, TV and radio messages, and social media. Media will target adults 18 to 34. A secondary target audience will be youths ages 12-17; statistics have shown these demographics are the least likely to buckle up. In addition, radio messages will be added to target Idaho's Hispanic communities. If funding is available, a year-long media plan will be implemented; primary form of year-long media will be radio live reads.

### **Results**

- English and Spanish radio PSAs created for May CIOT mobilization media
- No 405b funds utilized for May CIOT Mobilization media; original budget \$25K.
- English radio PSA for May mobilization featured Hispanic high school male; new Spanish radio PSA featured young Hispanic ITD employee.
- ITD Communications posted Occupant Protection safety messages and PSAs on ITD's Facebook.
- Occupant Protection safety messages and PSAs were posted on the Highway Safety Facebook page.

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## **Occupant Protection Outreach**

M2TR-2018-TR Federal (SOP182T State)

### **Project Description**

Funds will be used to promote Idaho's occupant protection programs (Seat Belt and Child Passenger Safety). Grant funds will be used to develop and/or purchase educational outreach opportunities and materials for Child Passenger Safety technicians and instructors, youth, parents, caregivers, employers, and train law enforcement and public safety responders (Fire, EMS, etc.) about the proper use and importance of occupant protection. Additionally, educational materials may be developed or translated to involve Idaho's Hispanic community.

### **Results**

- Attended 13 events to educate youth, parents, caregivers, and public safety responders; distributed all OP educational materials at each event.
- Consistently distribute statewide English and Spanish WHALE kits, and CHOP Child Restraint Basic cards to medical facilities and/or inspection sites.
- Summarized and distributed statewide the results of the DMV/OP Survey, including the OP Committee, LELs, Strategic Safety Committee, and all LEAs.



- Creating Child Safety Coloring & Activity book for tweens and pre-tweens; book will be bilingual and also be provided to Idaho Parks & Recreation for distribution to families attending IDPR educational sessions.
- Chuggington bilingual safety booklets distributed to Hispanic communities.
- 12 CPST classes held.
- Increased CPST-Instructor count from 20 in 2017 to 22 in 2018, increased Tech-Proxies from 2 to 3, and increased CPST Technicians from 239 in 2017 to 307 in 2018; one instructor is first (and only) bilingual in southern Idaho.
- Four of the five Idaho Tribal Nations have CPSTs.
- Based on accessible monthly reports, 2,250 car seat inspections performed, 899 car seats distributed to families in need, and 4,439 parents/caregivers provided educational materials.



### **Seat Belt Statewide Services**

OP-2018-01 Federal (SSB1801 State)

#### **Project Description**

Grant funds will be used to develop and/or purchase educational outreach opportunities and materials for Child Passenger Safety technicians and instructors, employers, youth, parents, caregivers, employers, and train law enforcement and public safety responders (Fire, EMS, etc.) about the proper use and importance of occupant protection.

Educational materials (e.g., pamphlets, palm cards) may be developed or translated to involve Idaho's Hispanic community.

#### **Results**

- Attended 13 events to educate youth, parents, caregivers, and public safety responders; distributed OP educational materials at each event and demonstrated purpose of wearing seat belt (Barbie Egg Crash Car).
- Summarized and distributed statewide the results of the DMV/OP Survey, including the OP Committee, LELs, Strategic Safety Committee, and all LEAs.
- Distributed NOYS Seat Belts Save Challenge letters statewide to high schools and law enforcement agencies. INITIATED IDAHO BATTLE OF THE BELTS CAMPAIGN, and utilized State Farm Insurance funds for awards.
- Ordered table banners to educate families attending events on the purpose of the Barbie Egg Crash Car.



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## Annual Occupant Protection Observational Survey

M2OP-2018-2S Federal (SOP182S State)

### Project Description

Develop and initiate occupant protection surveys to gather and evaluate safety restraint use statewide. Conduct quality control monitoring of survey counters at predetermined observation sites; based on 180 observation sites in Idaho's annual seat belt survey (FFY 2017), five percent equals nine sites.

### Results

- Survey was conducted June 4-30, 2018.
- Site observation time reduced from one hour to 45 minutes.
- Observation survey sites updated (update required); budget increased to reimburse counters' time to locate and verify updated sites within their Public Health District.
- Quality control monitoring conducted at total of twenty (20) survey sites; 9 sites in Panhandle Health District (PHD1), and 11 sites in Southeastern Idaho Public Health (PHD6).
- FFY2018 Final report documents statewide seat belt use rate increased 4.2%; from 81.2% FFY2017 to 85.4% FFY2018.

## Child Passenger Safety Programs

### Efforts and Activities to address Child Passenger Safety include:

- Conducting paid media campaigns to educate and encourage vehicle occupants to be properly restrained.
- Conducting paid media campaign during National Child Passenger Safety Week.
- Creating and providing seat belt and child passenger safety educational materials to the general public at a minimum of two safety outreach events.
- Distributing funding to sub/grantees to enrich child passenger safety in communities statewide.
- Increasing the number of CPS Technicians and Instructors in Eastern Idaho.
- Initiating a minimum of three CPS technician certification and a minimum of two CPS renewal classes statewide.
- Establishing an initial benchmark for number of car seat inspections performed statewide.

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## Child Passenger Safety Educational Opportunities and Materials

CR-2018-01 Federal (SCR1801 State)





### **Project Description**

This program will make grant funds available to law enforcement agencies and organizations to promote child passenger safety in their local communities. Each sub/grantee will educate parents/caregivers, safety professionals, law enforcement, first responders, child care organizations, etc.; furnish car seat check events year-long and during the National Child Passenger Safety Week; and promote technician certification, recertification and renewal courses. Educational activities may include providing grant-funded child restraints to financially-disadvantaged parents and caregivers.

### **Results**

- Attended 13 events to educate youth, parents, caregivers, and public safety responders; distributed CPS educational materials at each event.
- Consistently distribute statewide English and Spanish WHALE kits, and CHOP Child Restraint Basic cards to medical facilities and/or inspection sites.
- Summarized and distributed statewide the results of the DMV/OP Survey, including the OP Committee, LELs, Strategic Safety Committee, and all LEAs.
- Creating Child Safety Coloring & Activity book for tweens and pre-tweens; book will be bilingual and also provided to Idaho Parks & Recreation for distribution to families attending IDPR educational sessions.
- Chuggington bilingual safety booklets were distributed to Hispanic communities.
- Based on accessible monthly reports, 2250 car seat inspections performed, 899 car seats distributed to families in need, and 4439 parents/caregivers provided educational materials.

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## **Child Passenger Safety Statewide Program**

CR-2018-oL Federal (SCR18oL State)

### **Project Description**

This program will make grant funds available to promote and provide technical training, travel, and funding assistance to Idaho's network of certified Child Passenger Safety Technicians and Instructors. Grant funds will also be used to develop and/or purchase educational outreach opportunities and materials for Child Passenger Safety technicians and instructors, youth, parents, caregivers, employers, and train law enforcement and public safety responders (Fire, EMS, etc.) about the proper use and importance of occupant protection. Educational activities and materials may include purchasing and providing grant-funded child restraints to financially-disadvantaged parents and caregivers. Educational materials (e.g., pamphlets, child restraint cards, WHALE kits) may be developed or translated to involve Idaho's Hispanic community.



## Results

- Sub/grantees awarded funding: Canyon County Paramedics, Kootenai Health, Meridian Fire, Moscow Police Dept., Nell Redfield Memorial Hospital, Pocatello Police Dept. Rexburg Police Dept., and Twin Falls Police Dept.
- St. Luke's Nampa, Nell Redfield, Meridian Fire (2 stations), and Moscow PD held car seat check events during National CPS week.
- Sub/grantees Meridian Fire, Moscow PD, and Twin Falls PD awarded funding and held CPST courses.
- Sub/grantee volunteer and employee time obligated to car seat inspections and parent/caregiver education exceeded \$15,000.
- Consistently distributed Idaho Car Seat Checklist forms (English and Spanish) statewide to CPSTs.
- Creating Child Safety Coloring & Activity book for tweens and pre-tweens; book will be bilingual and also provided to Idaho Parks & Recreation for distribution to families attending IDPR educational sessions.
- Statewide coordinator utilized additional 402 funding to purchase and drop-ship child restraints to 19 inspection stations for educating and distributing to low-income parents/caregivers.



## Paid and Earned Media

M2PE-2018-PM Federal (SOP182P State)

## Project Description

Funding will be used for paid advertising during the National Child Passenger Week in the form of billboards, radio messages, and social media.

Media will target females 18 to 34; statistics have shown these demographics have the highest birthrate in Idaho. In addition, radio messages will be added to target Idaho's Hispanic communities.





## Results

- Ordered child passenger safety media campaign during September 2018 National CPS Week.
- Provided updated 20-39 demographic to media vendor; media posting not affected.
- Provided media vendor Hispanic birthrates and largest birthrate within Idaho.
- Restrained Hispanic and Refugee children pictures posted on social media during National CPS Week.
- Billboards, English and Spanish radio PSAs, Pandora and Facebook media venues utilized for National CPS Week.
- ITD Communications posted Occupant Protection safety messages and PSAs on ITD's Facebook.
- Occupant Protection safety messages and PSAs posted on Highway Safety Facebook.
- Child Passenger Safety Week Proclamation actuated by Governor Otter.

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### Child Passenger Safety – Child Restraints

M2CSS-2018-CR Federal (SOP182R State)

## Project Description

This program will make grant funds available to the Statewide Child Passenger Safety program sub/grantees to purchase child restraints. Restraints will be used to educate parents and caregivers about the proper use and importance of children being properly restrained.

## Results

- Child restraint purchase reimbursements processed for sub/grantees Lemhi County Sheriff's Office, Nell Redfield (Oneida Hospital), and Pocatello Police Department Restraints utilized by sub/grantees for parent/caregiver education and distribution.

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### Child Passenger Safety Statewide Coordinator Program

M2CPS-2018-2L Federal (SOP182L State)

## Project Description

Funds provided Lemhi County (Sheriff's Office) to host the statewide coordinator for Idaho's child passenger safety program. The project also provides for some specific deliverables in the broad categories of education, Child Passenger Safety technician and instructor education and re/certification, the state's educational child restraint program, and activities during Child Passenger Safety Week.



### Statewide Coordinator Objectives

- Implement and oversee administration, continuity and consistency of CPST courses.
- Oversee educational and training programs to raise awareness of occupant protection, specifically child passenger safety.
- Administer sub/grantee participation in program; secure and compile monthly reports and data.
- Expand program to include and educate Hispanic community.
- Maintain and increase active network of child restraint inspection stations. See Inspection Station spreadsheet.
- Increase number of CPST training courses from 9 in FFY2016 to 11 in FFY2018.
- Increase number of CPS technicians and instructors statewide; focus on those communities with zero or insignificant numbers. See City-County Technician Need spreadsheet.
- Increase seat belt and child passenger safety education and training activities in Hispanic communities.
- Increase child passenger safety education and training from two tribal nations to three tribal nations.

### Results

- CPST training courses increased from 9 in FFY2016 to 12 in FFY2018; courses focus on raising awareness of occupant protection, specifically CPS.
- Statewide coordinator implemented and oversaw at least 10 of the CPST training courses.
- Educated and promoted use of Idaho Car Seat Checklist forms (English and Spanish) to CPSTs statewide and at CPS classes.
- Idaho inspection sites increased from 37 in 2017 to 52 in 2018.
- Four of the five Idaho Tribal Nations have CPSTs.
- Statewide coordinator assisted with proper wording of Child Safety Coloring & Activity book.
- Increased CPST-Instructor count from 20 in 2017 to 22 in 2018, increased Tech-Proxies from 2 to 3, and increased CPST Technicians from 239 in 2017 to 307 in 2018; one instructor is first (and only) bilingual in southern Idaho.



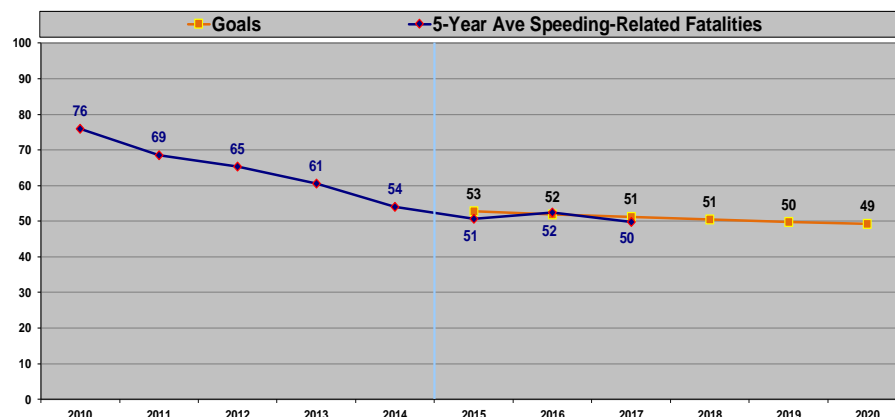
- Statewide coordinator was able to add a bilingual (Spanish-speaking) instructor to increase possibility of Spanish-speaking CPSTs; bilingual CPST classes held in Kimberly and Payette.
- Based on accessible monthly reports, 2250 car seat inspections performed, 899 car seats distributed to families in need, and 4439 parents/caregivers provided educational materials.
- Five Buckaroo Gazette newsletters provided CPSTs statewide.
- Statewide coordinator utilized additional 402 funding to purchase and drop-ship child restraints to 19 inspection stations for educating and distributing to low-income parents/caregivers. Additional child restraints purchased by and stored at Lemhi County for future inspection station needs.



