Drive Well Idaho.

SHIFT

Highway Safety Plan

Idaho Transportation Department

Office of Highway Safety

FFY 2020

EXECUTIVE SUMMARY

According to the Highway Safety Act of 1966, 23 USC Chapter 4, Section 402, each state shall have a highway safety program approved by the Secretary, designed to eliminate traffic crashes, deaths, injuries, property damage and economic losses resulting from traffic crashes on Idaho roadways. In order to secure funding each state must submit a Highway Safety Plan (HSP) to the National Highway Traffic Safety Administration (NHTSA). The HSP must be a set of clear and measurable highway safety goals, descriptions of the process used in determination of the highway safety problems, and the activities on how projects will address the highway safety problems. This Idaho HSP for Federal Fiscal Year (FFY) 2020 serves as the State of Idaho's application to NHTSA for federal funds available under Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Fixing America's Surface Transportation (FAST) Act.

Mission Statement

We support the ITD's mission of "Your Safety, Your Mobility, Your Economic Opportunity" by conducting programs to eliminate traffic deaths, serious injuries, and economic losses from motor vehicle crashes through funding programs and activities that promote safe travel on Idaho's transportation systems, and through collecting and maintaining crash data and utilizing reliable crash statistics.

Vision

To be a leader in promoting safety on all of Idaho's roadways in an efficient and effective manner.

Primary Goal

Target the 5-year average number of traffic deaths to 249 or fewer by 2020.

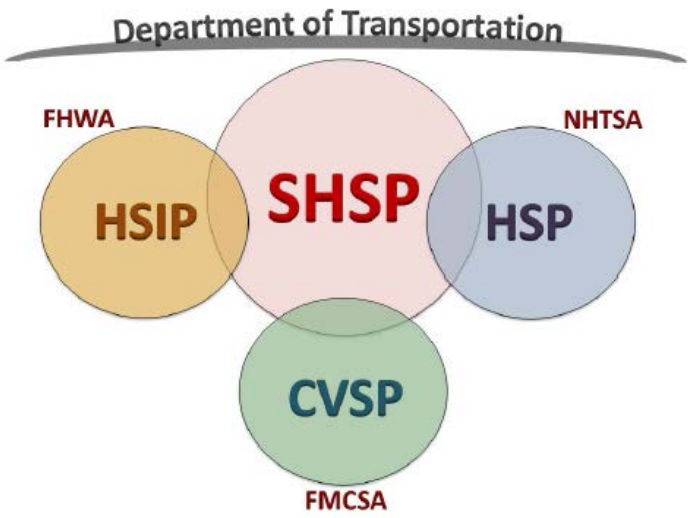
Establishing Goals and Performance Measures

The primary goal of the highway safety program has been, and will continue to be, eliminating motor vehicle, bicycle, and pedestrian deaths, serious injuries, and economic losses. The results of the problem identification process are used by the Office of Highway Safety (OHS) staff to assure that resources are directed to areas most appropriate for achieving the primary goal and showing the greatest return on investment. Performance measures and goals are consistent with both NHTSA requirements and the Strategic Highway Safety Plan (SHSP) goals and are aligned with the Highway Safety Improvement Plan (HSIP).

The SHSP helps coordinate goals and highway safety programs across the state. The collaborative process of developing and implementing the SHSP helps safety partners work together to reduce fatalities and serious injuries on Idaho roadways.

The SHSP links to several other highway safety plans. The HSIP, a core Federal aid program administered by the Federal Highway Administration (FHWA), requires that states update and regularly evaluate SHSPs. Other federal aid programs under the Department of Transportation must also tie their programs to the SHSP. These programs including this HSP, and the Commercial Motor Vehicle Safety Program (CVSP),

funded through the Federal Motor Carrier Safety Administration (FMCSA). Because the data is shared between the plans, the plans are able to have the same core goals/targets.



The goals are determined by examining the trend of past data to determine likely future performance. The OHS tries to set goals that are aggressive, but also reasonable. An updated set of goals with the most current values were presented to and approved by the Idaho Traffic Safety Commission (ITSC) at the October 2018 meeting.

Primary Performance Measures, Benchmarks and Strategy

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 2013-2017 benchmark is comprised of five years of crash data and exposure data for the years 2013 through 2017. NHTSA has instituted a set of eleven core outcome performance measures (C1 through C11) and one core behavioral performance measure (B1) for which the States shall set goals and report progress. There are three additional activity measures (A1 through A3) for which the states are required to report progress on. For more information, see "Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025), link:
http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf

In addition, states are required to have performance measures for state specific focus areas that fall outside of the core measures. In Idaho these focus areas and corresponding measures include Distracted Driving (I1), Mature Drivers (I2), Commercial Motor Vehicles (I3), Run-Off-Road (I4), Head-On/Side-Swipe Opposite (I5), and Intersections (I6).

The data to be used in determining goals for the required performance measures (C1, and C3 through C11) is provided to every State by the National Center for Statistics and Analysis (NCSA) and can be found at the State Traffic Safety Information website:
https://cdan.nhtsa.gov/STSI.htm#.
The other performance measures are calculated using the yearly observed seat belt use rate (B1) which is determined from the yearly observational seat belt survey (B1) which is determined from the

observational seat belt survey and the state crash data (C2, and I1 through I5). The goals were presented to the Idaho Traffic Safety Commission in the October Performance Planning meeting and are the same goals and performance measures presented in the Idaho Strategic Highway Safety Plan.

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 5-Year Average Number of Fatalities is comprised of the sum of the number of fatalities over 5 years divided by 5 (for the 2013-2017 Benchmark, that would be for the years 2013 through 2017).The 5-Year Fatality Rate is the sum of the number of fatalities over the 5 year period divided by the sum of the annual vehicle miles of travel over the same 5 year period. Averaging the rates over the 5 year period is mathematically incorrect, the rates are weighted values and averaging them negates the weights (i.e. each year is not equal because the Annual Vehicle Miles Traveled (AVMT) changes).

While using 5-year averages and rates smooth the trend lines by reducing the effect a randomly high or low year has on the 5-year value, the trend lags behind when consistent changes are occurring. The number of fatalities really started decreasing in 2008 and between 2010 and 2015 were much lower (ranging from 167 to 214) than they had been in the past (usually around 270 prior to 2008). While there were no changes to Idaho's highway safety programs or spending amounts from 2008-2015 when the decreases were taking place, the nation was experiencing an economic recession. In the past few years, as the economy has improved, the number of traffic fatalities has increased. As such, we are seeing an increasing trend in our performance measures. Idaho's goals will reflect that increasing trend and seek to keep values from increasing back anywhere near to prior values.

ORGANIZATION and STAFFING

The Office of Highway Safety (OHS), which is in the Division of Engineering Products and Plans of the Idaho Transportation Department (ITD), has a deep concern for the welfare of the traveling public, and believe our main purpose is to save lives through creative, highly visible, innovative, and effective highway safety programs for all modes of transportation. We are committed to our critical role within the State of Idaho, and the rest of the nation, to ensure safe travel on Idaho's roadways. As stewards, we have a responsibility to make a positive impact on peoples' lives.

ITD Director Brian W. Ness is the Governor's Highway Safety Representative for Idaho. John Tomlinson is the Highway Safety Manager for Idaho's OHS.

The continuation and expansion of state and local partnerships is essential to our success. The primary mission is to identify existing and emerging traffic safety trends through statistically-based problem identification efforts, to efficiently provide decision makers accurate data for use in determining where the most effective highway safety investment is made. This includes the task to develop and implement highway safety programs that save lives and prevent injuries, and to provide appropriate safety funds that empower communities to address critical local traffic safety issues.

As highway safety professionals, we are committed to teamwork, integrity and maintaining a positive working environment. In our highway safety partnerships, we respond, cooperate, and provide accurate

and timely service. We are a leader in a coordinated statewide effort to eliminate death and serious injury on all of Idaho's roadways.

Office of Highway Safety Program Team

John Tomlinson	Highway Safety Manager
Kelly Campbell	Research Analyst Principal-Traffic Records/Roadway Safety, TRCC, E-Citation
Steve Rich	Research Analyst Principal-Annual Traffic Crash report, Seat Belt Survey
Sherry Jenkins	Occupant Protection, Child Passenger Safety, Selective Traffic Enforcement Program STEP Grants
Bill Kotowski	Paid Media, Communications, Community Outreach Website, Quick Notes, Highway Safety Summit, Law Enforcement Liaisons (LEL's)
Lisa Losness	Impaired Driving, Ignition Interlocks, Planning, Evaluation, Compliance, training and Financial
Josephine Middleton	Aggressive Driving, Distracted Driving, Bike/Ped, Mobilizations, Equipment, Mini Grants and monitoring
Tabitha Smith	Alive@25 Program, Materials Management, conferences, Motorcycle Program
Carrie Akers	FARS(Fatality Analysis Reporting System) Analyst and Crash Analyst
Patti Fanckboner	Crash Analyst and Backup FARS Analyst
Savannah Hill	Crash Analyst
Adam Miller	Crash Analyst
Ruth Munoz	ITD Financial Specialist
Carol Schubach	Crash Analyst
Kirstin Weldin	Crash Analyst and Law Enforcement Trainer

PLANNING PROCESS

The Office of Highway Safety (OHS) administers the Federal Highway Safety Grant Program, which will be funded by formula through the transportation act titled Fixing America's Surface Transportation Act (FAST Act), and the Highway Safety Act of 1966. The goal of the program is to eliminate deaths, injuries, and economic losses resulting from traffic crashes on all Idaho roadways, by implementing programs designed to address driver behaviors. The purpose of the program is to provide funding, at the state and community level, for a highway safety program addressing Idaho's own unique circumstances and particular highway safety needs.

Process Descriptions

A "traffic safety problem" is an identifiable subgroup of drivers, pedestrians, vehicles, or roadways that is statistically higher in crash experience than normal expectations. Problem identification is a data driven process that involves the study of relationships between traffic crashes and the population, licensed drivers, registered vehicles, and vehicle miles traveled, as well as characteristics of specific subgroups that may contribute to crashes.

The process used to identify traffic safety problems began by evaluating Idaho's experience in each of the National Highway Traffic Safety Administration's (NHTSA) eight highway safety priority areas [Alcohol/Drugs and Impaired Driving; Occupant Protection (Safety and Child Restraints); Pedestrian and Bicycle Safety; Traffic Records; Emergency Medical Services; Aggressive Driving; Motorcycle Safety; Teen Drivers]. In addition to these priority program areas, Distracted Driving has become a major concern nationwide. These program areas were determined by NHTSA to be most effective in eliminating motor vehicle crashes, injuries, and deaths. Consideration for other potential traffic safety problem areas came from analysis of the Idaho crash data and coordination with the Idaho Strategic Highway Safety Plan. The Strategic Highway Safety Plan (SHSP) is a statewide coordinated plan that provides a comprehensive framework for eliminating highway fatalities and serious injuries on all public roads.