## Aggressive Driving

PT-2018-09 Federal (SPT1809 State), PT-2018-08 (SPT1808 State), PT-2018-07 Federal (SPT1807 State), PT-2018-05 (SPT1805), PT-2018-04 Federal (SPT1804 State), PT-2018-03 (SPT1803), PT-2018-11 (SPT1811)

### C-6: Speeding-Related Fatalities - 5 Year Average



### Problem Identification

Aggressive driving is behaviors that include: failure to yield right of way, fail to obey stop signs, exceeded posted speed, driving too fast for conditions, following too close



(tailgating), and failure to obey signal (red light running). Many of us witness aggressive driving behavior on the roadways or may participate in it without realizing our actions are aggressive.

In 2016, aggressive driving was a contributing factor in 51% of all crashes in Idaho. While 76% of all aggressive driving crashes occur in urban areas, 71% of the fatal aggressive driving crashes occur in rural areas.

Only 16% of all aggressive driving crashes involved a single vehicle, while 40% of fatal aggressive driving crashes involved only one vehicle. Of the 29 fatal aggressive driving crashes that involved a single vehicle, 22 (or 76%) occurred in rural areas.

Drivers ages 19 and younger were 4.2 times as likely to be involved in aggressive driving crashes as all other drivers, while drivers ages 20 to 24 are 2.2 times as likely as all other drivers to be involved in aggressive driving crashes.

### Performance Target

**C6** – Reduce the 5-year average number of fatalities resulting from crashes involving speed from 52 (2012-2016), to 51 (2013-2017).

*Outcome Achieved:* The 5-year average goal for fatalities involving speed 2013-2017 = 50.

### Program Administration (number of projects, with total planned budget)

3 Aggressive Driving projects were funded with original HSP planned budget of \$165,000. *Total Aggressive Driving budget increased to \$512,001.97.*

### Efforts & Activities to address Aggressive Driving include:

- Funding supported a statewide Aggressive Driving mobilization, during the 100 Deadliest Days, July 20-August 3, 2018.
- Program funds supported local law enforcement officers attending Lifesavers 2018.
- Program funds supported aggressive driving mini-grants.
- Funding supported traffic enforcement equipment mini-grants.

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## Aggressive Driving Statewide Services

PT-2018-01-00-00 Federal (SPT1801 State)

### Project Description

Aggressive driving continues to attribute to over half of Idaho's crashes. Funding supports the development and dissemination of aggressive driving materials that are designed to educate the public about the risks of aggressive driving. The materials developed under the statewide services project are provided to community partners and stakeholders, who are working to help increase awareness about the risks of aggressive



driving behaviors.

### Results

- Developed new content for Shift themed aggressive driving pamphlets.

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## Aggressive Driving Education and Training Support

PT-2018-10-00-00 Federal (SPT1810 State)

### Project Description

Funding from this project provided education and training in the area of speed management for OHS partners to further the goal of the Aggressive Driving program. The annual Lifesavers conference provides both educational and networking opportunities for highway safety professionals. OHS provided scholarships to law enforcement partners who were STEP officers and traffic team managers to attend Lifesavers 2018. This project also supported members of the Bingham County Youth Coalition who attended Lifesavers. The students attended youth tracks, where they learned about youth focused innovations in traffic safety taking place in other parts of the country.

### Results

- 9 local law enforcement partners attended Lifesavers 2018.
  - 1 Boise PD, 1 Coeur d'Alene PD, 1 Meridian PD, 1 Lewiston PD, 1 Twin Falls County Sheriff, 2 Nampa PD, and 2 Bingham County Sheriff's Office.
- 5 members of the Bingham County Youth Coalition attended youth traffic safety tracks at Lifesavers.

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## Aggressive Driving High Visibility Traffic Enforcement

PT-2018-02-00-00 Federal (SPT1802 State)

### Project Description

Aggressive driving continues to attribute to over half of Idaho's crashes. Funding supported overtime to target aggressive drivers through a statewide mobilization and through the mini-grant process. The participating agencies were required to conduct public outreach to help inform the public about the enforcement efforts, and to educate the public about the risks of aggressive driving. Funding supported overtime for the aggressive driving targeted enforcement during the months with the highest rate of crashes.

### Results

- 7 agencies applied for traffic enforcement equipment mini-grants.
  - Clark County SO: Speed monitor trailer
  - Heyburn PD: Radars and in-car video
  - Meridian PD: Lidars/radars

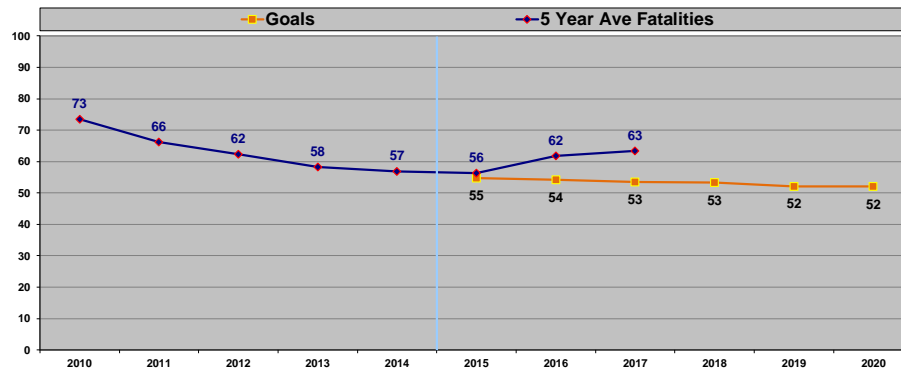


- Middleton PD: Radars, speed trailer, and FC20 breathalyzer
  - Jerome PD: Radars
  - Kamiah PD: Radars
  - Twin Falls County SO: Radars
- 7 law enforcement agencies applied for aggressive driving mini-grants, they generated the following results:
  - 1,096 speed citations
  - 307 seatbelt citations
  - 2,703 contacts
- 35 agencies participated in a statewide Aggressive Driving mobilization which generated the following citations:
  - 5,177 contacts
  - 1,826 speed citations
  - 321 seat belt citations
  - 18 DUI arrests
  - 9 child restraint citations

## Impaired Driving

AL-2018-00 Federal, SAL1801 State; 164-AL-2018-01, S641801

### C-5: Fatalities Involving a Driver with a BAC $\geq$ 0.08 - 5 Year Average



### Problem Identification

Reduce the number of impaired driving-related crashes, fatalities, and injuries occurring on Idaho's highways is a top safety focus area. Impaired driving-related crashes accounted for approximately 9% of all fatal and injury crashes in 2014.





### Performance Target

**C5** – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 54 (2012-2016) to 53 (2013-2017).

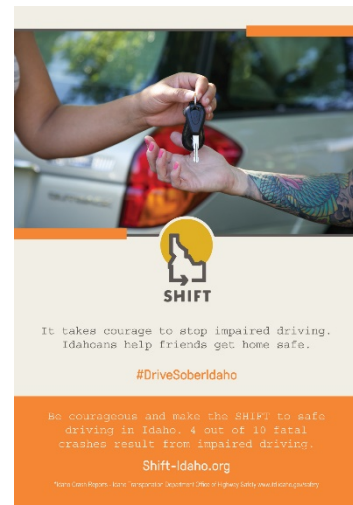
Outcome *Not Achieved*: Five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 54 (2012-2016) to 53 (2013-2017) = 63

### Program Administration

12 projects were managed in the Impaired Driving Project with original HSP planned budget of \$1,841,660. *Total Impaired Driving budget increased to \$1,983,767.90*

### Efforts & Activities to address Impaired Driving included:

- Increasing law enforcement participation in the four scheduled impaired driving high visibility enforcement mobilizations.
- Encourage law enforcement to enforce Idaho's impaired driving laws during the mobilizations.
- Conduct paid media campaigns using the NHTSA model during the mobilization efforts.
- Create and update impaired driving educational materials.
- Provide training to increase the number of Drug Recognition Experts in Idaho.
- Provide funding for a Traffic Safety Resource Prosecutor and a State Impaired Driving Coordinator for Idaho.
- Support Alcohol/DUI courts and hearing officers through continued education and training.
- Provide appropriate BAC testing equipment for law enforcement agencies.



## Alcohol Statewide Services

*AL-2018-00 Federal (SAL1801 State)*

### Project Description

This grant will pay for training for judicial, law enforcement, probation and prosecutorial professionals; consultant fees; equipment, education materials to educate on the dangers of impaired driving and to help eliminate traffic crashes and fatalities, serious injuries and economic losses.



## Results

- Supported one DUI Task Force event resulting in two DUI arrests, one underage alcohol citation, 10 open container citations, four possession of controlled substance and one possession of paraphernalia citation.
- Supported a rural law enforcement agency with educational outreach items regarding impaired driving for youth drivers.
- Developed a new informational brochure "Driving Under the Influence: Costs and Penalties". Distributed 2,000 brochures.

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### Multi Agency DUI Task Force & Special HVE

*164AL-2018-01 Federal (S641801 State)*

## Project Description

Funding is for overtime hours of DUI Task Force Mobilizations across the State of Idaho and will also provide DUI enforcement for special events outside of our yearly scheduled Traffic Enforcement Mobilizations.

The Idaho Office of Highway Safety has recognized the need for more impaired enforcement in areas around the State during special events which may include, but are not limited to the following: Raspberry Days, Lewiston Round-UP, Mountain Home Music Festival, Snake River Stampede, and the Idaho State Fair.

## Results

- There were 31 DUI High Visibility Enforcement mini-grants conducted. 18 DUI HVE's were conducted by County Sheriff's Offices, 10 by Police Departments and 3 by the Idaho State Police.
- For every 38 contacts there was one arrest for a DUI, and there were a total of 4 underage minor in possession citations.
- The mobilizations also resulted in 151 additional citations such as open container, speeding, fugitives apprehended, stolen cars, uninsured, tail lights out, etc...

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### DUI Courts

*164AL-2018-03 Federal (S641803 State)*

## Project Description

Create and expand DUI Courts in Idaho, provide training to existing DUI Courts, expand the capacity of existing DUI Courts, and provide treatment and distance learning curriculum development to reach rural areas. Also, the funds will be used to develop



statewide guidelines and standards for DUI Courts and peer fidelity review process to assure courts are operating according to guidelines and standards.

### Results

- The DUI courts that were funded through the grants no longer require assistance through these programs. They have become self-funded.
- Assisted Ada County DUI Court with coordination of DUI testing.
- DUI treatment was done through the Ada County DUI Court.

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## Impaired Driving Task Force – Project Implementation

164AL-2018-04 Federal (S641804 State)

### Project Description

This funding will pay to continue to implement the Idaho Impaired Driving Programs through meetings, facilitation, research, and logistics as identified by the Idaho Impaired Driving Task Force.

### Results

- No funds were expended in this project.
- Meetings held were in person or via conference so no travel expense was incurred.
- Budgeted funds were decreased and moved to S641801 for high visibility enforcement activities.

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## Statewide Impaired Driving Program

164AL-2018-05 Federal (S641805 State)

### Project Description

ISP Bureau of Forensics Services (ISPFS) by Idaho Code serves as the statewide certifying, testing and calibrating agency for all alcohol and breath detection devices. ISPFS has determined that the Intoxilyzer will no longer be used in the State of Idaho. This is because the unit is outdated and hard to repair. Current working Intoxilyzer units will stay in place and be acknowledged by the ISPFS for the lifespan of the instrument. The Intoxilyzer will be replaced with the Draeger Alcotest 9510. In accordance to the OHS Grant Procedure Manual, equipment approval requests will be submitted to NHTSA Region 10 for prior approval.

The Office of Highway Safety will work with ISPFS to determine a priority list of agencies that will receive this instrument. A request for funding process will be developed by OHS and put into place before the beginning of FFY2018. This process will allow agencies to apply for funding directly through OHS. We anticipate replacing 20 units this year. All instruments will need to go directly to ISPFS after purchase to be certified before use.



### Results

- Increased the number of Dräger Alcotest 9510 breathalyzer instruments from 20 to 25. Request approved by NHTSA.
- Twelve law enforcement agencies purchased and are currently utilizing Dräger Alcotest 9510 breathalyzer instruments.
- Manufacturer experienced adverse performance issues with their Alcotest 9510 and recommenced the instrument's 2-year warranty as of January 1, 2018.
- Twelve law enforcement agencies chose not to pursue the Alcotest 9510 instrument grant; utilizing other agency breathalyzers or utilizing portable instruments (e.g. Lifeloc FC-20).
- One law enforcement agency (Power County) failed to order the instrument prior to the end of FFY '18.

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## Underage Drinking Enforcement

M5OT-2018-21 Federal (SID1821 State)

### Project Description

Funding for overtime to law enforcement agencies for compliance checks, service checks and party patrols. It will also be used for training hospitality providers in over service. Underage drinking enforcement consists of Party Patrols, "Shoulder Tap" efforts and underage purchasing. These patrols are performed by State Alcohol Beverage Control (ABC), local law enforcement and county sheriff's offices --sometimes as individual department or as multi-agency patrols, and frequently in response to citizen complaints. Educating retailers about over-service to patrons of any age is as important as educating them about serving to minors. To help with this effort, the Idaho State Police ABC frequently provides training to servers, retailers, and coalitions across Idaho. This free three-hour training provides information specific to Idaho's alcohol laws.

### Results

- Boise Police Department conducted four underage drinking high visibility enforcement campaigns.
- Fifteen police departments and eleven sheriff's offices participated in the Back-to-School Underage Drinking high visibility campaign which took place September 7-16, 2018.
- The back-to-school HVE resulted in 904 contacts, 200 in the college town of Rexburg alone. There were also 7 DUI arrests and 13 underage alcohol citations.