Comparison data was developed, where possible, on costs of crashes, the number of crashes, and the number of deaths and injuries. Crash data, from the Idaho State Collision Database, was analyzed to determine problem areas as well as helmet use for motorcycles and bicycles, child safety restraint use, and seat-belt use. Population data from the Census Bureau, Violation and License Suspension data from the Economics and Research Section, Idaho Transportation Department and arrest information from the Bureau of Criminal Identification, Idaho State Police (ISP) was also used in the problem identification.

Ultimately, Idaho's most critical driver behavior related traffic safety problems were identified and funding ranges were developed to address the largest problems accordingly. The areas were selected on the basis of the severity of the problem, economic costs, and availability of grantee agencies to conduct successful programs, and other supportable conclusions drawn from the traffic safety problem identification process.

In October, the problem identification analysis is presented to the Idaho Traffic Safety Commission (ITSC) to identify the recommended focus areas. The ITSC votes to accept the Idaho focus areas anticipated to be programmed for the next year.

Project Selection and Development

The annual project selection process begins by notifying state and local public agencies involved in traffic-related activities of the availability of grant funds. A Grant Application notice, reflecting the focus areas considered for funding, is released in December. The Grant Application notice invites applicants to submit grant applications by the middle of February.

Analysis of the crash data for all counties and cities with a population of 2,000 people or greater is used to solicit agencies for grants, evaluate grant applications, and solicit participation in the mobilizations. This analysis is done for each focus area and includes the number of fatal and injury crashes over the last three years and the 3-year fatal and injury crash rate per 100,000 population. Fatal and serious injury crashes are also used if the number of crashes is large enough to provide guidance of areas that may have a more severe crash problem.

Once the application period has closed, potential projects are sorted according to the focus area that most closely fits the project. OHS evaluates each project's potential to eliminate death and injury from motor vehicle crashes. For a new application (i.e., those which are not continuation grants from prior years), one of the Program Managers will take the lead in order to get the application reviewed and scored based on the relevance of the application narrative/funding request and the overall merit of the project (i.e., whether the project implementation is part of SHSP strategies and whether the problem presented is data driven or supported by research or other relevant documentation). Funding decisions are based on where the crash data indicates a traffic safety problem that grant funds may be able to reduce. Project Applications that fail to meet the selection criteria will not be recommended for the HSP.

In Idaho, the project selection process for NHTSA - funded grants is guided by data analysis supporting the effective countermeasures for specific emphasis areas. In the case of a few established proven effective countermeasures, innovative countermeasures are utilized on those areas that demonstrate evidence of potential success. Sources that guide Idaho's HSP project selection include:

- **Countermeasures That Work (CTW)**, A Highway Safety Countermeasure Guide for State Highway Safety Offices – USDOT
- **Written plan/reports** such as the SHSP, Impaired Driving Task Force published document, emphasis areas or program specific assessment reports
- **Uniform Guidelines** for State Highway Safety Programs (USDOT)
- **Highway Safety related research recommendations** from trusted sources such as the Transportation Research Board (TRB), and the NCHRP Report 500 series.
- **Funding recommendations** for the individual projects are incorporated into the HSP and are presented to the ITSC in the spring meeting, for acceptance. The HSP is then presented to the Idaho Transportation Board for approval and sent to NHTSA for final approval. A flow chart depicting the entire process is contained on page nine.
- **Strategic Highway Safety Plan (SHSP) team meetings**: Besides seeking guidance and approval from ITSC, OHS coordinates SHSP team meetings for guidance in implementing programs funded with NHTSA funds, Section 402 and 405, and with FHWA HSIP (behavioral safety portion) funds.
- **Grant Applicant prior performance evaluation**

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

- **Data- Driven Decisions:** To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.
- **Culture Change:** Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho.
-
- **Commitment:** Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.
- **Partnerships:** Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.
- **Evaluation:** The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

High Risk Behavior Emphasis Area	Severe Crash Types Emphasis Area	Vulnerable Roadway User Emphasis Area
Aggressive Driving	Commercial Motor	Bicycle & Pedestrian
Distracted Driving	Vehicles	Mature Drivers
Impaired Driving	Intersections	Motorcycle
Occupant Protection	Lane Departure	Young Drivers

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive
D = Distracted Driving
I = Impaired Drivers
OP = Occupant Protections

CMV = Commercial Motor Vehicles
INT = Intersections
LD = Lane Departure

BP = Bicycle and Pedestrian
MD= Mature Drivers
M = Motorcycle
YD = Young Drivers

Timeline: Annual Highway Safety Planning Calendar

MONTH	ACTIVITIES
SEPTEMBER	Traffic safety problem identification
OCTOBER	OHS planning sessions and ITSC planning meeting and action
DECEMBER	Grant application notice is disseminated
JANUARY	Grant application period begins
FEBRUARY	Grant application period ends
MARCH	Draft Highway Safety Plan to be completed in April Clarify project proposals
APRIL	Prioritize and develop draft language for the Highway Safety Plan ITSC acceptance of Highway Safety Plan
MAY	Initial presentation and submission of Highway Safety Plan to ITD Board
JUNE	ITD Board approval
JULY	July 1: Submission of Highway Safety Plan to National Highway Traffic Safety Administration
OCTOBER	Implementation of projects

Evidence-Based Traffic Safety Enforcement Program

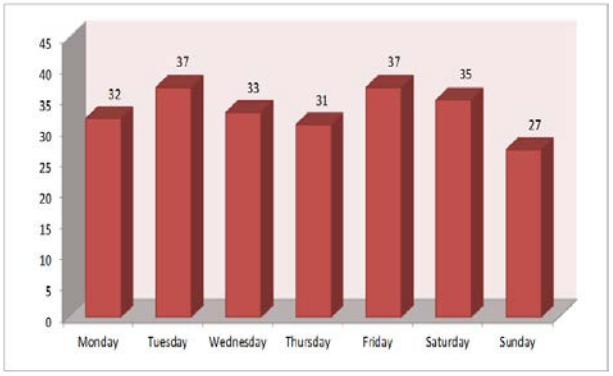
Idaho state and local law enforcement (LE) agencies are the greatest advocates for highway safety. Our LE partners are instrumental in helping Idaho achieve the goal of zero deaths. Traffic enforcement mobilization is a format for the Idaho Office of Highway Safety to fund High Visibility Enforcement (HVE) during specified emphasis periods, special events, or corridor enforcement in support of the OHS Highway Safety Plan (HSP) focus areas.

Executing effective HVE requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agency's evidence based traffic safety enforcement program outlines a three step strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of serious injury and fatality data to identify problems and ultimately allocate funding to projects through the annual grants

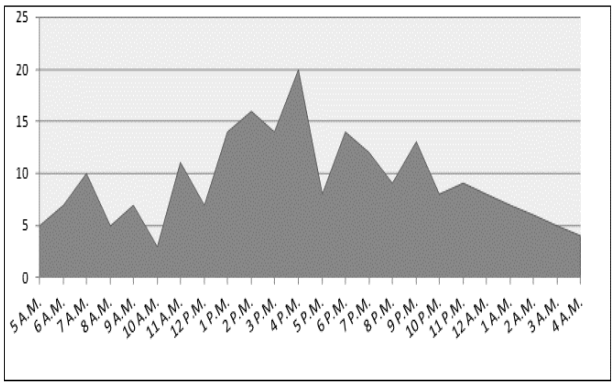
process. This in depth analysis produces the HSP and Performance Report contained within each program area, which in turn drives the allocation of resources to the areas of greatest need. Following analysis and resource allocation, the ITD-OHS staff work closely with law enforcement agencies to ensure enforcement efforts are carried out successfully. These efforts, or the statewide traffic enforcement mobilizations, support the national mobilization efforts.

Idaho's Law Enforcement Liaison's (LEL), which are represented by six officers, one from each of the six Idaho Transportation Districts have provided leadership for the evidence based traffic safety mobilization enforcement statewide. The primary objective of the LEL program is to increase participation and effectiveness of Idaho's law enforcement agencies and officers in statewide mobilizations, serving also as oversight and purveyors of HVE best practices. The result is an evidence- based traffic safety HVE project designed to address the areas and locations at highest risk and with the greatest potential for improvement. Data analysis is constantly updated and evaluated providing for continuous and timely revisions to enforcement deployment and resource allocation.

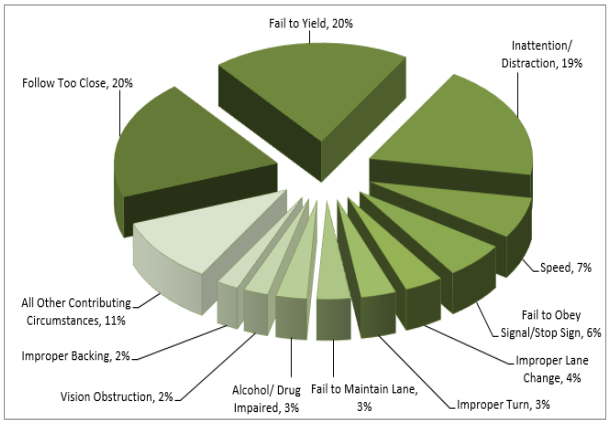
Figure 5
Fatal Crashes by Day of the Week: 2017



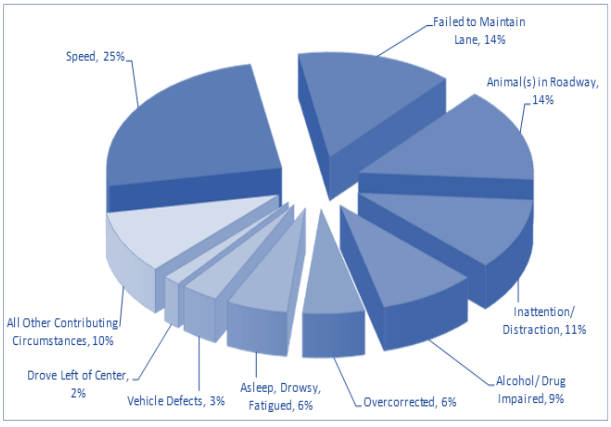
Fatal Crashes by Time of Day: 2017



Multiple-Vehicle Crashes – Contributing Circumstances: 2017



Single-Vehicle Crashes – Contributing Circumstances: 2017



High Visibility Enforcement / Traffic Safety Enforcement Mobilizations

The goal of each 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 the OHS to perform dedicated patrol for traffic enforcement. For the impaired driving mobilizations, the OHS encourages participants to conduct enforcement during

time frames that are data driven; nighttime hours. Funding for these campaigns are allocated to locations throughout the state using demographic, traffic safety data, and agency past 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 marketing), social media, variable message boards, and earned media events. Upon completion of each mobilization the agencies are responsible for reporting their performance. During the seat belt 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. The OHS conducts these specific HVE/Mobilizations:

- **Impaired Driving Mobilizations:** December - January (to coincide with NHTSA Impaired Driving campaign), June-July (to coincide with July 4th), and August – September (to coincide with NHTSA Impaired Driving campaign, Labor Day weekend).
- **100 Deadliest Days Sustained Enforcement:** During the summer, traffic crash fatalities frequency is over-represented. Aggressive Driving and Distracted Driving used to be the main focus for 100 Deadliest Days enforcement, but this campaign is now encompassing the DIA principle (Distracted, Impaired, and Aggressive) and Safety Restraints usage.
- **Seat Belt Mobilizations:** May Click It – Don't Risk It (to coincide with NHTSA national campaign).

FFY 2020 HVE Mobilization Schedule	
Impaired Driving - December/January	Dec. 11, 2019 - Jan. 1, 2020
Seatbelts - May	May 18 - 31, 2020
Impaired Driving - 4th of July	July 1 - July 7, 2020
Aggressive Driving	July 25 - Aug. 7, 2020
Impaired Driving - Labor Day	Aug. 12 - Sept. 2, 2020

Law Enforcement / Adjudication Process

To complete the evidence based traffic enforcement, Idaho is growing increasingly stronger in its adjudication process. There is a strong data driven partnership between the judiciary and law enforcement: prosecutors, Idaho Supreme Court, Administrative Licensing Suspension (ITD), Alcohol Beverage Control, Idaho State Police and local law enforcement statewide.

Idaho's Traffic Safety Resource Prosecutor (TSRP) has served as a liaison between prosecutors, judiciary, law enforcement, and other stakeholders in the fight against impaired driving. Prior to the start of this program, the communication between law enforcement and prosecutors was in need of stronger relationships and communication. The TSRP provides training and technical assistance to law enforcement officers and prosecutors, delivering the critical support to enhance successful prosecution of traffic safety violations.

STRATEGIC PARTNERS and STAKEHOLDERS

Idaho Traffic Safety Commission Members

The Idaho Traffic Safety Commission (ITSC) has input throughout the development process of our Highway Safety Plan. The OHS maintains contact primarily through regular email and our Highway Safety Quick Notes.

The following members represent the ITSC:

Idaho Transportation Department
L. Scott Stokes, Deputy Director
John Tomlinson, Highway Safety Manager

Law Enforcement
Lt. Colonel Sheldon Kelley, Idaho State Police
Chief Jeff Wilson, Orofino Police Department
Craig T Rowland, Bingham County Sheriff

Prosecutor/Legal
Louis Marshall, Bonner County Prosecutor

Medical Services
Stacey Carson, VP Operations, Idaho Hospital Association

Education
Sunshine Beer, Idaho STAR (Skills Training Advantage for Riders)

City Government
Brian Blad, Pocatello Mayor

Idaho Senate & House
Senator Bert Brackett, Idaho Senate Representative
Representative Joe Palmer, Idaho House Representative

PERFORMANCE PLAN

Performance Measures: Goals and Actual Values

The following table presents the goals and actual values for each performance measure in a simple, one-page format

		Benchmark 2013-2017	2014-2018	2015-2019	2016-2020	2017-2021	2018-2022
Primary Goal							
C1	5-Year Ave Fatalities - Goals		230	243	249	247	245
	Actual Values	223					
Secondary Goals							
C2	5-Year Ave Serious Injuries - Goals		1,292	1,290	1,287	1,285	1,283
	Actual Values	1,293					
C3	5-Year Fatality Rate - Goals		1.35	1.40	1.41	1.38	1.36
	Actual Values	1.33					
FHWA-1	5-Year Serious Injury Rate - Goals		7.59	7.43	7.30	7.21	7.13
	Actual Values	7.74					
Aggressive Driving							
C6	5-Year Ave Speeding Fatalities - Goals		53	56	59	60	63
	Actual Values	50					
Distracted Driving							
I1	5-Year Ave Distracted Fatalities - Goals		49	53	53	53	54
	Actual Values	47					
Safety Restraint Use in Passenger Motor Vehicles (PMV)							
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		95	103	106	106	105
	Actual Values	94					
B1	Yearly Observed Seat Belt Use - Goals		81.8%	82.1%	82.4%	82.7%	83.0%
	Actual Values	81.2%					
Impaired Driving							
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		67	71	72	72	73
	Actual Values	63					
Vulnerable Users (Bike, Pedestrian, Mature)							
C11	5-Year Ave Bicyclist Fatalities - Goals		3	3	3	3	3
	Actual Values	3					
C10	5-Year Ave Pedestrian Fatalities - Goals		14	14	15	14	14
	Actual Values	14					
I2	5-Year Ave Drivers >=65 in Fatal Crashes - Goals		51	53	52	50	48
	Actual Values	49					
FHWA-2	5-Year Ave Non-Motorist Fatalities & Serious Injures		120	120	120	120	120
	Actual Values	117					
Youthful Driver							
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		32	33	32	32	31
	Actual Values	32					
Motorcycle (MC)							
C7	5-Year Ave Motorcycle Fatalities - Goals		28	29	29	29	29
	Actual Values	26					
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		15	16	17	16	16
	Actual Values	15					
Commercial Motor Vehicle (CMV)							
I3	5-Year Ave CMV Fatalities - Goals		35	38	39	39	38
	Actual Values	34					
Lane Departure							
I4	5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals		112	115	116	115	114
	Actual Values	110					
I5	5-Year Ave Head-On/SS Opposite Fatalities - Goals		37	39	42	44	42
	Actual Values	35					
Intersections							
I6	5-Year Ave Intersection-Related Fatalities - Goals		43	46	47	46	46
	Actual Values	42					
Items for Reporting							
		2017	2018	2019	2020	2021	2022
	Yearly Total Fatality Rate	1.42					
	Yearly Urban Fatality Rate	0.52					
	Yearly Rural Fatality Rate	1.36					
			FFY2018	FFY2019	FFY2020	FFY2021	FFY2022
A1	Seat Belt Citations Issued during Grant Funded Activities		4,732				
A2	DUI Arrests made during Grant Funded Activities		545				
A3	Speeding Citations Issued during Grant Funded Activities		11,093				

Updated: 3/12/2019

IDENTIFICATION REPORT

State Demographics

Idaho is geographically located in the Pacific Northwest. Idaho is the 11th largest State the nation in land area, but the 38th largest in population. Idaho consists of 82,750.9 square miles of land and is comprised of 44 Counties ranging in size from 407.5 square miles (Payette County) to 8,485.2 square miles (Idaho County). Two counties, Idaho County (8,485.2 square miles) and Owyhee County (7,678.4 square miles) encompass 19.5% of the State, although they only represent just 1.7 percent of the statewide population. Just over 63% of Idaho is federally owned land, primarily consisting of national forests, wilderness areas, and BLM land.

The United States Census Bureau estimates the population of Idaho in 2019 was 1, 790,777. Idaho is a rural State, nearly two-thirds (65%) of the population resides in just 6 of the 44 counties: Ada (434,211), Canyon (207,478), Kootenai (150,346), Bonneville (110,089), Bannock (83,744), and Twin Falls (82,375).

Idaho

Problem

Identification

Report

FY 2020

Prepared by the Office of Highway Safety

Prepared by: Office of Highway Safety, Idaho Transportation Department. Report is based on information provided by law enforcement agencies on collisions resulting in injury, death or damage to one person's property in excess of $1500.

Statewide

The Problem

- In 2017, 245 people were killed and 12,969 people were injured in traffic crashes.
- The fatality rate was 1.42 fatalities per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2017. The US fatality rate was estimated to be 1.17 fatalities per 100 million AVMT in 2017.
- Motor vehicle crashes cost Idahoans nearly $4.2 billion in 2017. Fatal and serious injuries represented 72 percent of these costs.

Idaho Crash Data and Measures of Exposure, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total Crashes	22,347	22,134	24,018	25,328	25,851	3.8%
Fatal Crashes	200	175	198	232	224	3.6%
Total Deaths	214	186	216	253	245	4.3%
Injury Crashes	7,850	8,217	9,050	9,327	8,818	3.1%
Total Injured	11,344	11,768	13,207	13,664	12,969	3.6%
Property-Damage-Only Crashes (Severity >$1,500)	14,298	13,742	14,770	15,769	16,809	4.2%
Idaho Population (thousands)[1]	1,612	1,634	1,655	1,683	1,717	1.6%
Licensed Drivers (thousands)[2]	1111	1,128	1,144	1,165	1,208	2.1%
Vehicle Miles Of Travel (millions)[2]	15,877	16,145	16,662	17,152	17,301	2.2%
Registered Vehicles (thousands)[3]	1,445	1,480	1,489	1,491	1,575	2.2%

Sources: 1: U.S. Census Bureau, 2: Economics and Research Section, Idaho Transpotation Department
3: Traffic Survey and Analysis Section, Idaho Transportation Department

Economic Costs* of Idaho Crashes, 2017

Incident Description	Total Occurrences	Cost Per Occurrence	Cost Per Category
Fatalities	245	$9,794,407	$2,399,629,818
Serious Injuries	1,246	$468,418	$583,648,615
Visible Injuries	3,861	$127,582	$492,595,047
Possible Injuries	7,862	$65,148	$512,190,423
No Injuries	50,730	$3,300	$167,425,412
Total Estimate of Economic Cost			$4,155,489,315

*Economic Costs include: property damage, lost earnings, lost household production, medical, emergency services, travel delay, vocational rehabilitation, workplace, administrative, legal, pain and lost quality of life. Based on estimates released by the Federal Highway Administration and updated to reflect 2017 dollars.

Statewide – (Continued)

Fatal and Injury Crash Involvement by Age of Driver, 2017

Age of Driver	# of Drivers in F&I Crashes	% of Drivers in F&I Crashes	# of Licensed Drivers	% of Total Drivers	Fatal & Injury Crash Involvement*
15-19	2,018	12%	71,523	6%	2.1
20-24	2,137	13%	100,802	8%	1.6
25-34	3,316	21%	204,233	17%	1.2
35-44	2,606	16%	197,924	16%	1.0
45-54	2,126	13%	186,933	15%	0.9
55-64	1,852	11%	204,129	17%	0.7
65 & Older	1,861	12%	242,833	20%	0.6
Missing	244	2%			
Total	16,160		1,208,377		

*Representation is percent of drivers in fatal and injury collisions divided by percent of licensed drivers.
Over representation occurs when the value is greater than 1.0.

Location of Idaho Crashes, 2013-2017

Roadway Information	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Local:						
AVMT (100 millions)[1]	73.5	74.5	75.8	77.3	76.6	1.0%
Fatal Crash Rate	1.1	1.0	1.1	1.2	1.2	1.9%
Injury Crash Rate	62.6	64.7	68.7	68.8	64.7	0.9%
Total Crash Rate	183.6	185.9	191.2	195.0	199.1	2.0%
State System (Non-Interstate):						
AVMT (100 millions)[1]	48.8	49.5	51.1	52.1	53.1	2.2%
Fatal Crash Rate	1.8	1.5	1.6	1.8	1.7	-0.2%
Injury Crash Rate	51.9	50.4	56.5	57.6	53.4	1.0%
Total Crash Rate	139.5	133.4	149.2	154.6	154.5	2.8%
Interstate:						
AVMT (100 millions)[1]	36.5	37.4	39.7	42.1	43.2	4.4%
Fatal Crash Rate	0.8	0.7	0.9	1.1	0.9	6.3%
Injury Crash Rate	19.6	24.2	24.1	23.9	23.6	5.2%
Total Crash Rate	56.0	44.8	47.9	52.4	55.1	0.4%
Statewide Totals:						
AVMT (100 millions)[1]	158.8	161.5	166.6	171.5	173.0	2.2%
Fatal Crash Rate	1.3	1.1	1.2	1.4	1.3	1.4%
Injury Crash Rate	49.4	50.9	54.3	54.4	51.0	0.9%
Total Crash Rate	140.8	137.1	144.1	147.7	149.4	1.5%

Source: 1: Traffic Survey and Analysis Section, Idaho Transportation Department

Aggressive Driving

The Definition

- Aggressive driving behaviors include: Failure to Yield Right of Way, Driving Too Fast for Conditions, Exceeding the Posted Speed, Passed Stop Sign, Disregarded Signal, and Following Too Close.

- Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.

The Problem

- Aggressive driving was a factor in 51 percent of all crashes and 33 percent of all fatalities in 2017.

- Drivers, ages 19 and younger, are 3.8 times as likely to be involved in an aggressive driving collision as all other drivers.

- Aggressive driving crashes cost Idahoans more than $1.7 billion in 2017. This represented 42 percent of the total economic cost of crashes.

Aggressive Driving in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total Aggressive Driving Crashes	12,522	12,366	12,383	12,793	13,149	1.2%
Fatalities	84	72	77	83	82	-0.2%
Serious Injuries	635	649	637	612	582	-2.1%
Visible Injuries	2,109	2,077	2,282	2,164	2,064	-0.4%
Possible Injuries	4,255	4,356	4,652	4,706	4,627	2.2%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	244	229	276	266	259	2.0%
Fail to Yield Right of Way	219	205	171	174	148	-9.0%
Exceeded Posted Speed	97	124	115	93	95	0.9%
Passed Stop Sign	95	102	92	89	75	-5.4%
Disregarded Signal	50	60	50	67	61	7.1%
Following Too Close	68	58	49	69	78	5.9%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	4.53	4.47	4.29	4.05	3.84	-4.0%
** Three contributing circumstances possible per unit involved in each collision*						

Distracted Driving

The Definition

- Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.

The Problem

- In 2017, 39 fatalities resulted from distracted driving crashes. This represents 16 percent of all fatalities. Of the 26 passenger vehicle occupants killed in distracted driving crashes, 11 (42 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2017 were 7 motorcyclists, 1 bicyclist, 2 pedestrians, and 2 commercial vehicle occupants.

- In 2017, drivers under the age of 25 comprised 37 percent of the drivers involved in all distracted driving crashes and 12 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 14 percent of the licensed drivers.

- Distracted driving crashes cost Idahoans just over $820 million in 2017. This represents 20 percent of the total economic cost of crashes.

Distracted Driving Crashes in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Distracted Driving Crashes	4,757	4,781	5,470	4,973	4,808	0.6%
Fatalities	43	39	51	64	39	2.0%
Serious Injuries	339	364	425	367	318	-0.7%
Visible Injuries	996	1,033	1,285	1,193	989	1.0%
Possible Injuries	1,831	1,846	2,211	2,121	2,020	2.9%
Distracted Driving Crashes as a % of All Crashes	21.3%	21.6%	22.8%	19.6%	18.6%	-3.0%
Distracted Driving Fatalities as a % of All Fatalities	20.2%	21.0%	23.6%	25.3%	15.9%	-3.4%
Distracted Driving Injuries as a % of All Injuries	27.9%	27.6%	29.7%	26.9%	25.7%	-1.9%
All Fatal and Injury Crashes	8,049	8,392	9,248	9,559	9,042	3.1%
Distracted Fatal/Injury Crashes	2,096	2,182	2,568	2,355	2,151	1.2%
% DistractedDriving	26.0%	26.0%	27.8%	24.6%	23.8%	-2.0%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	2.41	2.50	2.86	2.51	2.06	-2.9%

Safety Restraints

The Problem

- In 2017, 81 percent of Idahoans were using seat belts, based on seat belt survey observations.
- In 2017, seat belt usage varied by region around the state from a high of 89 percent in District 3 (Southwestern Idaho) to a low of 73 percent in District 4 (South-Central Idaho).
- Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2017. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 61 lives were saved in Idaho in 2017 because they were wearing a seat belt and an additional 48 lives could have been saved if everyone had worn their seat belt.
- There were 3 children under the age of 7 killed (1 was restrained) and 7 seriously injured (5 were restrained) while riding in passenger vehicles in 2017. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 2 lives in 2017. If all of the children under 7 had been properly restrained, an additional life may have been saved. Furthermore, 11 serious injuries were prevented and 1of the unrestrained serious injuries may have been prevented if they had all been properly restrained.
- Unrestrained passenger motor vehicle occupants cost Idahoans nearly $1.1 billion in 2017. This represents 27 percent of the total economic cost of crashes.

Occupant Protection in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Observational Seat Belt Survey						
District 1	72%	76%	74%	77%	76%	1.3%
District 2	85%	80%	79%	78%	84%	-0.1%
District 3	86%	91%	89%	90%	89%	1.1%
District 4	74%	67%	58%	66%	73%	0.2%
District 5	81%	80%	87%	86%	89%	2.4%
District 6	77%	71%	66%	67%	74%	-0.6%
Statewide Average	**82%**	**80%**	**81%**	**83%**	**81%**	-0.1%
Seat Belt Use - Age 4 and Older*						
Cars, Pickups, Vans and SUV's						
In Fatal Crashes	33.3%	44.3%	37.6%	34.6%	34.7%	2.5%
In Serious Injury Crashes	63.2%	64.2%	66.8%	69.3%	65.4%	0.9%
Self Reported Child Restraint Use*						
in Cars, Pickups, Vans and SUV's	79.3%	80.4%	80.3%	96.4%	79.8%	1.0%

*The child restraint law was modified in 2005 to include children under the age of 7. As of 2005, seat belt use is for persons age 7 and older and child restraint use if or children 6 and younger.

Impaired Driving

Definition

- Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

The Problem

- In 2017, 80 fatalities resulted from impaired driving crashes. This represents 33 percent of all fatalities. Only 19 (or 34 percent) of the 56 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 13 motorcyclists, 7 pedestrians, 1 ATV rider, 2 commercial vehicle occupants, and 1 UTV occupant killed in impaired driving crashes.

- Of the 80 people killed in impaired driving crashes in 2017, 71 (or 89%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.

- Eight percent of the impaired drivers involved in crashes were under the age of 21 in 2017, even though they are too young to legally purchase alcohol.

- Impaired driving crashes cost Idahoans over $966 million in 2017. This represents 23 percent of the total economic cost of crashes.

Impaired Driving in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Impaired Driving Crashes	1,425	1,378	1,367	1,535	1,529	2.0%
Fatalities	96	72	87	88	80	-3.0%
Serious Injuries	228	227	219	223	218	-1.1%
Visible Injuries	362	383	350	397	338	-1.1%
Possible Injuries	445	443	477	482	489	2.4%
Impaired Driving Crashes as a % of All Crashes	6.4%	6.2%	5.7%	6.1%	5.9%	-1.7%
Impaired Driving Fatalities as a % of All Fatalities	45.1%	38.7%	40.3%	34.8%	32.7%	-7.5%
Impaired Driving Injuries as a % of All Injuries	9.1%	8.9%	7.9%	8.1%	8.1%	-2.9%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	2.04	1.85	1.84	1.81	1.72	-4.1%
Annual DUI Arrests by Agency*						
Idaho State Police	1,304	1,197	1,089	1,305	1,400	2.5%
Local Agencies	6,825	6,248	6,298	6,015	5,927	-3.4%
Total Arrests	8,129	7,445	7,387	7,320	7,327	-2.5%
DUI Arrests per 100 Licensed Drivers	0.73	0.66	0.65	0.63	0.61	-4.5%

*Source: Bureau of Criminal Identification, Idaho State Police

Young Drivers

The Problem

- Drivers, ages 15 to 19, represented just fewer than 6 percent of licensed drivers in Idaho in 2017, yet they represented 11 percent of the drivers involved in fatal and serious injury crashes.
- In 2017, drivers ages 15 to 19 constituted 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.
- National and international research indicates young drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective, and are less likely to wear seat belts.
- Of the 31 people killed in crashes with young drivers, 11 were the young drivers themselves. Of the 10 young drivers killed that were in passenger motor vehicles, 5 were wearing a seat belt. The other driver was in a commercial motor vehicle.
- Crashes involving young drivers cost Idahoans more than $680 million in 2017. This represents 16 percent of the total economic cost of crashes.

Crashes involving Young Drivers in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total Crashes Involving Drivers 15-19	4,825	4,668	5,374	5,622	5,464	3.4%
Fatalities	26	20	34	27	31	10.3%
Serious Injuries	214	198	270	238	225	2.9%
Visible Injuries	785	812	997	1,011	886	3.8%
Possible Injuries	1,524	1,547	1,903	1,986	1,795	4.8%
Drivers 15-19 in Fatal & Serious Injury Crashes	197	182	232	232	206	2.2%
% of all Drivers involved in Fatal and Serious Injury Crashes	10.5%	9.4%	12.0%	12.0%	10.7%	1.6%
Licensed Drivers 15-19	62,398	62,895	65,264	65,940	71,523	3.5%
% of Total Licensed Drivers	5.6%	5.6%	5.7%	5.7%	5.9%	1.4%
Fatal & Injury Crash Involvement*	1.87	1.69	2.11	2.13	1.81	0.3%
Drivers 15-19 - Fatal Crashes	22	19	32	25	27	10.2%
Impaired Drivers 15-19 - Fatal Crashes	5	4	7	4	2	-9.5%
% of Youthful Drivers that were Impaired in Fatal Crashes	22.7%	21.1%	21.9%	16.0%	7.4%	-21.0%

** Fatal & Injury Crash Involvement is the percent of fatal and injury crashes divided by the percent of licensed drivers. Over-representation occurs when the value is greater than 1.0., Under-Representation when the value is less than 1.*

Mature Drivers

The Problem

- Mature drivers, drivers age 65 and older, were involved in 4,526 crashes in 2017. This represents 18 percent of the total number of crashes. Fatalities resulting from crashes involving mature drivers represented 29 percent of the total number of fatalities in 2017. Of the 71 people killed in crashes with mature drivers, 37 (52 percent) were the mature drivers themselves.

- Mature drivers are under-represented in fatal and injury crashes. Mature drivers represent 20 percent of licensed drivers, but represent 12 percent of drivers involved in fatal and injury crashes.

- National research indicates drivers and passengers over the age of 75 are more likely than younger persons to sustain injuries or death in traffic crashes due to their physical fragility.

- Crashes involving drivers, age 65 and older, cost Idahoans more than $1 billion in 2017. This represents 25 percent of the total economic cost of crashes.