## **Idaho Toxicology LC-MS-MS**

M5TR-2018-22-00-00 Federal (SID1822 State)

### **Project Description**

Purchase two liquid chromatography-tandem mass spectrometry (Triple Quad-LC/MS/MS) instruments to be used in the analysis of driving under the influence drug cases, and testing for drugs not easily identified by gas chromatograph mass spectrometers.

### **Results**

- Purchase of the equipment was not approved by NHTSA based on the Buy America Act, and so Idaho withdrew its request to purchase these instruments.
- No funding was expended.

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## **Traffic Safety Resource Prosecutor (TSRP)**

M5CS-2018-02 Federal (SID1802 State)

### **Project Description**

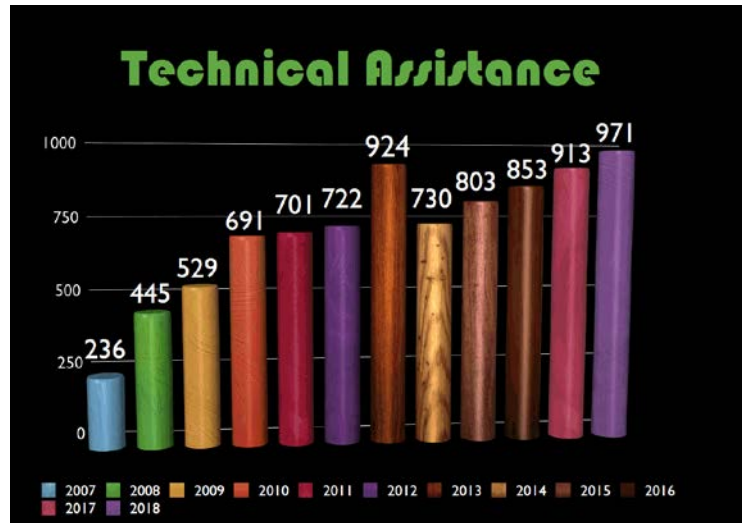
The TSRP Program in Idaho will educate, train and assist Idaho prosecuting attorneys in the pursuit of justice; to foster and encourage communication and cooperation between Idaho's prosecuting attorneys and their partners in law enforcement related to the investigation and prosecution of impaired driving and other traffic safety violations. The TSRP works closely with the Office of Highway Safety and the State of Idaho to implement the strategies of the Strategic Highway Safety Plan through education, enforcement and prosecution of Idaho's impaired driving laws. The Idaho TSRP provides a working knowledge of sources of state and federal law with emphasis on issues related to impaired-driving and traffic-safety violations.

The TSRP is responsible for problem-solving associated with the presentation of breath, blood, and urine testing evidence, proof of impairment, best investigative techniques and other 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 ensuring the services and resources remain current with contemporary legal practices, state standards, and federal standards.



## Results

- Attended and/or conducted 81 trainings (interacting with approximately 3,875 participants – including prosecutors, law enforcement officers and cadets and 506 class hours).
- Participated in and/or conducted approximately 74 meetings.
- Responded to approximately 971 requests for Technical Assistance.
- Published a quarterly newsletter called “For the Road”.
- The new NHTSA 2017 SFST Instructor Manual has adopted many sections of the Train the Trainer Course Jared Olson helped develop in 2015 as part of the Train the Trainer Course for TSRPs.
- Idaho has 4 new law enforcement agencies participating in the phlebotomy program.
- Updated the IPAA online library including TSRP materials, Impaired Driving materials and the IPAA Search and Seizure Manual.
- Recommended by NHTSA to National MADD that Jared Olson would be one of two TSRP’s to attend the National MADD Law Enforcement Summit in November 2018
- Exceptional training reviews were received.



## State Impaired Driving Coordinator (SIDC)

M5SID-2018-03 Federal (SID1803 State)

## Project Description

The State Impaired Driving Coordinator (SIDC) position is already part of Idaho’s Strategic Highway Safety Plan and is an integral part of ongoing strategies. The ultimate goal is to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence (DUI) of alcohol, drugs or other intoxicating substances. The creation of a the SIDC position has and will continue to directly impact this objective by having one individual who is responsible for coordination of the Drug Evaluation and Classification Program (DEC), Advanced Roadside Impaired Driving Enforcement (ARIDE),



Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC actively provides training, disseminates information and resources, and manages the daily operation of each of the impaired driving programs mentioned above.

The SIDC will be responsible for the daily operations of Idaho's Drug Enforcement Certification (DEC) program, the ARIDE program, the Standard Field Sobriety Testing (SFST), and Law Enforcement Phlebotomy Program. The SIDC also serves as a liaison for prosecutors, courts, citizens groups, education professionals, youth programs and health professionals. This program directly ties into the Office of Highway Safety's Strategic Plan by providing education, enforcement, collaboration and research. The program trains and certifies Idaho Law Enforcement officers in several areas of impaired driving recognition along with ongoing training and certification for new and existing officers, i.e., DRE training coordination. This training has a direct impact on the number of officers looking for and identifying impaired drivers on Idaho's Highways. Officers trained in the area of drug recognition work closely with their departments and communities to enforce Idaho's laws and create awareness.

## Results

- Idaho has 4 new law enforcement agencies participating in the phlebotomy program.
- The Idaho State Police agreed to a Law Enforcement Phlebotomy Pilot in Districts 2 and 3.
- Attended two Idaho Law Enforcement Liaison Meetings.
- Gave a program update presentation for the Idaho Traffic Safety Commission.
- Member of the Idaho Impaired Driving Advisory Council
- Member of the Office of Drug Policy Marijuana Task Force
- Gave numerous presentations to schools, organizations, clubs and conferences.
- Sent 15 Drug Recognition Experts (DRE) to the national DRE Conference in Nashville, TN

Throughout the year, the State Impaired Driving Coordinator conducted and coordinated the following classes:

Number of Classes	Class Description	Number of Students
7	Standard Field Sobriety Testing (SFST) training to law enforcement	155
2	SFST Instructor training courses	11
9	Advanced Roadside Impaired Driving Enforcement (ARIDE) classes	93
1	DRE training/certification	14
1	DRE Instructors training course	2
2	Phlebotomy Classes in conjunction with the College of Western Idaho	50



## 24/7 Program

M5SP-2018-01-00-00 Federal (SSP1801 State)

### Project Description

Funding to support the pilot and expansion of the 24/7 Sobriety Program.

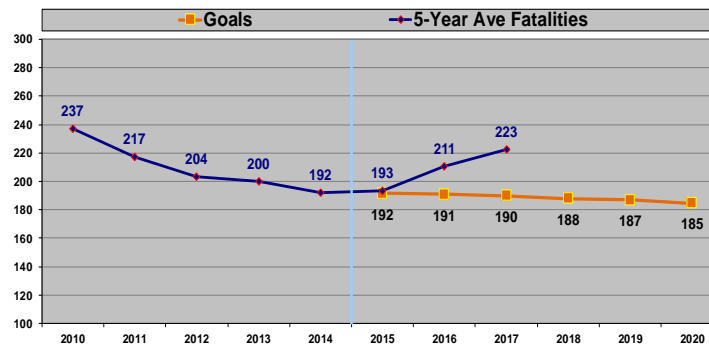
### Results:

- There was no activity with the 24/7 program, and the money received was moved to 402.

## Police Traffic Services

PT-2018-09 Federal (SPT1809 State), PT-2018-08 (SPT1808 State), PT-2018-07 Federal (SPT1807 State), PT-2018-05 (SPT1805), PT-2018-04 Federal (SPT1804 State), PT-2018-03 (SPT1803), PT-2018-11 (SPT1811)

### C-1: Fatalities - 5 Year Average



### Problem Identification

The number of motor vehicle crashes increased by 2.1 percent, from 25,328 in 2016 to 25,851 in 2017. The number of fatalities resulting from motor vehicle crashes decreased from 253 in 2016 to 245 in 2017, a 3.2 percent decrease. The number of fatal crashes decreased from 232 in 2016 to 224 in 2017. The number of serious injuries decreased from 1,332 in 2016 to 1,246 in 2017, a 6.5 percent decrease. Idaho's fatality rate per 100 million vehicle miles traveled was 1.42 in 2017, down from 1.48 in 2016.

While 66 percent of all motor vehicle crashes occurred on urban roadways, 76 percent of the fatal motor vehicle crashes occurred on rural roadways in 2017.

### Performance Target

**C1-** Reduce the five-year average number of fatalities from 191 (2012-2016) to 190 (2013-2017)





Outcome *Not Achieved*: Five-year average number of fatalities for 2013-2017 = 223

**C2** – Reduce the five-year average number of serious injuries from 1,263 (2012-2016) to 1,250 (2013-2017)

Outcome *Not Achieved*: Five-year average number of serious injuries for 2013-2017 = 1,293

### Program Administration

6 STEP enforcement projects were managed with a planned budget of \$135,500

1 Statewide traffic enforcement project was managed with a planned budget of \$300,000.

Total Police Traffic Services planned budget \$435,500. *Total Police Traffic Services budget increased to \$535,500.00.*

### Efforts & Activities to address Police Traffic Services projects include:

- Seven STEP positions with local agencies were supported by OHS grant funds
- Statewide traffic enforcement efforts were funded through a grant with Idaho State Police

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## Nampa Police Department Special Enforcement Unit

PT-2018-11-00-00 Federal (SPT1811 State)

### Project Description

The Nampa Police Department will use funding to assemble a Special Enforcement Unit (SEU) which will practice strategies for traffic enforcement patrol during peak crash times with the goal to reduce fatal and serious injury traffic crashes. The SEU will track performance and conduct traffic safety public education awareness which will be reported periodically to their City Council and OHS.

### Results

- Grant participation started January 2018, total of 120.25 hours dedicated to project, and 244 Dedicated Officer Total Traffic Contacts
- Exceeded objectives to decrease injury and fatality crashes at least 10%; during FFY18, 2 crash fatalities (4 in 2016) and 282 injury crashes (735 in 2016).
- Dedicated Officers issued 51 Seat Belt, 3 Child Safety, 7 Impaired and 123 Speeding citations.
- Seat belt observational surveys conducted Nov, Jan, April, June and Oct, and use rate increased 6.27% overall.
- 2 sworn officers and 1 community service officer became certified Child Passenger Safety Technicians in March 2018.



- NPD utilized social media (Facebook, Twitter, and Instagram) very effectively for community awareness campaigns and educational activities.

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## **Idaho State Police**

PT-2018-09 Federal (SPT1809 State)

### **Project Description**

The Idaho State Police (ISP) will implement proven, widely accepted, cost-effective traffic safety improvement strategies to address common traffic law violations and other criminal driving behavior during sustained enforcement efforts throughout the state of Idaho. Performance will be tracked during all grant funded enforcement activities.

### **Results**

- ISP troopers worked 535 grant funded overtime shifts, for a total of 5358.2 hours 11/30/17-9/30/18.
- ISP troopers worked 102 impaired driving overtime shifts during the Impaired Driving Mobilizations and reported 71 DUI arrests. ISP arrested 1,289 individuals for DUI during the grant periods.
- ISP troopers worked 30 seat belt overtime shifts during the CIOT Seat Belt Mobilization and issued 214 seat belt and 5 child restraint citations.
- ISP troopers worked 21 aggressive driving overtime shifts during the Speed/Aggressive Driving Mobilization and issued 166 speed and 47 aggressive driving citations.
- ISP issued news releases on impaired driving and seat belt emphasis patrols, along with the 100 Deadliest Days of Driving.
- ISP District offices participated in highway safety committees and continued to work with other law enforcement agencies on multi-agency task forces.
- Based on WebCARS data from FFY17 and FFY18, impaired and aggressive driving crashes decreased statewide 65%; unrestrained fatalities decreased 22% from FFY17 to FFY18.

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## **Lewiston Police Department STEP Program – Year 2**

PT-2018-04 Federal (SPT1804 State)

### **Project Description**

The Lewiston Police Department will use the funding to support Year 2 of this STEP Officer position. The LPD STEP project's goal is to target aggressive, distracted, impaired driving and occupant protection issues through on-going public education, awareness and



enforcement within the City of Lewiston. The department will maintain a database of traffic citations/contacts and compare it with pre and post project crash data. The goal this fiscal year is to see a reduction of the total number of injury crashes compared to the prior STEP grant year.

### Results

- STEP Officer was responsible for 18% (1214) of the department's total traffic contacts.
- STEP Officer issued 440 total moving citations, 172 speed citations, 17 DUI citations, 130 seat belt citations, and a total of 304 moving citations.
- STEP Officer increased total traffic citations 6% over the previous year.
- STEP Officer attended DRE training at POST, May 14-25, and attended DRE field certification training in Portland, OR in June, 2018.
- STEP Officer attended Lifesavers during April, 2018.
- STEP Officer provides ongoing communication on crash trends to the traffic patrol team.

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## Coeur d'Alene Police Department – STEP Officer Year 3

PT-2018-05 Federal (SPT1805 State)

### Project Description

The Coeur d'Alene Police Department will use the funding to support Year 3 of the STEP Officer position. CDA PD's STEP project's goals are to target aggressive, distracted, impaired driving and occupant protection issues through on-going public education, awareness and enforcement within the City of Coeur d'Alene. OHS will secure a database of traffic citations/contacts, quarterly seat belt surveys, and use the data to analyze the effectiveness of the STEP project.

### Results

- STEP Officer amassed 1,681 traffic contacts.
- STEP Officer taught or participated in nine two-hour traffic safety presentations.
- STEP Officer attended Highway Safety Summit and Lifesavers Conference.
- STEP Officer issued 124 Seat Belt, 591 Aggressive, and 40 Distracted driving citations.
- STEP Officer had 13 alcohol DUI and 3 DUI drug arrests.
- Based on preliminary 2017 Crash Data, CDA PD reduced F&I crashes in CDA from 422 in 2016 to 413. Goal of decreasing F&I crashes by 10% not achieved.
- Seat belt use average rate increased slightly (0.4%).