Crashes Involving Mature Drivers in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total Mature Driver Crashes	3,605	3,682	3,992	4,214	4,526	5.9%
Fatalities	35	46	42	51	71	20.8%
Serious Injuries	215	263	269	287	245	4.2%
Visible Injuries	598	642	719	784	758	6.3%
Possible Injuries	1,097	1,176	1,372	1,476	1,600	10.0%
Mature Drivers in Fatal & Injury Crashes	1,388	1,536	1,711	1,833	1,861	7.7%
% of All Drivers in Fatal & Injury Crashes	11.2%	11.1%	10.4%	10.8%	11.5%	0.8%
Licensed Drivers 65 & Older	197,457	207,824	216,423	226,067	242,833	5.3%
% of Total Licensed Drivers	17.8%	18.4%	18.9%	19.4%	20.1%	3.1%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes	0.63	0.60	0.55	0.56	0.57	-2.3%
Mature Drivers-Fatal Crashes	35	43	41	53	65	17.5%
Mature Drivers-Impaired Fatal Crashes	4	2	3	1	5	83.3%
% Fatal Impaired Crashes	14.3%	6.7%	7.3%	1.9%	7.7%	47.5%

** Representation (or Involvement) is percent of fatal and injury crashes divided by percent of licensed drivers.*
Over-representation occurs when the value is greater than 1.0., Under-Representation when the value is less than 1.

Motorcycles

The Problem

- In 2017, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for 11 percent of the total number of fatalities and serious injuries.
- Almost half of all motorcycle crashes (44 percent) and more than half of fatal motorcycle crashes (42 percent) involved just the motorcycle (no other vehicles were involved) in 2017.
- Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2017, 16 of the 19 (84 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.
- The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2017, only 42 percent of motorcyclists killed in crashes were wearing helmets.
- Motorcycle crashes cost Idahoans nearly $359 million in 2017. This represents 9 percent of the total economic cost of crashes.

Motorcycle Crashes in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Motorcycle Crashes	517	510	546	528	507	-0.4%
Fatalities	26	25	28	22	26	1.2%
Serious Injuries	150	146	174	164	139	-1.1%
Visible Injuries	221	207	225	223	230	1.2%
Possible Injuries	95	87	131	123	123	9.0%
Motorcyclists in Crashes	584	562	611	591	574	-0.3%
Registered Motorcycles	54,813	60,160	51,219	55,865	55,806	1.0%
Motorcyclists Wearing Helmets	306	328	347	329	341	2.9%
% Motorcyclists Wearing Helmets	52.4%	58.4%	56.8%	55.7%	59.4%	3.4%

Pedestrians and Bicyclists

The Problem

- In 2017, 16 pedestrians and 3 bicyclists were killed in traffic crashes. The 16 pedestrians killed represented 7 percent of all fatalities in Idaho. The other fatality was a passenger vehicle driver that struck a vehicle that was disabled from a previous crash. The driver of the disabled vehicle was outside of their vehicle and struck.

- Children, ages 4 to 14, accounted for 12 percent of the fatalities and injuries sustained in pedestrian crashes and 26 percent of the fatalities and injuries sustained in bicycle crashes.

- Crashes involving pedestrians and bicyclists cost Idahoans over $283 million in 2017. This represents 7 percent of the total economic cost of crashes.

Pedestrians and Bicyclists Involved in Crashes in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Pedestrian Crashes	206	232	207	236	219	2.2%
Fatalities	14	14	8	18	17	19.1%
Serious Injuries	53	55	51	66	79	11.4%
Visible Injuries	88	87	103	102	75	-2.5%
Possible Injuries	53	78	66	80	78	12.6%
Pedestrians in Crashes	218	245	224	249	247	3.5%
Pedestrian Fatal and Serious Injuries	67	69	59	81	95	10.8%
% of All Fatal and Serious Injuries	4.5%	4.7%	3.8%	5.1%	6.4%	11.0%
Impaired Pedestrian F&SI	10	7	6	17	14	30.4%
% of Pedestrian F&SI - Impaired	14.9%	10.1%	10.2%	21.0%	14.7%	11.2%
Bicycle Crashes	334	296	286	319	223	-8.3%
Fatalities	3	2	0	6	3	-20.8%
Serious Injuries	51	41	36	52	29	-7.9%
Visible Injuries	167	152	149	158	128	-6.0%
Possible Injuries	104	100	101	109	62	-9.5%
Bicyclists in Crashes	341	305	353	322	224	-8.5%
Bicycle Fatal and Serious Injuries	54	43	36	57	31	-6.0%
% of All Fatal and Serious Injuries	3.7%	2.9%	2.3%	3.6%	2.1%	-6.8%
Bicyclists Wearing Helmets in Collisions	69	82	63	76	45	-6.1%
% of Bicyclists Wearing Helmets	20.2%	26.9%	17.8%	23.6%	20.1%	4.2%
Impaired Bicyclist F&SI	1	2	0	2	5	62.5%
% of Bicycle F&SI - Impaired	1.9%	4.7%	0.0%	3.5%	16.1%	127.7%

Commercial Motor Vehicles

Definition

- Commercial motor vehicles are buses, truck tractors, truck-trailer combinations, trucks with more than two axles, trucks with more than two tires per axle, or trucks exceeding 8,000 pounds gross vehicle weight that are primarily used for the transportation of property.

The Problem

- In 2017, 44 people died in crashes with commercial motor vehicles. This represents 18 percent of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 57 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.

- In 2017, 49 percent of all crashes and 86 percent of fatal crashes involving commercial motor vehicles occurred on rural roadways. Rural roadways are defined as any roadway located outside the city limits of cities with a population of 5,000 or more.

- Local roadways had the most commercial motor vehicle crashes at 48 percent, while U.S. and State highways had the most fatal commercial motor vehicle crashes at 45 percent.

- Commercial motor vehicles crashes cost Idahoans over $596 million in 2017. This represents 14 percent of the total economic cost of crashes.

Commercial Motor Vehicle Crashes in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total CMV Crashes	1,681	1,613	1,768	2,009	2,468	10.5%
Fatalities	36	25	34	37	44	8.3%
Serious Injuries	120	114	125	137	123	1.0%
Visible Injuries	217	248	249	284	361	14.0%
Possible Injuries	436	436	498	512	645	10.8%
Commercial AVMT (millions)	2,820	2,859	2,933	3,080	3,154	2.8%
% of Total AVMT	17.8%	17.7%	17.6%	18.0%	18.2%	0.7%
Fatalities per 100 Million CAVMT	1.28	0.87	1.16	1.20	1.39	5.2%
Injuries per 100 Million CAVMT	27.41	27.91	29.73	30.29	35.79	7.1%

Drowsy Driving Crashes

The Problem

- In 2017, 8 fatalities resulted from drowsy driving crashes. This represents 3 percent of all fatalities. Of the 7 passenger vehicle occupants and 1 commercial vehicle driver killed in drowsy driving crashes, none were properly restrained.

- In 2017, 76 percent of the drowsy driving crashes involved a single vehicle, while 63 percent of the fatal drowsy driving crashes involved a single vehicle.

- In 2017, only 8 percent of the drowsy driving crashes also involved impaired driving.

- In 2017, 27 percent of the drowsy driving crashes occurred between 5 AM and 10 AM, while 26 percent occurred between 1 PM and 6 PM and 21 percent occurred between 12 AM and 5 AM.

- Drowsy driving crashes cost Idahoans nearly $148 million in 2017. This represents 4 percent of the total economic cost of crashes.

Drowsy Driving Crashes in Idaho, 2013-2017

	2013	2014	2015	2016	2017	Avg. Yearly Change 2013-2017
Total Drowsy Driving Crashes	534	569	650	700	648	5.3%
Fatalities	8	4	17	9	8	54.2%
Serious Injuries	52	52	64	57	67	7.4%
Visible Injuries	126	150	161	169	157	6.1%
Possible Injuries	169	189	209	247	247	10.1%

HIGHWAY SAFETY PROJECTS for FFY 2020 by Focus Area

The statewide safety partners work to achieve Idaho's safety goals through the use of proven countermeasure activities that address crashes and fatalities in the safety focus areas. The following section shows what activities will take place in fiscal year 2020. The information is presented by safety focus area.

Each section contains the following information:

- **Focus Area Group:** The areas of highway safety that will be focused on in FFY 2020 are taken from the priorities set in the Strategic Highway Safety Plan (SHSP) and approved by the Executive Safety Committee.

- **Problem Identification:** Description of the problem using state crash and demographic data that provides justification for including the program area and guides the selection an implementation of countermeasures to address the problem in a way that is specific to Idaho.

- **Annual Targets:** Targets for total annual crashes; major injuries and fatalities by focus area groups are set in this plan based on 5-year averages.

- **Countermeasures:** Strategies will be implemented in the next year by the Idaho Office of Highway Safety and Idaho's safety partners are proven effective nationally, have been successful in Idaho and are appropriate given the data in the problem identification report and resources available.

- **Programs and Projections:** Data-driven activities will be implemented in the next year to achieve the identified countermeasures for each focus area.

Impaired Driving

Driving while impaired refers to operating a motor vehicle while under the influence of alcohol, drugs, or both. Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

Goals:

- Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater from 63 (2013-2017) to no more than 72 (2016-2020).

Alcohol Statewide Services

Project Number	AL-2020-001-00-00 Federal (SAL2001 State)	
Benefit to Locals	$40,000	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$50,000.00	402
Grant Start-up	October 1, 2019	
Project Objective	Fund educational and outreach efforts for impaired driving including the production of educational materials.	
Project Description	This grant will pay for education materials regarding the dangers of impaired driving which will help eliminate traffic crashes and fatalities, serious injuries and economic losses. The funding will also be used to enhance impaired driving outreach to the motoring public and law enforcement and to facilitate an Impaired Driving Advisory Council (IDAC).	
NHTSA Countermeasures 2017	Communications Campaign	

Impaired Driving Statewide Services

Project Number	M5IDC-2020-01-00 Federal (SID2001 State)	
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$250,000.00	405d
Grant Start-up	October 1, 2019	
Project description	This grant will fund overtime hours for Impaired Driving Enforcement for special events and support the purchase of tools to aid effective enforcement. The funding will also support the training of law enforcement, judicial, probation and prosecutorial professionals which will help with the effectiveness of the high visibility mobilizations.	
NHTSA Countermeasures 2017	High Visibility Enforcement	

ISP – DUI Strike Team (Impaired Enforcement)

Project Number	M5IDC-2020-06-00 Federal (SID2006 State)	
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$20,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Fund emphasis patrol shifts for the ISP DUI Strike Team to conduct impaired driving enforcement.	
Project description	This grant will provide funding for overtime emphasis patrols in District 1 and 3. Funding will also provide paid media to support the HVE efforts.	
NHTSA Countermeasures 2017	High Visibility Enforcement	

Traffic Safety Resource Prosecutor Program

Project Number	M5CS-2020-02-00-00 Federal (SID2002 State)	
Benefit to Locals	N/A	
Grantee	Idaho Prosecuting Attorneys Association	
Grant Amount, Funding Source	$285,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Grantee to provide fully funded Traffic Safety Resource Prosecutor position.	
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. TSRP provides legal research and guidance, is involved in governmental relations, policy development, technical assistance and training for the OHS and law enforcement partners.	
NHTSA Countermeasures 2017	Traffic Safety Resource Prosecutor	

State Impaired Driving Coordinator Program

Project Number	M5IDC-2020-03-00-00 Federal (SID2003 State)	
Benefit to Locals	N/A	
Grantee	Idaho State Police	
Grant Amount, Funding Source	$240,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Provide funding for the State Impaired Driving Coordinator Position (SIDC)	

Project Description	The SIDC program provides the Drug Evaluation and Classification Program (DEC), Drug Recognition Expert (DRE), 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.
NHTSA Countermeasures 2017	Law Enforcement Training; Drug Recognition Expert

Coeur d'Alene Police Department (CDA) DUI STEP Program – Year 2

Project Number	M5IDC-2020-04-00-00 Federal (SID2004 State)	
Benefit to Locals	$0	
Grantee	Coeur d'Alene Police Department	
Grant Amount, Funding Source	$60,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Grantee will fund year two (2) for a DUI STEP officer with the Coeur d'Alene Police Department.	
Project Description	The DUI STEP project goal is to target impaired driving through on-going public education, awareness and enforcement in the City of Coeur d'Alene as well as participate and coordinate multi-jurisdictional enforcement efforts.	
Project Description	The department will maintain a data base of traffic citations/contacts and compare it with pre and post project. The agency will also track DUI's and impaired driving crashes.	
NHTSA Countermeasures 2017	High Visibility Enforcement; Integrated Enforcement	

Impaired Driving Paid Media

Project Number	M5PEM-2020-PM-00-00 Federal (SID20PM State)	
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$300,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods in support of the scheduled Impaired Traffic Enforcement Mobilization program and may coincide with nationally designated safety weeks/months.	

Project Description	Funding for development and placement of media for the general public or focused audiences, to raise awareness and change behavior in an effort to eliminate death, injuries and economic losses in traffic crashes in the impaired driving focus areas. The purchases support the scheduled Impaired Traffic Enforcement Mobilization program and may coincide with nationally designated safety weeks/month.
NHTSA Countermeasures 2017	Communication Plan

Impaired Driving Program Administration (405)

Project Number	M5HVE-2020-ID-00-00 (S2099ID State)	
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$70,000	405d
Grant Start-up	October 1, 2019	
Project Objective	Support the cost of Program Management to implement and manage the highway safety programs.	
	Funding will provide support to implement and manage impaired driving programs/projects.	
NHTSA Countermeasures 2017	Impaired Driving (Drug and Alcohol) Highway Safety Office Program Management	

Impaired Driving Program Administration (402)

Project Number	AL-2020-AL-00-00 (S0020AL State)	
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$27,000	402
Grant Start-up	October 1, 2019	
Project Objective	Support the cost of Program Management to implement and manage the highway safety programs.	
Project Description	Funding will provide development and support to implement and manage impaired driving projects.	
NHTSA Countermeasures 2017	Impaired Driving (Drug and Alcohol) Highway Safety Office Program Management	

Impaired Driving Funding BUDGET

Project Number	Project Title	Section 402	Section 405d	Total
AL-2020-01-00	Statewide Services	$50,000.00		$50,000.00
	405(d) Statewide Services		$250,000.00	$250,000.00
M5CS-2020-02	TSRP		$285,000.00	$285,000.00
M5IDC-2020-06	DUI Strike Team		$20,000.00	$20,000.00
M5IDC-2020-03	SIDC		$240,000.00	$240,000.00
M5IDC-2020-04	CDA DUI STEP		$60,000.00	$60,000.00
M5PEM-2020-PM	Impaired Driving Media		$300,000.00	$300,000.00
M5PEM-2020-05	***Motorcycle Impaired Paid Media**		$35,000	$35,000
M5HVE-2020-ID	Program Area Management		$70,000.00	$70,000.00
AL-2020-AL	Program Area Management	$27,000		$27,000.00
	Total	**$77,000**	**$1,260,000.00**	**$1,337,000.00**

*Project Description included in the Motorcycle Program area

Listed under the Police Traffic Services Section pg. 42

SID20EA	M5HVE-2020-EA-00-00	Dec/Jan Impaired HVE	$200,000.00	405(d)
SID20EB	M5HVE-2020-EB-00-00	4th of July Impaired HVE	$150,000.00	405(d)
SID20EC	M5HVE-2020-EC-00-00	Labor Day Impaired HVE	$150,000.00	405(d)
		TOTAL HVE	**$500,000.00**	

Police Traffic Services

The Office of Highway Safety (OHS) implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national high-visibility law enforcement mobilizations, mini-grants, and sustained enforcement addressing impaired, aggressive, and distracted driving, and occupant protection.

Aggressive Driving

- Aggressive driving was a contributing factor in 51 percent of all crashes in Idaho during 2017.
- Aggressive driving behaviors include: failure to yield right of way, fail to obey stop sign, exceeded posted speed, driving too fast for conditions, following too close, and fail to obey signal. While 74 percent of aggressive driving crashes occur in urban areas, 65 percent of the fatal aggressive driving crashes occur in rural areas.
- Drivers ages 19 and younger were 3.8 times as likely to be involved in aggressive driving crashes as all other drivers, while drivers ages 20-24 are 2.2 times as likely as all other drivers to be involved in these types of crashes.
- Failure to Yield was the most prevalent contributing circumstance for multiple vehicle crashes, with Inattention/Distraction and Follow too Close with just slightly fewer occurrences.

Distracted Driving

- Distracted driving is inattention that occurs when drivers divert their attention away from the driving task to focus on other activity instead. The distracting tasks can affect drivers in different ways and can be categorized into one of the following types: visual, manual and cognitive distractions.
- Distracted driving made up 19% of all crashes in 2017 and was responsible for 16% of all fatalities.
- While 73% of all distracted driving crashes occurred on urban roadways, 80% of fatal distracted driving crashes occurred on rural roadways. While only 19% of all distracted driving crashes involved a single vehicle, 34% of fatal distracted driving crashes involved a single vehicle.

Impaired Driving

- In 2017, impaired driving crashes decreased slightly, while fatalities resulting from impaired driving crashes decreased by 9%.
- Just over 8% of all fatal and injury crashes involved an impaired driver, an impaired pedestrian, or an impaired bicyclist.
- Local agency DUI arrests were down almost 2% in 2017 from the prior year, but ISP DUI arrests increased by 7%.

Occupant Protection

- Of the 176 passenger motor vehicle occupants over the age of 7 killed in single vehicle rollovers in 2017, only 61 were wearing seatbelts.
- Usage rates for the occupants of pickup trucks continues to be lower than usage rates for other types of passenger vehicles. The usage rate for pickup truck occupants in 2017 ranged from a high of 82.9% in District 5 to a low of 61.3% in District 4.

Young Drivers

- In 2017, more than one in every five crashes involved a young driver.
- Of the 31 people killed in young driver crashes, 11 were the young drivers. Only 5 (45%) of the young drivers of passenger motor vehicles were wearing seat belts.

Goals (Targets):

- ❖ Target the five-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020).
- ❖ Target the five-year average number of serious injuries from 1,293 (2013-2017) to no more than 1,287 (2016-2020).
- ❖ Target the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.33 (2013-2017) to no more than 1.41 (2016-2020).
- ❖ Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 63 (2013-2017) to no more than 72 (2016-2020).
- ❖ Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020).
- ❖ Reduce the five-year average number of speed related fatalities from 50 (2013-2017) to no more than 59 (2016-2020).
- ❖ Target the five year average number of distracted driving fatalities from 47 (2013-2017) to no more than 53 (2016-2020).
- ❖ Target the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 32 (2013-2017) to no more than 32 (2016-2020).

Police Traffic Statewide Services – Mini-Grants

Project Number	PT-2020-01-00-00 (SPT2001 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$150,000	402
Grant Start-up	October 1, 2019	
Project Objective	Funds will be used for traffic enforcement education and outreach through mini grants, to prevent aggressive and distracted driving behaviors that result in fatal and serious injury crashes.	
Project Description	Distracted and aggressive driving are the top contributing factors for all crashes in Idaho. Funding will be used to develop and disseminate both distracted and aggressive driving related public information materials to community safety partners and stakeholders, for distribution through HVE and community events. Support local law enforcement agencies requests for traffic enforcement needs for traffic enforcement through statewide mobilizations and mini-grants.	
NHTSA Countermeasures 2017	Speed Management Education; Distracted Driving Education & Outreach	

Police Traffic Services, Training Support Mini Grants

Project Number	PT-2020-06-00-00 (SPT2006 State)	
Benefit to Locals	Yes	
Grantee	Various	
Grant Amount, Funding Source	$20,000	402
Grant Start-up	October 1, 2019	
Project Objective	Funds will be used for education and training in the area of speed management, aggressive and distracted driving to further the goal of reducing fatal and serious injury crashes.	
	This project will support training and travel to learn about innovations in community based traffic safety enforcement and outreach with the goal to reduce aggressive and distracted driving related fatal and serious injury crashes in Idaho.	
NHTSA Countermeasures 2017	Law Enforcement Training	

High Visibility Enforcement- Occupant Protection CIOT May Mobilization

Project Number(s)	OP-2020-EB-00-00 (SSB20EB State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$150,000	402
Grant Start-up	October 1, 2019	
Project Objective(s)	Increase law enforcement agency participation in enforcement campaign from 56 agencies (SB HVE/CIOT 2017) to 59 agencies (SB HVE/CIOT 2019). Encourage agencies statewide to participate in the mobilization and enforce Idaho OP laws in communities in which the majority of Idaho's unrestrained passenger fatalities and/or serious injuries occurred.	
NHTSA Countermeasures 2017	Short Term High Visibility Enforcement	

High Visibility Enforcement - Impaired Driving December/January Mobilization

Project Numbers	M5HVE-2020-EA Federal (SID20EA State)	
Benefit to Locals	N/A	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$200,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Conduct a 2 week HVE Impaired Driving campaign using best practices and lessons learned from previous mobilizations.	
Project Description	This funding will be used for law enforcement agencies to participate in this scheduled impaired enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries, and economic losses. There are a total of four statewide impaired mobilizations.	
NHTSA Countermeasures 2017	High Visibility Enforcement; Communication Campaign	

High Visibility Enforcement - Impaired Driving 4th of July Mobilization

Project Numbers	M5HVE-2020-EB Federal (SID20EB State)	
Benefit to Locals	N/A	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$150,000.00	405d
Grant Start-up	October 1, 2019	

Project Objective	Conduct a 10 day HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.
NHTSA Countermeasures 2017	High Visibility Enforcement; Communication Campaign

High Visibility Enforcement - Impaired Driving Labor Day Mobilization

Project Numbers	M5HVE-2020-EC Federal (SID20EC State)	
Benefit to Locals	N/A	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$150,000.00	405d
Grant Start-up	October 1, 2019	
Project Objective	Conduct a 2 week HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.	
NHTSA Countermeasures 2017	High Visibility Enforcement	