- CDA PD utilized social media, local news and paper to emphasize No Refusal Weekend, Winter Driving classes, and promote traffic safety during mobilizations.

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## **Twin Falls County Sheriff Traffic Enforcement**

PT-2018-07 Federal (SPT1807 State)

### **Project Description**

Twin Falls County Sheriff's Office will use the funding to target aggressive, distracted, impaired driving and occupant protection issues through on-going public education, awareness and enforcement within Twin Falls County. OHS will secure a database of traffic citations/contacts, quarterly seat belt surveys, and use the data to analyze the effectiveness of the traffic enforcement project.

### **Results**

- Total of 244 hours dedicated to project.
- Sheriff's Office participated in 7 Traffic Enforcement mobilizations.
- Officers made 492 traffic contacts and issued 11 Seat Belt, 1 Child Safety, 183 Aggressive Driving, and 1 Distracted Driving citations, and made 2 DUI arrests.
- Based on OHS WebCARS data 10/1/18, TFCSO reduced total F&I crashes more than 5% goal; total F&I crashes in FFY18 were 153, 318 less than 471 in FFY17.
- Seat belt use average rate decreased 2.5%.
- Sheriff's Office representatives were frequent guests on local radio program.

Sheriff's Office issued press releases for local radio and TV stations, and posted traffic safety topics and videos on Facebook; increasing public awareness of traffic safety.

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## **Idaho Falls Police Department Traffic Enforcement**

PT-2018-08 Federal (SPT1808 State)

### **Project Description**

Idaho Falls Police Department will use the funding to target aggressive, distracted, impaired driving and occupant protection issues through on-going public education, awareness and enforcement within the city of Idaho Falls. OHS will secure a database of traffic citations/contacts, quarterly seat belt surveys, and use the data to analyze the effectiveness of the traffic enforcement project.

### **Results**

- Idaho Falls Police Department grant was executed however IFPD did not use.
- No funds used, no quarterly, performance and final reports submitted.
- Two Seat Belt observation surveys submitted for Quarters 1 and 2, resulting in a 5.4% increase in seat belt use rate.



- Although IFPD did not utilize their year-long grant, they participated in eight (8) FFY2018 traffic enforcement mobilizations.

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## **Meridian Police Department Traffic Enforcement**

PT-2018-03 Federal (SPT1803 State)

### **Project Description**

Funds will be used to fund the STEP motor officer for the Year 3 with the Meridian PD Motor Traffic Team, to target aggressive driving, distracted driving, and occupant protection enforcement. The project focused special emphasis on five high crash locations in Meridian, including the intersections of Eagle Rd and Ustick Rd, Fairview Ave, River Valley Rd, Franklin Rd, and the intersection of Locust Grove Rd and Fairview. In addition, the officer will work with local area Meridian Advocates for Youth Safety at a variety of events including driver's education, school events, Alive at 25 program events to promote defensive driving practices. Additionally, the officer also engages in several other educational opportunities like the Youth Safety Summit, Spring Safety Fling, drivers' education classes, and community safety events.

### **Results**

- STEP Officer issued the following citations during Year 3 of the grant:
  - 252 citations
  - 1 DUI arrest
  - 515 speed citations
  - 174 seat belt citations
- STEP Officer is preparing to become a certified police motor instructor.
- Based on 2016-2017 crash data provided by the MPD, Fatal & Injury crashes involving the following took place during the first year of the grant, crash data for the subsequent two years are not yet available.
  - Aggressive Driving decreased 2%
  - Distractions decreased 1%
  - Impaired Driving increased 1%
  - Unbelted F&SI crashes increased 2%



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## TRAFFIC ENFORCEMENT MOBILIZATIONS

PT-2018-02 Federal (SPT1802 State) OP-2018-EB (SSB18E State)  
M5HVE-2018-EB (SID18EB State) M5HVE-2018-EC (SID18EC State)  
M5HVE-2018-ED (SID18ED State) M5HVE-2018-EE (SID18EE State), DD-2018-02 (SDD1802)

### Project Description

The goal of each statewide mobilization is to establish project requirements with law enforcement agencies to align with the SHSP and to eliminate deaths, serious injuries and economic loss. Agencies taking part in the mobilizations enter into an agreement with OHS to perform dedicated patrol for traffic enforcement. For Impaired Driving mobilizations, OHS encourages participants to conduct enforcement during timeframes that are data driven; nighttime hours. Funding for these campaigns are allocated to locations throughout the state using demographic, traffic safety data, and past performance.

During the Occupant Protection mobilization, pre- and post- surveys are conducted and submitted along with their performance report. Although formal seat belt usage surveys are done annually through the OHS, the recipient of highway safety funds is given the opportunity to gauge performance by doing the pre- and post- seat belt surveys. The OHS Program Managers use this information as an indicator in evaluating and monitoring performance.

As part of the agreement, the law enforcement agencies publicize the enforcement effort with local media contacts to increase the awareness of enforcement and provide results before, during, and after mobilizations. Enforcement efforts are coupled with media and public education outreach designed to let the public know of the increased enforcement, thereby increasing the perception of stepped up enforcement. Idaho uses the same timeline model for media as NHTSA, closely mirroring their media calendar. Outreach efforts include using public service announcements (TV, radio, outdoor, and internet), social media, variable message boards, and earned media events. Upon completion of each mobilization, the agencies are responsible for reporting their performance.



FFY 2018 HVE Mobilization Schedule	
Impaired Driving Mobilizations	
December/January (Drive Sober or Get Pulled Over)	Dec. 13, 2017 - Jan. 2, 2018
March (St. Patrick's Day)	March 9-18, 2018
4th of July	June 29-July 8, 2018
Labor Day (Drive Sober or Get Pulled Over)	Aug. 16 - Sept. 3, 2018
Seat Belt Mobilizations	
May (Click it or Ticket)	May 21 - June 3, 2018
Aggressive/Distracted Driving	
100 to Zero (Aggressive)	July 20 – August 3, 2018
School Zone (Distracted)	August 15 – Sept. 4, 2018

### Results

The FFY '18 statewide mobilizations generated the following totals:

- 352 DUI Arrests
- 5,212 Speed citations
- 2,020 Seat Belt citations
- See chart below for details



## FFY 2018 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY

### Total Agency Results During Traffic Enforcement Mobilization Periods

Item	Holiday Season - Impaired Mobilization	March Impaired Mobilization	Seat Belt Mobilization (CIOT) May	4th of July Impaired Mobilization	Speed/Aggressive Driving Mobilization	School Zone Distracted Driving Mobilization	Labor Day Impaired Mobilization	Back-to-School Underaged Drinking
# Participating Agencies	49	52	50	57	35	22	49	24
Total Contacts	15711	8660	14293	11432	9407	7513	21454	2507
DUI - Alcohol	282	179	125	207	97	133	288	66
DUI - Drugs	19	35	12	43	10	8	15	1
DUI - Both	4	5	5	9	2	0	5	0
Under Age Alcohol Citations	54	54	29	52	28	65	94	24
SeatBelt Citations	228	137	1439	276	409	238	337	46
Child Safety Seat Citations	15	11	43	19	15	16	20	0
Felony Arrests	265	140	184	135	65	95	274	34
Recovered Stolen Vehicles	35	5	19	9	8	5	13	6
Fugitives Apprehended	289	122	285	174	82	149	360	40
Suspended Licenses	372	213	291	183	127	77	174	33
Uninsured Motorist	1153	662	1022	857	844	829	1369	158
Speeding Citations	1353	977	1781	1327	2508	2051	2616	381
Reckless Driving Citations	33	15	25	24	17	21	31	29
Texting/Distracted Citations	16	9	60	31	22	35	51	2
Other	1049	1239	1585	1105	1054	1128	1817	246

### Total Dedicated Officer Results During Traffic Enforcement Mobilization Periods

Item	Holiday Season - Impaired Mobilization	March Impaired Mobilization	Seat Belt Mobilization (CIOT) May	4th of July Impaired Mobilization	Speed/Aggressive Driving Mobilization	School Zone Distracted Driving Mobilization	Labor Day Impaired Mobilization	Back-to-School Underaged Drinking
# Participating Agencies	49	52	50	57	35	22	49	24
Total Contacts	3759	3180	5602	3823	5177	3062	3202	904
DUI - Alcohol	62	69	13	61	18	1	81	7
DUI - Drugs	5	15	0	7	2	0	2	0
DUI - Both	0	0	1	6	1	0	1	0
Under Age Alcohol Citations	7	20	4	8	5	0	8	13
SeatBelt Citations	54	67	1269	84	321	157	60	8
Child Safety Seat Citations	4	0	27	13	9	1	7	0
Felony Arrests	19	24	28	22	12	3	25	4
Recovered Stolen Vehicles	1	1	0	1	1	1	0	0
Fugitives Apprehended	27	19	48	25	16	15	29	1
Suspended Licenses	72	57	89	60	48	30	32	5
Uninsured Motorist	220	233	491	308	459	348	256	26
Speeding Citations	263	316	932	426	1826	1013	348	88
Reckless Driving Citations	6	6	11	10	3	3	2	0
Texting/Distracted Citations	3	3	29	1	14	12	3	0
Other	317	389	665	388	449	351	286	102

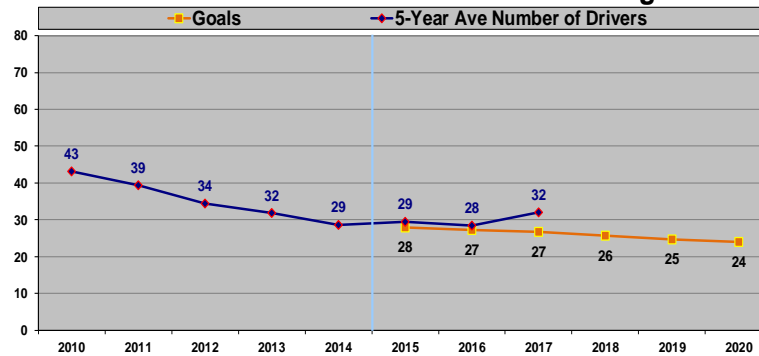




## Youthful Drivers

TSP-2018-02 Federal (SYD1802 State), TSP-2018-04 Federal, (SYD1804 State)

### C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes - 5 Year Average



#### Problem Identification

Youthful drivers, ages 15 to 19, are overrepresented in Idaho motor vehicle crashes with more than one out of every 5 crashes involving a youthful driver in 2015. This age group was involved in 2.5 times as many crashes as expected. Of the fatal crashes involving youthful drivers, 67% occurred in rural areas, while 71% of all crashes were in urban areas. Drivers in this age group are inexperienced and more likely to feel invincible. In 2015, the economic cost of youthful driver crashes was nearly \$728 million dollars, and represented 19% of the total cost of crashes.

#### Performance Target

**C9** – Maintain the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 27 (2011-2015) to 27 (2013-2017).

Outcome *Not Achieved*: Five-year average number of drivers, 20 years old and younger, involved in fatal crashes 2013-2017 = 32

#### Program Administration

There are 2 projects with a total planned budget of \$95,000. *Total Youthful Driver budget increased to \$102,000.00.*

#### Efforts & Activities to address Youthful Drivers include:

- Offer post-licensure driver education to Idaho's youthful drivers.
- Provide instructor support.



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## **Alive at 25**

TSP-2018-02 Federal, (SYD1802 State)

### **Project Description**

Funding will support the research and evaluation of youthful driver post-driver training defensive driver instruction, and provide training and law enforcement instructors to conduct the presentations.

### **Results**

- Funding was provided to purchase course materials and instructor National Safety Council memberships for 29 active Instructors throughout Idaho
- 161 courses were conducted
- 2,933 students completed the courses
- The course is offered to students 14 ½ through 24 years of age. 53% of the students who attended were 16-18 years old.
- The main reason for attendance was for citation dismissal.

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## **Teen Website**

TSP-2018-04 Federal, (SYD1804 State)

### **Project Description**

Funding will support web-hosting and contractor updates to the website.

[www.idahoteendriving.org](http://www.idahoteendriving.org)

### **Results**

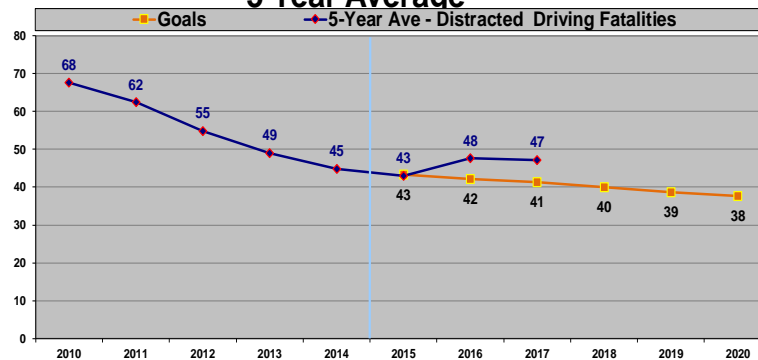
- Hosted website [www.idahoteendriving.org](http://www.idahoteendriving.org)
- Website was updated to include ITD Twitter feeds and current information on a monthly basis.



## Distracted Driving

DD-2018-01-00-00 Federal (SDD1801 State), DD-2018-02-00-00 Federal (SDD1802 State)

### I-1: Distracted Driving Fatalities 5 Year Average



#### Problem Identification

Distracted driving crashes are those where the investigating law enforcement officer indicates that either inattention or a distraction in or on the vehicle was a contributing factor in the crash. Distraction is defined by the National Highway Traffic Safety Administration as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity. Distraction is categorized into the three following types: visual (taking your eyes off the road), manual (taking your hands off the wheel), and cognitive (taking your mind off the road).

Distracted driving crashes made up 20% of all crashes in 2016 and were responsible for 25% of all fatalities. While 72% of all distracted driving crashes occurred on urban roadways, 71% of the fatal distracted driving crashes occurred on rural roadways.

While only 20% of all distracted driving crashes involved a single vehicle, 45% of fatal distracted driving crashes involved a single vehicle.

#### Performance Target

**I1** – Reduce the 5-year average number of fatalities resulting involving distracted driving from 42 (2012-2016) to 41 (2013-2017).

Outcome *Not Achieved*: The 5-year average number of fatalities involving distracted driving 2013-2017= 47.



### Program Administration

2 projects were managed under the Distracted Driving Program with a planned budget of \$80,000. *Total Distracted Driving budget increased to \$260,000.00.*

### Efforts & Activities to address Distracted Driving include:

- Conducted distracted driving High Visibility Enforcing to educate distracted drivers through the OHS mini-grant enforcement project.
- OHS collaborated with stakeholders to implement the SHIFT employer based distracted driving initiative.
- Provided distracted driving educational materials to law enforcement to distribute during traffic stops.

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## Distracted Driving Statewide Services

DD-2018-01-00-00 Federal (SDD1801 State)

### Project Description

Distraction is categorized into the three following types: visual (taking your eyes off the road), manual (taking your hands off the wheel), and cognitive (taking your mind off the road). This project utilized dedicated funding to develop, produce, and disseminate public information materials to be used by highways safety program partners to help educate the public about the dangers of distracted driving. Funds were also intended to be used to support requests for highway safety partners to attend distracted driving focused training and travel.

### Results

- Developed and produced Shift themed distracted driving pamphlet.
- Disseminated 3,000 Shift distracted driving pamphlets for local law enforcement to provide during traffic stops.

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## Distracted Driving High Visibility Enforcement

PT-2018-02-00-00 Federal (SDD1802 State)

### Project Description

Funding supports distracted driving enforcement during distracted driving awareness month (April), and mini-grants in support of distracted driving enforcement when the data supports such activities.

Distracted driving crashes made up 20% of all crashes in 2016 and were responsible for 25% of all fatalities. Distraction is categorized into the three following types: visual (taking



your eyes off the road), manual (taking your hands off the wheel), and cognitive (taking your mind off the road). Grant funding was utilized to support statewide distracted driving enforcement and mini-grants to conduct distracted driving enforcement where the data supports the activities.

### Results:

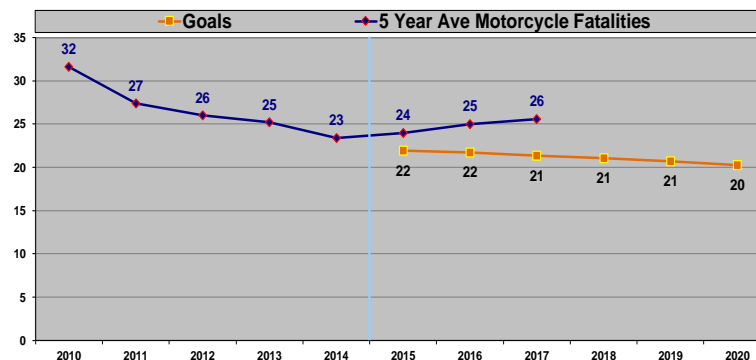
- 22 agencies participated in a statewide Distracted Driving mobilization during the back-to-school weeks in FFY18.
  - 3,062 vehicle contacts were made
  - 1,013 speed citations were issued
  - 157 seat belt citations were issued
  - 12 texting tickets were issued
- Outreach was conducted by participating law enforcement agencies about the distracted driving enforcement.



## Motorcycle Safety

MC-2018-01 Federal (SMC1801), MC-2018-02 Federal (SMC1802), MC-2018-03 Federal (SMC1803),  
MgMA-2018-02-00 (SMA1802), M5PEM-2018-04-00 Federal (SID1804),  
MC-2018-10 Federal (SMC1810)

### C-7: Motorcycle Fatalities - 5 Year Average



### Problem Identification (from HSP)

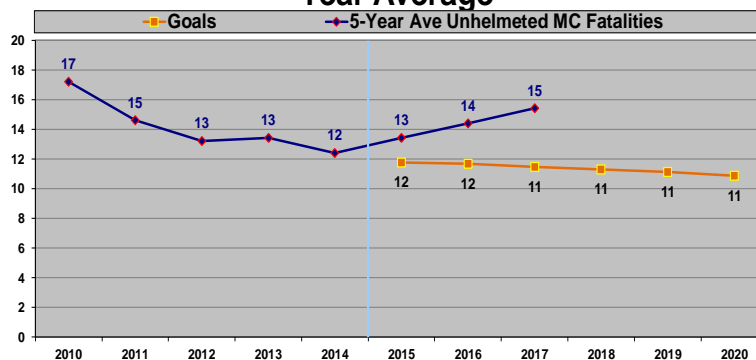
Motorcycles are vehicles with the same rights and privileges as any other motor vehicle on the roadway. Idahoans who ride motorcycles do so for many reasons, some ride for economic reasons and others for recreational use. Motorcyclists are much more vulnerable to injury in a crash due to their exposure. Of all the motorcyclists involved in crashes in 2016, 85 percent received some degree of injury and 52 percent of fatal motorcycle crashes involved only the motorcycle.



Idaho had 55,865 registered motorcycle in 2016, this represents 4 percent of all registered vehicles in Idaho, yet motorcyclists represent 14.6 percent of the fatalities in all motor vehicle crashes.

In 2016, 22 riders were killed in motor vehicle crashes, which was a slight decrease over the prior two years. More than half of fatal motorcycle crashes (52%) involved just the motorcycle, while 24 percent of fatal motorcycle crashes involved an impaired rider. Idaho does not have a universal helmet law, only riders and passengers younger than 18 years of age are required to wear helmets. 55.7 percent of motorcyclists involved in the 528 reported motorcycle crashes in 2016 were wearing helmets.

### C-8: Unhelmeted Motorcycle Fatalities - 5 Year Average



#### Performance Target

**C7** – Reduce the five year average number of fatalities resulting from motorcyclists killed from 22 (2012-2016) to 21 (2013-2017).

*Outcome Not Achieved:* Five-year fatality rate involving motorcycle fatalities from 22 (2012-2016) to 21 (2013-2017) = 26

**C8** – Reduce the five year average number of motorcyclists killed that were not wearing helmets from 12 (2012-2016) to 11 (2013-2017).

*Outcome Not Achieved:* Five-year fatality rate involving un-helmeted motorcycle fatalities from 12 (2012-2016) to 11 (2013-2017) = 15

#### Program Administration (number of projects, with total planned budget)

5 projects with a planned budget of \$122,000. *Total Motorcycle Safety budget increased to \$180,604.59.*



### Efforts & Activities to address Motorcycle Safety include:

- Developed a Motorcycle SHIFT video in partnership with our motorcycle advocates.
- Grant funding was used to purchase a trike for the Idaho STAR Program rider training program.
- OHS funds supported two Motorist Awareness rallies, in Boise and Coeur d'Alene, the first weekend in May.
- Funded an independent analysis of the 2017 fatal motorcycle crash reports.
- SHSP partners met regularly to prioritize and implement strategies and goals.
- An Idaho motorcycle road map was developed and distributed statewide.
- Sponsored an Impaired Rider campaign in August, through our contract with Davies Moore.



### Motorcycle Safety Statewide Services

MC-2018-01 Federal (SMC1801 State)

#### Project Description

The objective of this project is to continue working with motorcycle safety partners to provide education, outreach efforts and implement projects that support and promote motorcycle safety.

The SHSP Motorcycle Committee members work closely with OHS to undertake a variety of projects and awareness efforts to promote motorcycle safety, and education statewide.

#### Results

- Small percentage of funding was used as a stipend to reimburse SHSP Committee member, Lane Triplett, for his excellent work on the fatality analysis summary.
- Purchased cones which will be used for the motorcycle safety event, Chills and Thrills, which is hosted by law enforcement every year.





- Partnered with Idaho STAR to purchase a Harley Davidson Street 750 bike, with a Frankenstein kit which was converted to a trike and will be used for trike/sidecar rider training classes.
- OHS sponsored Will Stoy, SMSA Committee Chair, to attend and present at the 2018 conference in Sacramento. He presented a workshop, to talk about how to implement a “Chills and Thrills” program in other states. It was a great turnout, with a lot of enthusiasm.
- In the summer of '18, OHS partnered with our motorcycle advocates and ITD Communication team to develop a SHIFT themed Motorcycle PSA.



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## STAR Communication & Training Grant

MC-2018-10-00 Federal (SMC1802 State)

### Project Description

Funding will be used to support the Idaho **STAR** Program’s implementation of an online motorcycle rider training program. The **STAR** program will implement a computer-based motorcycle rider training program, making motorcycle rider training more accessible to all motorcyclists across Idaho. Training attendance will be tracked and reported to OHS.

### Results

- Obtained online training program licensing from TEAM/OREGON ODOT.
- Secured web hosting through A-Vibe.
- Software program integration with current student database/rider education management software completed.
- Changes to content for **STAR** branding and consistency with current curriculum implemented.
- Online training program eRider® advertised on **STAR** website.
- 272 students/riders attended the online training program eRider® since its implementation.

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## Motorcycle Awareness Paid Media

M9MA-2018-02 (SMA1802 State)

### Project Description

Funding will be used to develop and implement a statewide motorcycle awareness paid media campaign to further the goals to eliminate motorcycle crashes that involve at least one other vehicle.





## Results

- Digital media (Facebook promoted video) was used to ensure that the message was reaching our target audience in the male demographic ages 25-54.
- Radio spots were also purchased using 2016 crash data by county to ensure that coverage was achieved.
- An added highlight for this year included a live Facebook event in which OHS partnered with our committee members, to talk about a variety of motorcycle safety challenges. This was very well received by the community.
- *It is important to note that a percentage of this funding was also used to cover radio costs during the Impaired Rider campaign, since the spot that was run during the August campaign (in error) was Motorist Awareness focused. Please refer to Impaired Rider Paid Media project for additional information.*

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## Idaho Coalition for Motorcycle Safety (ICMS) Awareness Rally

MC-2018-00 Federal (SMC1810 State)

## Project Description

OHS values greatly our partnerships in promoting motorcycle safety. Funding will be used to support motorcycle safety partner efforts to raise awareness about the presence of motorcycles on Idaho's roads through the coordination of annual motorcycle awareness rallies. The rallies (Boise and Coeur d'Alene) are promoted through outreach to media, press releases, social media, and rider groups. Funding supports fees associated with rally expenses.

## Results

- ICMS hosted a rally in Boise and Abate of North Idaho hosted the Coeur d'Alene rally.
- Great turnout of riders at the Boise rally.
- SHSP Committee partnered with OHS to share a safety message two days prior to the rally, in conjunction with kicking off rider season.
- OHS distributed new Idaho Motorcycle Route maps.
- Idaho STAR Director Sunshine Beer, and Highway Safety Manager John Tomlinson were a few of the highlighted speakers at the Boise rally.



## Impaired Motorcyclist Paid Media

M5PEM-2018-04-00-00 Federal (SID1804 State)

### Project Description

Paid media campaign to target aggressive and impaired riders as part of statewide rider awareness and enforcement campaigns. Grant funds will be used to develop and implement a statewide impaired motorcycle safety campaign.

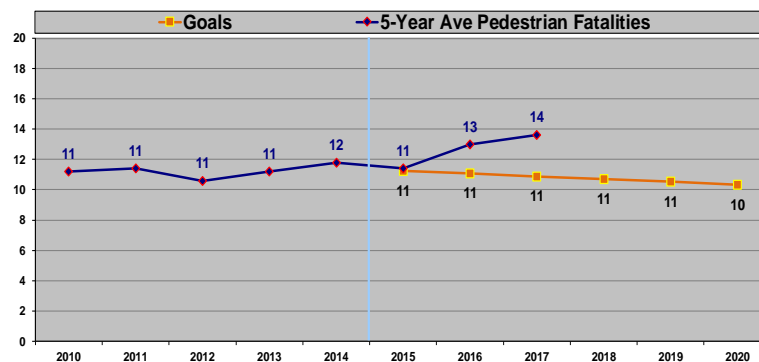
### Results

- Motorcycle Impaired Rider campaign aired statewide August 6 – September 4<sup>th</sup> targeting men primarily ages 25-54.
- Impaired riding video message aired statewide via social media.
- *The incorrect radio public service announcement was aired during this campaign. An impaired riding radio PSA was meant to be aired, but instead a motorist awareness radio PSA was aired. The correct funding sources were used for the radio and online video. The balance in funds for this project was due to other funding needing to be used for the radio. It was a coordination error between OHS and the media vendor.*

## Bicycle and Pedestrian Safety

PS-2018-01 Federal (SPS1801 State)

### C-10: Pedestrian Fatalities - 5 Year Average



### Problem Identification (from HSP)

Crashes involving pedestrians increased by 14% in 2016, and the number of pedestrians killed in motor vehicle crashes increased by 125%. Of all pedestrians involved in crashes in 2016, 97% received some degree of injury. Of the pedestrians killed in motor vehicle crashes in 2016, all were 21 years of age or older. Impaired pedestrians were involved in 10% of all pedestrian crashes and 28% of fatal pedestrian crashes.