Aggressive Driving HVE Mini-Grants

Project Number	PT-2020-02-00-00 (SPT2002 State)	
Benefit to Locals	Yes	
Grantee	State, county and local law enforcement	
Grant Amount, Funding Source	$280,000	402
Grant Start-up	October 1, 2019	
Project Objective	Conduct statewide aggressive driving enforcement during high crash times at high crash locations. Agencies participating in HVE will generate a minimum of one local public outreach activity per agency.	
Project Description	Funding will cover overtime for the aggressive driving targeted enforcement during the months with the highest rate of crashes. While there are no proven countermeasures for aggressive driving (such as for impaired or occupant protection) there are studies that show that focusing enforcement on a small team assigned full-time to special patrols to target aggressive driving are likely to be more effective than sharing the responsibility among a large number of officers as occasional overtime duty.	
NHTSA Countermeasures 2017	High Visibility Enforcement; Communication Campaign	

Distracted Driving HVE Mini-Grants

Project Number	DD-2020-01-00-00 (SDD2001 State)	
Benefit to Locals	Yes	
Grantee	HVE & Mini-grant recipients	
Grant Amount, Funding Source	$100,000	402
Grant Start-up	October 1, 2019	
Project Objective	During distracted driving awareness month conduct a high visibility enforcement campaign using best practices for distracted driving enforcement.	
Project Description	Work with local law enforcement agencies that have distracted driving problem to conduct distracted and inattentive driving HVE mobilizations and mini-grants during the month of April for Distracted Driving Awareness month, and throughout the year.	
NHTSA Countermeasures 2017	High Visibility Text Messaging/Cellphone Enforcement	

Twin Falls County Sheriff (TFCSO) Traffic Enforcement

Project Number(s)	PT-2020-07-00-00 (SPT2007 State)	
Benefit to Locals	Yes	
Grantee	Twin Falls County Sheriff	
Grant Amount, Funding Source	$20,000	402
Grant Start-up	October 1, 2019	
Project Objective	Reduce fatal and injury crashes caused by aggressive, distracted and impaired driving. Increase citations issued for aggressive, distracted and impaired driving, and Occupant Protection.	
Project Objective(s)	Make seatbelt enforcement and child passenger safety essential components of all patrol activities. Use each traffic stop as opportunity to educate the public by addressing safety restraint usage whether or not occupants are restrained. Distribute educational materials during traffic stops when appropriate. Increase overall seatbelt usage in Twin Falls County.	

Project Description	Reduce motor vehicle fatalities and injuries by increasing law enforcement presence, implementing increased traffic patrols and issuing more citations on rural roadways to reduce impaired, aggressive and distracted driving crashes, and to increase the use of seatbelts and child restraints.
NHTSA Countermeasures 2017	Integrated Enforcement; High Visibility Enforcement

Teton County Sheriff Traffic Enforcement & Education/Outreach

Project Number(s)	PT-2020-08-00-00 (SPT2008 State)	
Benefit to Locals	Yes	
Grantee	Teton County Sheriff	
Grant Amount, Funding Source	$17,000	402
Grant Start-up	October 1, 2019	
Project Objective(s)	Project funding will be for additional overtime/enforcement of aggressive driving and distracted driving. Create and facilitate an education and outreach program within the local communities of Teton County.	
Project Description	The law enforcement agency will conduct several short-term High Visibility Enforcement events as well create and deliver an educational program for the young drivers and motoring public.	
NHTSA Countermeasures 2017	Short-Term High Visibility Law Enforcement; Communication Campaign	

Idaho State Police (ISP)

Project Number	PT-2020-09-00-00 (SPT2009 State)	
Benefit to Locals	Yes	
Grantee	Idaho State Police	
Grant Amount, Funding Source	$400,000	402
Grant Start-up	October 1, 2019	
	Participate in each of the High Visibility Enforcement (HVE) Campaigns. Sustained enforcement in each of the 6 Districts based upon data driven efforts.	

Project Description	A year-long grant dedicated to the enforcement of driving laws related to impaired, aggressive and distracted driving, and occupant protection (seat belt and child passenger safety).
NHTSA Countermeasures 2017	Integrated Enforcement; High Visibility Enforcement

Ada County – Bogus Basin Overtime & Outreach Project

Project Number(s)	PT-2020-10-00-00 (SPT2010 State)	
Benefit to Locals	Yes	
Grantee	Ada County Sheriff	
Grant Amount, Funding Source	$13,500	402
Grant Start-up	October 1, 2019	
Project Objective(s)	This agency's goal is to reduce the number of crashes by 15% through sustained enforcement on Bogus Basin Road, with more of a focus during the peak days which appear to be Thursday – Sunday.	
Project Description	Project funding will be for additional overtime/enforcement of aggressive driving and distracted driving specifically on Bogus Basin highway. There will be a strong emphasis on increased officer presence on this stretch of highway. Grantee and OHS will partner with Bogus Basin Resort for outreach and public awareness to help educate the driving public.	
NHTSA Countermeasures 2017	Sustained Enforcement; Communication Campaign (Speed Management)	

Jerome County Sheriff - Overtime Grant

Project Number(s)	PT-2020-11-00-00 (SPT2011 State)	
Benefit to Locals	Yes	
Grantee	Jerome County Sheriff	
Grant Amount, Funding Source	$45,000	402
Grant Start-up	October 1, 2019	
Project Objective(s)	Project goal is to reduce distracted driving, aggressive driving, and impaired driving crashes while also improving seatbelt/child restraint use in the County of Jerome. Seatbelt use will be encouraged through enforcement activities and maintained through regular patrols. Grantee will also conduct outreach, the driving public about the dangers of distracted, speeding and impaired driving.	
Project Description	Project funding will be for additional overtime/enforcement of aggressive driving, impaired driving, and distracted driving especially from May thru August.	
NHTSA Countermeasures 2017	Sustained Enforcement	

Program Management

Project Number	PT-2020-PT-00-00 (S0020PT State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$60,200	402
Project Objective	Support the cost of Program Management to implement and manage the Police Traffic Services program and related projects/grants.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Police Traffic Services FUNDING

Project Number	Project Title	Section 402	Total
PT-2020-01	Police Traffic Statewide Services (Education/Equipment)	$150,000	$150,000
PT-2020-06	Police Traffic Services Edu/Training	$20,000	$20,000
PT-2020-02	Aggressive Driving HVE & Mini-grants	$280,000	$280,000
DD-2020-03	Distracted Driving HVE & Mini-grants	$100,000	$100,000

PT-2020-03	Elmore County Sheriff - STEP	$60,000	$60,000
PT-2020-07	TFCSO Traffic Enforcement	$ 20,000	$ 20,000
PT-2020-08	Teton County Sheriff	$ 17,000	$ 17,000
PT-2020-09	Idaho State Police	$400,000	$400,000
PT-2020-10	Ada County Sheriff	$13,500	$13,500
PT-2020-11	Jerome County Sheriff	$45,000	$45,000
PT-2020-PT	Police Traffic Services Program Area Mgmt.	$60,200	$60,200
	Total	**$ 1,165,700**	**$ 1,165,700**

Vulnerable Users (Motorcycle, Bicycle/Pedestrian)

The Vulnerable Roadway Users Program was created as an umbrella for all of the programs that are associated with those using our public roadways, who are the most exposed as relates to crash situation. These programs include bicyclists, pedestrians, motorcyclists, and teen drivers.

Motorcycle Safety

The number of motorcycle crashes decreased in 2017 by 4 percent, but the number of motorcycle fatalities increased 18 percent. Of all motorcyclists in crashes in 2017, 86 percent received some degree of injury. Of all motorcycle crashes, 9 percent involved impaired motorcyclists. Roughly four out of every ten motorcycle cashes were single vehicle crashes and 44 percent of fatal motorcycle crashes involved only a single motorcycle. Of the motorcyclists killed in 2017, 73 percent were 40 years of age or older.

Only 59 percent of riders 18 and older involved in motorcycle crashes were wearing a helmet. In 2017, the economic cost of crashes involving motorcyclists was $359 million dollars, which represents 9 percent of the total cost of Idaho crashes.

Goals:

- Target the five-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020).
- Target the five-year average of number of motorcyclist killed that were not wearing helmets from 15 (2013-2017) to no more than 17 (2016-2020).

Motorcycle Safety Statewide Services

Project Number	MC-2020-01-00-00 (SMC2001 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$10,000	402
Grant Start-up	October 1, 2019	
Project Objective	Continue to work with motorcycle safety partners to provide education, outreach efforts and projects that support and promote motorcycle safety.	
Project Description	The SHSP Motorcycle Committee members work closely with OHS to undertake projects that promote motorcycle safety and awareness across the State.	
NHTSA Countermeasures 2017	Motorcycle Rider Training	

Motorcycle Safety Training and Education Grant

Project Number	MC-2020-02-00-00 (SMC2002 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$2,000	402
Grant Start-up	October 1, 2019	
Project Objective	OHS will focus on specific training and educational efforts, partnering with our motorcycle safety partners to provide education, outreach efforts and projects that support and promote motorcycle safety.	
Project Description	Grant funds will be used for motorcycle safety printed educational materials, training/travel costs for SHSP members, and outreach reimbursement costs.	
NHTSA Countermeasures 2017	Motorcycle Safety Education	

Motorcycle Awareness Paid Media

Project Number	M9MA-2020-02-00-00 (SMA2002 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$60,000	405f
Grant Start-up	October 1, 2019	

Project Objective	Education efforts and outreach that supports and promotes driver awareness of motorcycle awareness and motorcyclist conspicuity.
Project Description	Grant funds will be used to fund a Motorist Awareness outreach campaign during the month of May. This will include placement of media (television, radio, social media, video) directed at drivers, encouraging them to be aware and courteous of motorcycle riders.
NHTSA Countermeasures 2017	Communication Campaign

Idaho Coalition for Motorcycle Safety (ICMS) Awareness Rally Grant

Project Number	MC-2020-03-00-00 (SMC2003 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$5,500	402
Grant Start-up	October 1, 2019	
Project Objective	Education efforts and outreach events that support and promote driver awareness of motorcycle awareness.	
Project Description	The primary goal of this event is to help motorists become more aware of motorcyclists.	
Project Description	The first weekend in May is the annual Motorist Awareness rally hosted by ICMS in Boise, and Abate of N Idaho in Coeur d'Alene. OHS partners with ICMS to fund activities for the rally.	
NHTSA Countermeasures 2017	Motorcycle Safety Education	

Motorcycle Program Management

Project Number	MC-2020-MC-00-00 (S0020MC)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$17,000	402
Project Objective	Funding allows development and support to implement and manage motorcycle safety projects	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

High Desert Harley Davidson

Project Number	MC-2020-04-00-00 (SMC2004 State)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$20,000	402
Grant Start-up	October 1, 2019	
Project Objective	Grant funding will be used to purchase a trike, to support the trike training course offered.	
Project Description	As more riders are starting to migrate from two-wheeled motorcycles to trikes, there is an increase demand for trike training classes. This new trike would support the additional training classes. Many of the motorcycle fatalities we see in Idaho are mature riders on Harley Davidson bikes/trikes. High Desert takes the mission of Safety and Training very seriously and they want to ensure all riders have adequate training and skills.	
NHTSA Countermeasures 2017	Motorcycle Rider Training	