The number of bicycle crashes increased by 12% in 2016, and there were six bicyclists killed. Of the bicyclists involved in crashes in 2016, 97% received some degree of injury. Of all bicyclists involved in crashes in 2016, 25% were between the ages of 4 and 14.

### Performance Target

**C11-** Maintain the five-year average number of bicyclists killed by motor vehicles from 2 (2012-2016), to less than or equal to 2 (2013-2017).

Outcome was *Not Achieved*: Five-year fatality rate involving a pedestrian was 3 (2013-2017).

**C10-** Maintain the five-year average number of pedestrians killed by motor vehicles from 11 (2012-2016), to less than or equal to 11 (2013-2017).

Outcome was *Not Achieved*: Five-year fatality rate involving a bicyclist was 14 (2013-2017).



### Program Administration (number of projects, with total planned budget)

2 Bicycle and Pedestrian Safety projects were planned for a total budget of \$20,000. *Total Bicycle & Pedestrian Safety budget increased to \$40,000.00.*

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## Bicycle and Pedestrian Statewide Services

PS-2018-01 Federal (SPS1801 State)

### Project Description

This project provides funding support for the bicycle and pedestrian safety education, enforcement, and outreach efforts across Idaho. OHS partners with bicycle and pedestrian safety advocates to increase motorist awareness about the presence of bicyclists and pedestrians, and to promote bicyclist and pedestrian safety awareness.



## Results

- Facilitated the production of a bicycle safety PSA.
- Partnered with AAA of Oregon/Idaho to promote Back to School safety.
- Provided bicycle and pedestrian safety education at fairs and events:
  - Bicycle Safety Fun Page (K-6 Grade)
  - Pedestrian Safety Fun Page (K-6 Grade)
  - How to Fit a Bicycle Helmet (All ages)
  - Rules of the Road Bicycle and Pedestrian Card Games (All ages)
  - Idaho Walk Smart (All ages)



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## Idaho Walk Bike Alliance

PS-2018-02 Federal (SPS1802 State)

## Project Description

Funding was used for Idaho Walk Bike Alliance (IWBA) to further utilize bicycle and pedestrian data to conduct statewide education and awareness efforts, which promoted the rules of the road and safety for all road users.

## Results

- Grant inactivated January 24, 2018
- *IWBA chose to work with OHS and the ITD videographers to create a PSA for planned outreach regarding education and awareness for bicycle and pedestrian road safety.*





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## Community Traffic Safety Projects

CP-2018-03 Federal, (SCP1803 State)

CP-2018-01 Federal, (SCP1801 State), CP-2018-02 Federal, (SCP1802 State)

### Problem Identification

The Community Traffic Safety Program provided a necessary link between the Idaho Office of Highway Safety (OHS) and local communities. Idaho's diverse demographics in population and local diversity as well as the size and distance between locations make it difficult to administer a centralized program. The OHS established Community Traffic Safety Projects (CTSP) under this program area to provide coverage to all 44 Idaho counties and in areas of greatest need. The CTSPs defined tasks, such as participation in NHTSA national safety campaigns. Other projects established were based on local needs. The projects required, provided and managed education and outreach activities that addressed all of the Safety Focus areas based on local data and need as established and included in the Strategic Highway Safety Plan (SHSP).

Projects must address critical safety needs by analysis of crash data as the principle basis for programs. Data analysis and problem identification was the foundation for each project and determined the structure and accuracy of the goals, activities, measures, and evaluation efforts for the duration of the project. Analysis included at least 5 years of crash, injury, and fatality data; license, registration, and conviction data; and other data from various sources. Data included in agreements identified safety problems and supported the subsequent development of goals and activities. Broad program area goals were tied to the specific countermeasures selected.

### Performance Target

Because this project included outreach efforts to provide a link between OHS and local communities, three performance measures were addressed.

**C1-** Reduce the five-year average number of fatalities from 191 (2012-2016) to 190 (2013-2017)

Outcome *Not Achieved*: Five-year average number of fatalities for 2012-2016 = 223

**C2** – Reduce the five-year average number of serious injuries from 1263 (2012-2016) to 1250 (2013-2017)

Outcome *Not Achieved*: Five-year average number of serious injuries for 2013-2017 = 1,293

**C3** – Maintain the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.17 to 1.17.

Outcome *Not Achieved*: Five-year fatality rate per 100 million AVMT = 1.33



### **Program Administration** (number of projects, with total planned budget)

Three projects were managed under the Community Traffic Safety Program with a planned budget of \$114,550. *Total Community Traffic Safety Projects budget increased to \$214,870.49*

### **Efforts & Activities to address traffic safety included:**

- 2018 Highway Safety Summit was a great success, with a larger turnout than was expected.
- A variety of outreach events were coordinated with businesses, schools, and other safety partners as part of the SHIFT Program.
- OHS funded one Law Enforcement Liaison (LEL) for each of the six ITD districts.
- LEL's in eastern Idaho conducted a Tri County DUI Task Force with several law enforcement agencies. The Task Force included agencies from Bingham County, Caribou County, Idaho State Police- Region 6, Jefferson County and Madison County.

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## **Highway Safety Summit**

CP-2018-01 Federal (SCP1801 State)

### **Project Description**

OHS sponsored a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants, and provide an educational opportunity for law enforcement, advocates, prosecutors and other partners in highway safety. The goal is to offer training and education that will touch on each SHSP focus area and each of the four E's (enforcement, education, engineering and EMS.)

### **Results**

- Attendance at the 2018 Highway Safety Summit was 206.
- Community Service Award was presented to Travis Stickler.
- Beyond the Traffic Stop Awards were presented to Trooper Farley (ISP – District 3), Corporal Sproat (ISP – District 3), Corporal Cottrell (ISP – District 3), and Sergeant Cagle (ISP – District 3).
- Innovative Agency of the Year Award was given to Twin Falls Police Department.
- General Session Presentations included: The Platform Life has Given You (Marty Tadman), The Idaho Impaired Driving Shift (Jared Olson), and Understanding the Criminal Justice System (Jann Ferris).
- Law Enforcement officers were offered POST certified credits for the workshops that they attended.
- Workshops that were offered included: Social Media Messaging for LE Agencies, Community Collaboration, Safety Zones 101 – Policing in Construction Zones, OHS



Grants & Other Sources, How to: No Refusal Weekend & DUI Task Force, Enforcement Strategies that Work, among a few others.

- Coach Viliami Tuivai was the Keynote Speaker for the main session, and for the Executive Session. He talked about how to create a culture of success and fulfillment, and also talked about how bridging today will bring achievement to our goals.



## Law Enforcement Liaison

CP-2018-02 Federal (SCP1802 State)

### Project Description

Provide federal funding to one law enforcement agency from each Idaho Transportation District for a Law Enforcement Liaison (LEL) representative to create a network of Law Enforcement Liaisons (LELs) to promote NHTSA priority programs and provide ongoing technical assistance at the community level. The LEL program also promotes the number of law enforcement agencies that participate in the statewide traffic enforcement mobilizations as well as maintain law enforcement agency relationships and facilitates the development and promotion of highway safety programs and officers in Idaho.

Their tasks include providing technical assistance to the impaired driving task forces, relay proper case law regarding various aspects of impaired driving, and to act as an extension of the OHS for our law enforcement partners. The LEL's also provide training and technical assistance to law enforcement agencies, assist in the selection of enforcement areas and municipal police departments, coordinate multi-jurisdictional enforcement efforts, monitor the performance of police during enforcement campaigns, and prepare reports as necessary.

Number of Agencies who Participated in HVE Mobilizations				
Year	Sheriff's	Police	State Police	Total
2018	26	35	6	67
2017	44	27	6	77
2016	27	43	6	76
2015	28	38	6	66





## Results

- The six LEL's visited the law enforcement jurisdictions within their respective districts for a total of over 225 visits
- LEL's assisted with the coordination of, and attended onsite training of grantees regarding changes to the grant tracking software.
- There was a slight increase in the number of police agencies that participated, decrease in sheriff participation within the traffic enforcement mobilization participation.
- LEL in District 2, Lieutenant Rich Adamson, has put a lot of effort in recruitment, sponsorship, and event logistics for the 2019 Highway Safety Summit which will be held in Lewiston.
- LEL's have coordinated closely with OHS Program Team to communicate any grant/project related inquiries to agencies within their regions.
- ISP Corporal Scott Bolen was selected as the new LEL for District 4.

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## Idaho Highway Safety Coalition

CP-2018-03 Federal (SCP1803 State)

## Project Description

Sustain a coalition to organize and generate support for the behavioral focus areas as established by the SHSP. Include agencies and organizations that are representative of the state's demographic composition. Provide educational programs to schools and local employers; partnering with local organizations to address identified safety focus areas; assisting enforcement agencies to target local problems based on crash data; provide outreach and education on a variety of traffic safety issues to local counties, cities and jurisdictions.

## Results

- *There was no significant coalition activity in this grant year. There will be more emphasis on education and outreach through the SHIFT program in FFY '19.*
- Quick Notes newsletter distributed to over 2,500 on a monthly basis keeping the IHSC members and state highway safety partners informed on the data, training, and current events for highway safety.





## Traffic Records and Roadway Safety

TS-2018-01 Federal (STR1801 State), RS-2018-01 (SRS1801),  
K9-2018-01 Federal (SK91801 State), M3DA-2018-01 Federal (SKD1801 State),  
K9-2018-02 Federal (SK91801 State), M3DA-2018-02 Federal (SKD1802 State),  
M3DA-2018-04 Federal, (SKD1804 State)

### Problem Identification

The number of Idaho crashes increased by 5.5 percent, from 24,018 in 2015, to 25,328 in 2016. Fatalities from the crashes increased 17 percent, from 216 in 2015, to 253 in 2016. Fatalities have decreased slightly in 2017 to 245.

A comprehensive traffic safety program for Toward Zero Deaths is based upon efficient and accurate record systems. The Office of Highway Safety process identifies highway safety problems, develops measures to address the problem, implements the measures, and evaluates the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools by 1) maintaining and enhancing the crash collection from law enforcement through IMPACT (eIMPACT); 2) maintaining and enhancing the WebCARS analysis software; 3) responding to user requests for changes within the eIMPACT and WebCARS software; 4) maintaining and enhancing high crash locations, crash causation and roadway characteristics; 5) identifying safety corridors with data-driven support for infrastructure safety improvements on Idaho roadways; and 6) addressing recommendations noted in the latest Traffic Records Assessment, and the TRCC created Idaho Traffic Record Systems Strategic Plan (ITRSSP), to improve data in the traffic record systems for timeliness, completeness, accuracy, accessibility, uniformity and integration.

### Performance Target

Performance measures and targets are updated annually in the ITRSSP by the Traffic Records Coordinating Committee. The funding and data improvement for accuracy, timeliness and completeness measures are focused on implementing a statewide electronic field reporting system for citations.

### Program Administration (number of projects, with total planned budget)

Four (4) projects were managed under the Traffic Records and Roadway Safety Program with a planned budget of \$3,156,000.

### Efforts & Activities to address Traffic Records and Roadway Safety include:

- 3 TRCC meetings
- TRCC members involved in a data business planning and data integration process through FHWA



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## **Traffic Records Data & Roadway Safety Analysis for eCitation**

TS-2018-01 Federal (STR1801 State); RS-2018-01 Federal (SRS1801)

### **Project Description**

Grant funding was used to enhance the linkage and timely analysis for citation data use and information reporting. Funds were applied toward the improvement of elmpact and for WebCARS.

### **Results**

- Conducted 2 elMPACT law enforcement trainings
- Improved the quick crash portion of elmpact allowing the transfer of scanned information from elmpact to the citation
- Began converting elmpact from Access to SQL server
- Enhanced the mobilization portion of WebCars

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## **TRCC Data Improvement Projects**

M3DA-2018-01 Federal (SKD1801 State); Kg-2018-01 (SKg1801)

### **Project Description**

Objective of this project was to improve timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance.

### **Results**

- There were no new projects determined for this area. We tried to do numerous projects but our timeline was too short to implement the projects before the end of the fiscal year. One project is going to be funded in FFY '19. The others will not be done at this time.

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## **Statewide Electronic Ticketing (SWET); formally known as SCERS**

Kg-2017-02 Federal (SKg1802 State); M3DA-2017-02 Federal, (SKD1802 State)

### **Project Description**

Funding was used to enhance the Meridian software platform for all statewide electronic citation system in agencies that have not yet installed a system to improve citation data timeliness and accuracy. Funds were also used to purchase equipment for those agencies that did not have equipment.



## Results

- 22 Law Enforcement Agencies applied for SWET
- 4 agencies are up and running SWET
- Idaho Transportation Department Port of Entry began the process to implement SWET
- 20 trainings and demonstrations (web-based) were conducted
- Multiple smaller agencies will have the opportunity to have an e-citation program that otherwise would have been cost prohibitive.

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## Mobile Automated Traffic Recorders (Mobile ATR)

M3DA-2018-04 Federal, (SKD1804 State)

## Project Description

Provide funding for mobile Automated Traffic Recorder (ATR) equipment for gathering data to be used for a more complete view of Idaho's traffic data, particularly on non-state highway routes and some rural state highways. The mobile nature will allow ITD to gather different location data in the future.

## Results

- 6 Local Highway Districts borrowed the equipment

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## Mini-Grant Summary

PT-2018-02-00-00 Federal (SPT1802 State)

DD-2018-02-00-00 Federal (SDD1802 State)

16AL-2018-01 Federal (S641801)

During the years 2012-2016, aggressive driving, distracted driving, and impaired driving were the top three contributing factors in all fatal and serious injury crashes. Lack of seat belt use continued to be a significant contribution in all fatal crashes, with almost 60 percent of the people killed during that time period were unrestrained.

The goal of the mini-grants project is to align with the SHSP, and to eliminate deaths and serious injuries on Idaho's roadways. Agencies taking part in the mini-grant traffic enforcement apply for funding based on crash data driven problem identification, as determined by the law enforcement jurisdictions, during periods that are outside of the national mobilization schedules.

Funding for the mini-grants was allocated from the aggressive driving, distracted driving, and impaired driving programs.



### Performance Targets

**C1** – Reduce the five-year average number of fatalities from 191 (2012-2016) to 190 (2013-2017).

Outcome *Not Achieved*: Five-year fatality rate from 2013-2017 =223

**Program Administration** The mini-grants were comprised of 49 projects.

### Results

- 31 Impaired driving mini-grant projects were awarded
- 15 Aggressive driving mini-grant projects
- 3 Distracted driving mini-grant projects
- 8 Agencies purchased traffic enforcement equipment.
- The following citations issued by participating agencies:
  - 46 DUI arrests
  - 2,228 speed citations issued
  - 1,023 seatbelt citations issued

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## COMMUNICATIONS and MEDIA

PM-2018-01 Federal (SPM1801 State)

M5PM-2018-PM (SID18PM)

M9MA-2018-02 (SMA1802)

### Problem Identification

A majority of the communications are initiated by the Office of Highway Safety (OHS) in conjunction with high visibility enforcement traffic mobilizations. These efforts use the proven NHTSA timeline formula as executed through NHTSA's Traffic Safety Marketing website. OHS works closely with the Idaho Transportation Department's Office of Communication to coordinate news releases, media events, and news conferences. The two groups also work closely together to promote enforcement activities, highway safety awareness, and community events by producing public service announcements for television, radio, print, and digital use for both paid and non-paid campaigns. OHS maintains a social media presence by using Twitter, Facebook, and Instagram. Highway safety videos are stored on a YouTube channel operated by the ITD Office of Communication.



The paid media campaigns are coordinated through a contract with the Boise-based media and marketing firm Davies Moore. The agency works closely with OHS program managers to execute and deliver campaigns. Paid media campaigns are conducted to complement Federal efforts to amplify messaging. All press releases, electronic messages, talking points, and interviews use the NHTSA enforcement messaging. OHS also works closely with the ITD Office of Communication to ensure messaging and branding is consistent with the department's strategic goals.

**Performance Targets** C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, I-1, I-2

#### **Program Administration**

6 programs (Impaired, Occupant Protection, Distracted Driving, Aggressive Driving, Motorcycle, Bicycle & Pedestrian) were managed with a planned budget of \$705,000.

*Total Communications and Media budget increased to \$1,221,147.10.*

#### **Efforts and Activities included:**

- Through our media contract with Davies Moore, OHS purchased media for the following campaigns: Impaired Driving, Occupant Protection, Distracted Driving, Aggressive Driving (100 Deadliest Days), School Zone Safety, Motorcycle, Underage Drinking and Bicycle/Pedestrian Program.
- Based on Idaho's crash data trends, a majority of the campaigns are still targeting male drivers age 21-34, which shows that DUI's and unbelted fatalities as a major contributor to crashes.
- The Office of Highway Safety partnered with collegiate and professional sports teams in Idaho to promote safe driving behaviors among their fan bases.
- ITD partnered with one of Idaho's largest employers, Idaho Power, to develop strategies and methods to reduce distracted driving behaviors through the workplace.
- Media purchased included: digital, live reads, Spanish/English radio, outdoor signs, cable and Pandora.
- The OHS Program Team worked closely with the ITD Communications Office to implement media plans that helped all of the grantees and safety partners to establish earned media plans through the fiscal year.



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## Paid Media

PM-2018-01 Federal (SPM1801 State)

### Project Description

Funding for paid media purchases and media development for target audiences, to raise awareness and change behavior in an effort to reduce death, injuries and economic losses in traffic crashes as determined by the SHSP. Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods. Message recognition and penetration will be measured through the annual public opinion survey and media buy demographic reports.

OHS contracted with Marketing Media Group LLC (Davies Moore) for its media buys and limited production services. Most of the production services are prepared and produced in house at the ITD through the Communications Office. OHS used four primary forms of media to communicate safety messages: outdoor (billboard), radio, television/cable, and social media (Facebook, Twitter and Instagram). In addition to Davies Moore posting messages on OHS's Facebook and Instagram account, ITD Communications also posted safety messages and PSAs on ITD's Facebook, Twitter and YouTube accounts, as well as on ITD's Transporter (internal) and general public websites.

### Results

- Radio, live reads, and digital was utilized for Underage Drinking, September campaign. This was funded with State funds.
- Public announcement messages for Impaired, Occupant Protection, Distracted and Aggressive Driving projects utilized during Hawks Baseball 2018 season.
- English/Spanish radio, live reads, and digital were utilized for the 100 Deadliest Days campaign, July and August.
- English/Spanish radio, outdoor, digital, and Idaho Sports was utilized for May Click it or Ticket Occupant Protection mobilization.
- Radio and digital (Facebook promoted video) was utilized for School Zone Safety, August campaign.
- Digital (Facebook promoted video) and radio was utilized for Motorcycle Safety Impaired, August campaign.

OHS contracted with Marketing 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, Pandora, Hulu 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, YouTube account, and ITD's Transporter (internal) and general public websites.

## Media Survey/Public Opinion Poll

PM-2018-01-00-00 Federal, (SPM1802 State)

### Project Description

The objective was to contract with University of Idaho to conduct a public opinion poll using sound scientific polling strategies, to evaluate the effectiveness of paid media communication tools and marketing strategies centered around driving behavior in Idaho.

### Results

- Due to lack of communication from the contractor, OHS was unable to conduct this public opinion poll.

## Paid Media Financial Summary PM-2018

Focus Area	Section 402		Section 405		164 Incentive		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving	\$130,000	\$129,713.17	\$150,000	\$99,148.95	\$79,000	\$77,143.68	\$359,000	\$306,005.80
Impaired Motorcycle	\$22,000	\$21,111.36	\$50,000	\$28,901.68			\$72,000	\$50,013.04
100 Deadliest Days	\$80,000	\$79,897.08					\$80,000	\$79,897.08
Occupant Protection	\$80,000.00	\$80,252.28	\$50,000	\$21,561.88			\$130,000	\$101,814.16
Child Passenger Safety			\$60,000	\$59,747.93			\$60,000	\$59,747.93
Motorcycle Awareness			\$83,604.59	\$78,956.04			\$83,604.59	\$78,956.04
Distracted Driving	\$78,000	\$70,769.75					\$71,000	\$70,769.75
School Zone	\$30,000	\$29,939.70					\$30,000	\$29,939.70
<b>Total Paid Advertising</b>							<b>\$885,604.59</b>	<b>\$777,143.50</b>



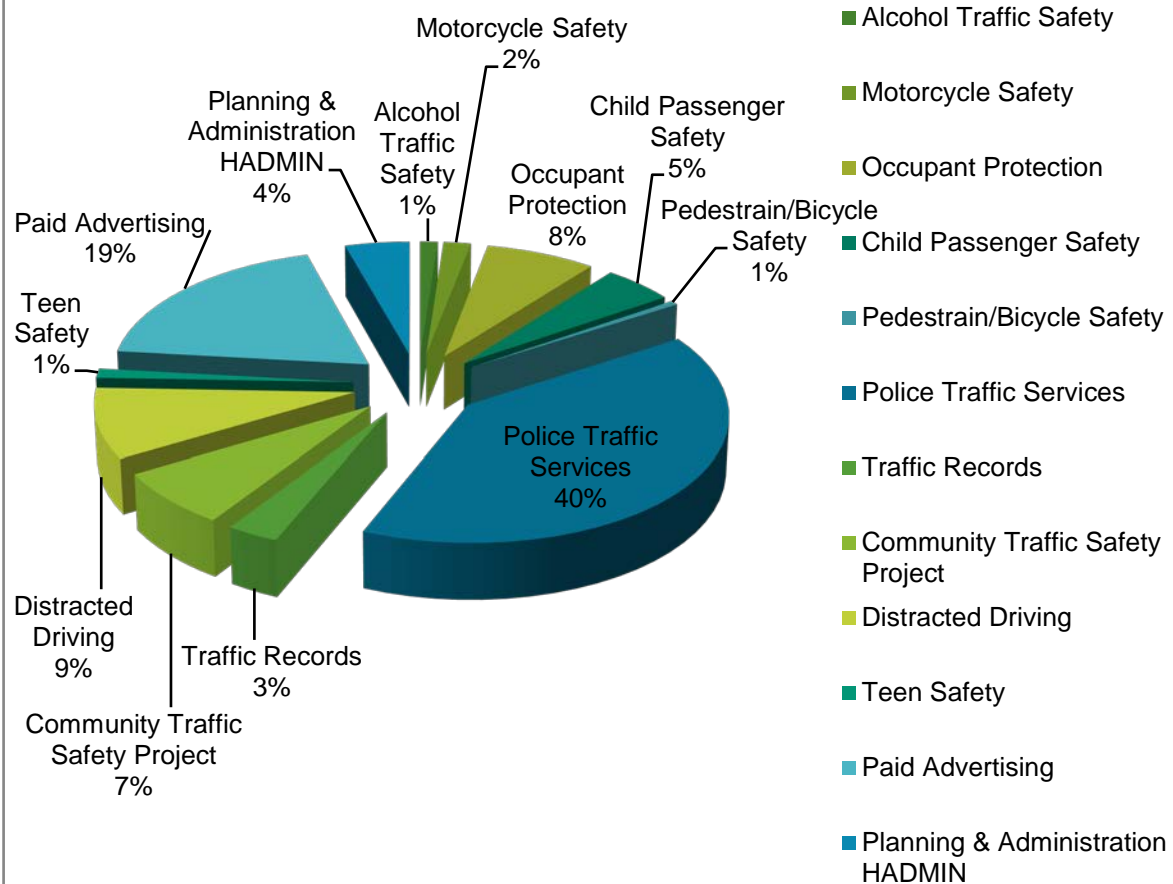
PROGRAM	CAMPAIGN	MEDIA CHANNEL	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS
Distracted Drivers	SHIFT Oct-Dec 2017	English Radio	10/23/17 - 12/31/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	11.50	70.65%	1,624	1,650
		Spanish Radio	10/23/17 - 12/31/17	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	162	162
		TV Men 45-65+	10/23/17 - 11/19/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	2.85	50.75%	142	155
		TV Women 30-44	10/23/17 - 11/19/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	2.95	49.85%	190	228
		TV Adults 18-34 (includes Hispanic audience)	10/23/17 - 11/19/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	2.08	38.43%	270	334
		Online (Centro)	10/23/17 - 12/31/17	Statewide	6.00	452,182	2,713,092	542,962
	SHIFT April-May 2018	English Radio Men 45-65+	4/23/18 - 5/20/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	8.73	49.55%	603	617
		English Radio Women 30-44	4/23/18 - 5/20/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	5.98	56.85%	614	642
		English Radio Adults 18-24	4/23/18 - 5/20/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	7.48	62.93%	695	708
		Spanish Radio	4/23/18 - 5/20/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	217	217
		Live Reads	4/23/18 - 5/20/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	6.15	40.03%	442	460
		Pandora	4/23/18 - 5/20/18	Statewide	6.67	239,880	800,000	800,000
		Digital Banners-Spokesman Review	4/23/18 - 5/20/18	Northern Idaho	179 Clicks	0.09% CTR	201,418 Impressions	N/A
		Idaho Statesman Homepage Takeover	4/23/18 - 5/20/18	Southern Idaho	306 Clicks	0.45% CTR	67,304 Impressions	N/A
		Townsquare Radio Group Homepage Takeover Cluster	4/23/18 - 5/20/18	Southern Idaho	193 Clicks	1.83% CTR	10,552 Impressions	N/A
		EastIdahoNews.com Pushdown Banner	4/23/18 - 5/20/18	Eastern Idaho	201 Clicks	0.10% CTR	199,280 Impressions	N/A
		Twin Falls Times News Homepage Takeover	4/23/18 - 5/20/18	Twin Falls	430 Clicks	0.62% CTR	69,272 Impressions	N/A
		KTVB Homepage Takeover	4/23/18 - 5/20/18	Southern Idaho	90 Clicks	0.07% CTR	133,647 Impressions	N/A
Impaired Drivers	December Impaired	English Radio	12/11/17 - 12/31/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Moscow/Lewiston	15.30	79.45%	3,127	3,430
		Spanish Radio	12/11/17 - 12/31/17	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	280	286
		Television/Cable (Project Roadblock)	12/11/17 - 12/31/17	Southern Idaho & Twin Falls	10.75	21.55%	162	356
		Out of Home (Lamar)	12/11/17 - 12/31/17	Southern Idaho, Eastern Idaho, Twin Falls, Moscow/Lewiston	5.94	53.51%	20 Boards 629,150 Impressions	8 Bonus Boards 81,536 Impressions
	March Impaired	Radio	3/5/18 - 3/17/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.78	82.18%	2,262	2,281
		Television/Cable KNIN Sponsorship	3/5/18 - 3/17/18	Boise	2.70	45.90%	60	55
		Pandora	3/5/18 - 3/17/18	Statewide	6	222,222	666,666	666,666
	Fourth of July	Radio English	6/25/18 - 7/8/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.18	75.30%	2,302	2,473
		Radio Spanish	6/25/18 - 7/8/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	391	391
		Radio Live Reads	6/25/18 - 7/8/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.60	49.55%	474	502
		Out of Home (Lamar)	6/25/18 - 7/22/18	Southern Idaho, Eastern Idaho, Twin Falls, N Idaho, Moscow/Lewiston	6.14	57.90%	27 Boards 720,805 Impressions	8 Boards 88,911 Impressions
	Labor Day	English Radio	8/20/18-9/9/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.40	58.89%	2,491	2,484
		Spanish Radio	8/13/18-9/9/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	599	705
		:15 Second Live Reads	8/13/18-9/9/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.73	54.40%	657	691
		Out of Home (Bar Advertising)	8/13/18-9/7/18	Statewide	n/a	n/a	33-65 Venues	Table Tents
		Out of Home (Lamar)	8/13/18-9/7/18; 8/20/18-9/16/18	Boise, Canyon County, Twin Falls, Lewiston, Pocatello, Idaho Falls, Rural Market	6.24	56.61%	27 Boards 710,220 Impressions	8 Boards 93,572 Impressions
Motorcycle	May Motorcycle	Radio	5/7/18 - 5/27/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.28	73.40%	1,849	1,923
		Online (Centro)	5/1/18 - 5/30/18	Statewide	2	409,016	817,944	0
	Motorcycle Safety August 2018	Radio	8/13/18-9/2/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.5	72.00%	2,286	2,401
		Digital (Facebook Promoted Video)	8/6/18-9/4/18	Statewide	3.89	314,786	1,223,987	N/A
Safety Restraints	October Motorcycle	Radio	10/1/18-10/28/18	Lewiston/Moscow	N/A	N/A	0	32
	November Seat Belt	Online (Centro)	11/1/17 - 11/26/17	Statewide	6	266,213	1,005,289	591,986
	May Seat Belt	Radio English	5/14/18 - 6/3/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.15	76.80%	2,447	2,256
		Radio Spanish	5/14/18 - 6/3/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	578	583
		Out of Home (Lamar)	5/15/18-6/11/18	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	6.58	55.12%	20 Boards 782,301 Impressions	8 Boards 94,392 Impressions
		Digital	5/14/18 - 6/3/18	Statewide	6	324,932	1,282,923	666,666
		IdahoSports.com	5/14/18 - 5/20/18	Statewide	N/A	N/A	204	N/A
		English Radio	9/24/18 - 9/30/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.13	67.65%	1,007	1,059
	Child Safety Restraints	Spanish Radio	9/24/18-9/30/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	128	130
		Digital (Pandora, Facebook)	9/3/18-9/30/18	Statewide	5	330,296	1,317,645	333,333
		Out of Home (Lamar)	9/3/18-9/30/18	Statewide	6.68	57	21 Boards	8 Boards 113,472
School Zone Safety	School Zone Safety August 2018	:30 Second Radio	8/20/18-9/2/18	Treasure Valley, Twin Falls & Lewiston/Moscow	7.35	56.90%	627	627
		:30 Second Radio	9/3/18-9/16/18	CDA & Eastern Idaho	7.05	49.86%	377	563
		Digital (Facebook Promoted Video)	8/15/18-9/4/18	Statewide	3.14	109,089	342,259	N/A
100 Deadliest Days	100 Deadliest Days 2018	English radio	7/16/18-8/5/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	12.73	77.65%	2,449	2,503
		Spanish Radio	7/16/18-8/5/18	Southern Idaho, Eastern Idaho, Twin Falls	N/A	N/A	439	541
		:15 Live Reads	7/16/18-8/5/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.7	62.38%	820	857
		Digital (Facebook, Youtube)	7/17/18-8/3/18	Statewide	3.75	232,896	873,746	N/A
Underage Drinking	Underage Drinking Prevention Sept. 2018	:30 Second Radio	9/3/18-9/23/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	13.28	76.28%	2,960	3,274
		:15 Second Live Reads	9/3/18-9/16/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.43	52.83%	550	551
		Digital (Facebook Clicks to Website)	9/3/18-9/16/18	Statewide	7.33	279,321	2,048,040	N/A





## Financial Summary

### FFY 2018 402 Expenditures





**FFY 2018 Highway Safety Plan Cost Summary**  
Budget and Actuals

Federal Project No.	NHTSA Project No.	Major Program	Description	Budget	Expended
AL-2018-01	SAL1801	H40218	Impaired Statewide Services	\$ 20,000.00	\$ 7,035.13
AL-2018-AL	S0018AL	H40218	Impaired Program Area Mgmt.	\$ 27,810.00	\$ 16,748.39
CP-2018-01	SCP1801	H40218	Highway Safety Summit	\$ 49,550.00	\$ 35,079.77
CP-2018-02	SCP1802	H40218	Law Enforcement Liaisons	\$ 60,000.00	\$ 53,447.16
CP-2018-03	SCP1803	H40218	Highway Safety Coalition	\$ 5,000.00	\$ -
CP-2018-CP	S0018CP	H40218	CP Program Area Mgmt.	\$ 48,410.00	\$ 53,294.26
CR-2018-01	SCR1801	H40218	Child Restraint Education and Materials	\$ 40,000.00	\$ 6,051.17
CR-2018-0L	SCR180L	H40218	CPS Statewide Programs	\$ 50,000.00	\$ 79,613.21
CR-2018-CR	S0018CR	H40218	CR Program Area Mgmt.	\$ 18,540.00	\$ 11,179.16
DD-2018-01	SDD1801	H40218	Districted Driving Statewide Services	\$ 10,000.00	\$ 183.58
DD-2018-02	SDD1802	H40218	Districted Driving Traffic Enforcement	\$ 70,000.00	\$ 160,542.51
DD-2018-DD	S0018DD	H40218	DD Program Area Mgmt.	\$ 19,570.00	\$ 18,953.46
MC-2018-01	SMC1801	H40218	Motorcycle Safety Statewide SVC	\$ 20,000.00	\$ 15,321.54
MC-2018-02	SMC1802	H40218	Star Communication & Training Project	\$ 12,000.00	\$ 12,000.00
MC-2018-00	SMC1810	H40218	Motorcycle Training and Education (rally)	\$ 5,000.00	\$ 3,429.90
MC-2018-MC	S0018MC	H40218	MC Program Area Mgmt.	\$ 16,480.00	\$ 5,841.00
OP-2018-01	SSB1801	H40218	Occupant Protection Statewide	\$ 10,000.00	\$ 275.13
OP-2018-EB	SSB18EB	H40218	May CIOT	\$ 125,000.00	\$ 128,766.74
OP-2018-SB	S0018SB	H40218	OP Program Area Mgmt.	\$ 29,870.00	\$ 19,020.91
PM-2018-01	SPM1801	H40218	402 Paid Media	\$ 250,000.00	\$ 373,095.38
PM-2018-02	SPM1802	H40218	Public Opinion Poll	\$ 25,000.00	\$ -
PS-2018-02	SPS1802	H40218	Idaho Walk/Bike	\$ 10,000.00	\$ 200.00
PS-2018-01	SPS1801	H40218	Bicycle and Pedestrian Safety Statewide	\$ 10,000.00	\$ -
PS-2018-PS	S0018PS	H40218	PS Program Area Mgmt.	\$ 10,000.00	\$ 10,979.84
PT-2018-01	SPT1801	H40218	Aggressive Statewide Services	\$ 10,000.00	\$ -
PT-2018-02	SPT1802	H40218	Aggressive Driving High Visibility Traffic Enforcement	\$ 150,000.00	\$ 246,725.31
PT-2018-03	SPT1803	H40218	Meridian PD STEP Year 2	\$ 31,500.00	\$ 27,253.00
PT-2018-04	SPT1804	H40218	Lewiston PD STEP Year 2	\$ 43,500.00	\$ 43,500.00
PT-2018-05	SPT1805	H40218	Coeur d'Alene PD STEP Year 3	\$ 25,000.00	\$ 25,000.00
PT-2018-07	SPT1807	H40218	Twin Falls Traffic Enforcement Grant	\$ 10,500.00	\$ 10,500.01



PT-2018-09	SPT1809	H40218	Idaho State Police Traffic Enforcement	\$ 300,000.00	\$ 394,307.42
PT-2018-10	SPT1810	H40218	Aggressive Driving Education	\$ 5,000.00	\$ 16,619.17
PT-2018-PT	S0018PT	H40218	PT Program Area Mgmt.	\$ 41,200.00	\$ 26,078.75
PT-2018-08	SPT1808	H40218	Idaho Falls PD	\$ 10,000.00	\$ -
PT-2018-11	SPT1811	H40218	Nampa PD	\$ 15,000.00	\$ 7,160.03
RS-2018-01	SRS1801	H40218	Roadway Safety - WebCARS	\$ 35,000.00	\$ -
TS-2018-01	STR1801	H40218	Traffic Records - TRCC Statewide Services	\$ 35,000.00	\$ -
TS-2018-TR	S0018TR	H40218	TR Program Area Mgmt.	\$ 30,900.00	\$ 59,215.32
TSP-2018-02	SYD1802	H40218	Alive at 25	\$ 75,000.00	\$ 15,426.90
TSP-2018-04	SYD1804	H40218	Teen Driver Website	\$ 20,000.00	\$ 2,156.68
TSP-2018-YD	S0018YD	H40218	YD Program Area Mgmt.	\$ 40,170.00	\$ 5,838.34
PA-2018-PA	S0018PA	HADMIN	Planning & Administration	\$ 145,000.00	\$ 86,617.51
<b>Total 402 Funding</b>				<b>\$ 2,115,000.00</b>	<b>\$ 1,977,456.68</b>
M2CPS-2018-2L	SOP182L	Ho5B18	Lemhi CSO CPS	\$ 75,000.00	\$ 71,245.95
M2CSS-2018-CR	SOP182R	Ho5B18	Child Restraints	\$ 15,000.00	\$ 14,558.75
M2HVE-2018-SB	S1899OP	Ho5B18	405b Program Area Mgmt.	\$ 46,350.00	\$ 30,948.98
M2OP-2018-2S	SOP182S	Ho5B18	Occupant Protection Surveys	\$ 30,000.00	\$ 22,000.43
M2PE-2018-PM	SOP182P	Ho5B18	405b Paid Media	\$ 50,000.00	\$ 60,227.93
M2TR-2018-TR	SOP182T	Ho5B18	Training, Ed. Materials & Travel	\$ 50,000.00	\$ 51,259.97
M3DA-2018-01	SKD1801	Ho5C18	Traffic Records - TRCC Statewide Services	\$ 531,000.00	\$ -
M3DA-2018-02	SKD1802	Ho5C18	e-Citation	\$ 1,200,000.00	\$ 310,634.96
M3DA-2018-04	SKD1804	Ho5C18	Mobile Automated Traffic	\$ 105,000.00	\$ 101,490.00
M5CS-2018-02	SID1802	Ho5D18	Traffic Safety Resource Prosecutor (TSRP)	\$ 265,000.00	\$ 258,549.00
M5HVE-2018-EB	SID18EB	Ho5D18	Dec./Jan. HVE	\$ 100,000.00	\$ 105,422.72
M5HVE-2018-EC	SID18EC	Ho5D18	Mar. HVE	\$ 100,000.00	\$ 100,132.18
M5HVE-2018-ED	SID18ED	Ho5D18	July HVE	\$ 100,000.00	\$ 128,560.15
M5HVE-2018-EE	SID18EE	Ho5D18	Labor Day HVE	\$ 100,000.00	\$ 23,556.48
M5HVE-2018-ID	S1899ID	Ho5D18	405d Program Area Mgmt.	\$ 61,800.00	\$ 27,429.52
M5OT-2018-21	SID1821	Ho5D18	Underage Drinking Enforcement	\$ 75,000.00	\$ 32,783.07
M5PEM-2018-04	SID1804	Ho5D18	Impaired Motorcycle Paid Media	\$ 50,000.00	\$ 4,944.16
M5PEM-2018-PM	SID18PM	Ho5D18	Paid Media Impaired	\$ 420,000.00	\$ 180,231.70
M5IDC-2018-03	SID1803	Ho5D18	State Impaired Driving Coordinator (SIDC)	\$ 236,000.00	\$ 275,911.98
F24SP-2015-01	SSP1801	Ho5D18	24/7 Sobriety Program	\$ 35,000.00	\$ -
M5TR-2018-22	SID1822	Ho5D18	DUI Enforcement Equipment	\$ 400,000.00	\$ -
M9MA-2018-02	SMA1802	Ho5F18	Paid Media Motorcycle	\$ 35,000.00	\$ 78,956.04
<b>Total 405 Funding</b>				<b>\$ 4,080,150.00</b>	<b>\$ 1,878,843.97</b>
K9-2018-01	SK91801	H40818	408 TRCC	\$ 250,000.00	\$ -
S9-2018-02	SK91802	H40818	408 Statewide e-Citation	\$ 1,000,000.00	\$ 373,549.43



<b>Total 408 Funding</b>				<b>\$ 1,250,000.00</b>	<b>\$ 373,549.43</b>
164AL-2018-01	S641801	H16418	DUI Taskforce & Special Mobilizations	\$ 150,000.00	\$ 254,912.34
164AL-2018-02	S641802	H16418	Interlock Program	\$ 10,000.00	\$ -
164AL-2018-03	S641803	H16418	DUI Courts	\$ 100,000.00	\$ 34,617.75
164AL-2018-04	S641804	H16418	Project Implementation	\$ 297,850.00	\$ -
164AL-2018-05	S641805	H16418	State Impaired Driving Program	\$ 225,000.00	\$ 124,500.00
<b>Total 164 Funding</b>				<b>\$ 782,850.00</b>	<b>\$ 414,030.09</b>
<b>Total Grant Program Costs</b>				<b>\$ 8,228,000.00</b>	<b>\$ 4,643,880.17</b>



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