Impaired Motorcyclist Paid Media

Project Number	M5PEM-2020-05-00-00 (SID2005)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$35,000	405d
Grant Start-up	October 1, 2019	
Project Objective	Paid media campaign targeting motorcycle riders through education and outreach efforts to promote safe and sober motorcycle riding.	
Project Description	In the summer riding months, OHS will host a media campaign specifically messaged to all riders, encouraging them to not drink and ride.	
NHTSA Countermeasures 2017	Communication Campaign	

Motorcycle Safety FUNDING

Project Number	Project Title	Section 402	Section 405f	Section 405d	Total
MC-2020-01	Motorcycle Safety SWS	$10,000	$0	$0	$10,000
MC-2020-02	MC Education & Training Grant	$2,000	$0	$0	$2,000
MC-2020-04	High Desert Harley Davidson	$20,000			$20,000
M9MA-2020-02	Motorist Awareness Paid Media	$0	$60,000	$0	$ 60,000
M5PEM-2020-05	Impaired Motorcycle Paid Media			$35,000	$35,000
MC-2020-03	ICMS Awareness Rally Grant	$5,500	$0		$5,500
MC-2020-MC	Program Area Management	$17,000	$0	$0	$17,000
MC-2020-MC	**Total**	**$54,500**	**$60,000**	**$35,000**	**$149,500**

Bicycle and Pedestrian Safety

Crashes involving pedestrians decreased by 7 percent in 2017, and the number of pedestrians killed in motor vehicle crashes decreased 6 percent. Of all pedestrians involved in crashes in 2017, 97 percent received some degree of injury. Impairment was a factor in a 14.7 percent pedestrian fatalities and serious injury crashes, of the pedestrians killed in 2017, all but one were 24 years of age or older.

The number of bicycle crashes decreased 30 percent in 2017, and there were 3 bicyclists killed. Of the bicyclists involved in crashes, 96 percent received some degree of injury. The ages of bicyclist involved in crashes in 2017, 15 percent were between the ages of 4 and 14. The percentage of bicyclists wearing helmets involved in crashes remains low at 10 percent. Only 10 percent of riders 15-34 years of age were wearing helmets in reported crashes.

Goals:

- Maintain a five-year average of number of bicyclists killed in crashes, from 3(2013-2017) to no more than 3 (2016-2020).
- Target the five-year average of number of pedestrians killed in crashes, from 14 (2013-2017) to no more than 15 (2016-2020).

Bicycle and Pedestrian Statewide Services

Project Number	PS-2020-01-00-00 (SPS2001)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$50,000	402

Grant Start-up	October 1, 2019
Project Objective	Provide support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety.
Project Description	Provide support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety.
NHTSA Countermeasures 2017	Bicycle Safety Education

Idaho Smart Growth

Project Number	PS-2020-02-00-00 (SPS2002)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$58,000	402
Grant Start-up	October 1, 2019	
Project Objective	Provide training, support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety.	
Project Description	Implement "Bike/Pedestrian Crash Course" statewide through a coalition based grassroots outreach initiative(s).	
NHTSA Countermeasures 2017	Bicycle Safety Education	

Bicycle and Pedestrian Safety Program Management

Project Number	PS-2020-PS-00-00 (S0020PS)	
Benefit to Locals	Yes	
Grantee	OHS	
Grant Amount, Funding Source	$20,000	402
Grant Start-Up	October 1, 2019	
Project Objective	Support the cost of Program Management to effectively develop, coordinate and manage programs directly related to increasing and promoting bicycle and pedestrian safety.	
Project Description	Funding allows development and support to implement and manage bicycle and pedestrian safety projects.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Bicycle & Pedestrian FUNDING

Project Number	Project Title	Section 402	Total

PS-2020-01	Bicycle and Pedestrian Safety Statewide Services	$50,000	$50,000
PS-2020-02	Idaho Smart Growth	$58,000	$58,000
PS-2020-PS	Program Area Mgmt.	$20,000	$20,000
Program	**Total**	**$128,000**	**$128,000**

Occupant Protection

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 81.2% (2013-2017) to 82.4% (2016-2020).
- Target the five-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020).

Occupant Protection Outreach & Paid Media

Project Number(s)	M2X-2020-TR-00-00 (SOP202T State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$200,000	405b
Grant Start-up	October 1, 2019	
Project Objective	Increase outreach through community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Review, update media demographics based on crash fatalities and injuries, and focus media postings and venues in those communities affected by crash data.	

Project Objective(s)	Increase training courses to increase and sustain certified child passenger safety technicians and instructors statewide, and increase inspection stations statewide. Conduct year-long paid and earned media campaigns for occupant protection and during National Child Passenger Safety week.
Project Description	Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Fund development and placement of media for the general public or focused audiences to raise awareness and change behavior in an effort to increase seatbelt use and the proper use of child restraints.
NHTSA Countermeasures 2017	Communication Campaign

Seat Belt Statewide Services

Project Number	OP-2020-01-00-00 (SOP2001 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$10,000	402
Grant Start-up	October 1, 2019	
Project Objective(s)	Develop and/or purchase educational outreach opportunities and materials for education parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Expand program to include and educate Hispanic and refugee communities, and Idaho's tribal nations.	
Project Description	Funding will be used to purchase and distribute educational opportunities and materials regarding the importance of vehicle occupants wearing seatbelts and restraining children properly.	
NHTSA Countermeasures 2017	Communication Campaign	

Annual Occupant Protection Observational Survey

Project Number	M2X-2020-2S-00-00 (SOP202S State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$40,000	405b
Grant Start-up	October 1, 2019	
Project Objective(s)	Conduct quality control monitoring at a minimum of nine survey sites in an effort to ensure survey accuracy. Capture seat belt use statewide utilizing the 180 sites approved by NHTSA.	
Project Description	Funding will be used to engage and train observational seat belt survey counters, and reimburse counter organizations for conducting observational survey. Survey will be conducted directly after May 2020 Seat Belt High Visibility Enforcement mobilization to examine success of traffic enforcement and media campaign. Submit finalized survey to NHTSA – Region 10.	
NHTSA Countermeasures 2017	Not Applicable.	

Program Management – Seat Belt

Project Number(s)	OP-2020-SB-00-00 (S0020SB State)	
	M2HVE-2020-SB -00-00 (S2099OP State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$29,870	402
Grant Amount, Funding Source	$46,350	405b
Grant Start-up	October 1, 2019	
Project Objective(s)	Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's occupant protection laws, and reducing unrestrained crash fatalities, serious injuries and economic losses in Idaho.	
Project Description	Funding allows development and support to implement and manage the Occupant Protection projects.	
NHSA Countermeasures 2017	Highway Safety Office Program Management	

Occupant Protection FUNDING

Project Number	Project Title	Section 402	Section 405b	Total
OP-2020-EB	May CIOT HVE	$150,000	$0	$150,000
M2X-2020-TR	OP Paid Media & Outreach		$ 200,000	$ 200,000
OP-2020-01	Statewide Services	$ 10,000		$ 10,000
M2X-2020-2S	Observational Survey		$ 40,000	$ 40,000
OP-2020-SB	Seat Belt Program Area Mgmt.	$ 29,870		$ 29,870
M2HVE-2020-SB	Seat Belt Program Area Mgmt.		$ 46,350	$ 46,350
	***Total**	**$189,870**	**$286,350**	**$476,220**

Child Passenger Safety Statewide Program

Project Number(s)	CR-2020-01-00-00 (SCR2001 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$100,000	402
Grant Start-up	October 1, 2019	
Project Objective	Fund multiple community organizations to educate parents, caregivers, first responders, employers regarding the importance of properly restraining children. Develop and/or purchase and distribute educational materials to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection, and distribute materials at safety outreach events. Expand program to include and educate Hispanic and refugee communities and tribal nations. Encourage and increase CPS technician and instructor local community participation in National Child Passenger Safety Week and local child safety events.	

Project Objective(s)	Increase number of CPS technician training courses statewide. Majority of courses to be held in counties and demographic communities at risk for zero or insignificant numbers of technicians to conduct car seat checks and verify community children are properly restrained. Increase number of CPS Inspection stations statewide.
Project Description	Grant will fund statewide community organizations to purchase and distribute child passenger safety restraints and training materials, educate parents/caregivers, host training courses for CPST certification & recertification, and to attend Idaho and national Safety and CPS conferences. Project focus is regarding the importance of restraining children properly.
NHTSA Countermeasures 2017	Strategies for Child Restraint & Booster Seat Use, Child Restraint System Inspection Station(s)

Child Passenger Safety Restraints

Project Number(s)	M2X-2020-CR-00-00 (SOP202R State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$14,372	405b
Grant Start-up	October 1, 2019	
Project Objective(s)	Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Ensure funds are expended for economical child restraints, and used to educate and distribute CRs to financially-disadvantaged parents and caregivers.	
Project Description	Funding will allow statewide community organizations to purchase child passenger safety restraints, educate parents/caregivers, and to distribute restraints to ensure child is restrained properly.	
NHTSA Countermeasures 2017	Strategies for Child Restraint and Booster Seat Use	

Program Management – Child Restraint

Project Number(s)	CR-2020-CR-00-00 (S0020CR State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$18,540	402
Grant Start-up	October 1, 2019	
Project Objective(s)	Support the cost of Program Management to effectively develop, coordinate and manage programs directly related to increasing enforcement and education of child passenger safety.	
Project Description	Funding allows development and support to implement and manage child passenger safety projects.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Child Passenger Safety Training Program

Project Number	M2X-2020-2L -00-00 (SOP202L State)	
Benefit to Locals	Yes	
Grantee	Lemhi County Sheriff's Office	
Grant Amount, Funding Source	$80,000	405b
Grant Start-up	October 1, 2019	
Project Objective	Host statewide coordinator position. Coordinator: • 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. • Increase number of CPST training courses from 7 to 10 in FFY2017 to 8 in FFY2019.	
Project Objective	Increase number of CPS technicians and instructors statewide; focus on those communities with zero or insignificant numbers.	
Project Description	Statewide promotion, encouragement and exposure of child passenger safety.	

NHTSA Countermeasures 2017	Strategies for Child Restraint and Booster Seat Use; Child Restraint System Inspection Station(s)

Child Restraints FUNDING

Project Number	Project Title	Section 402	Section 405b	Total
CR-2020-01	CPS Statewide Program	$ 100,000	$0	$ 100,000
M2X-2020-CR	Child Passenger Safety Restraints		$ 14,372	$ 14,372
CR-2020-CR	Child Restraint Program Area Mgmt.	$ 18,540		$ 18,540
M2X-2020-2L	CPS Statewide Coordinator Program		$ 80,000	$ 80,000
	Total	**$ 118,540**	**$94,372**	**$212,912**

Community Traffic Safety

Community Traffic Safety Programs will serve as the cornerstone for all community interaction and education. This structure allows for a variety of educational outreach opportunities to those areas or populations within the State of Idaho that the Office of Highway Safety (OHS) finds challenging to reach. With such a small staff, it is vitally important for the OHS program team to utilize all of the collaborative, outreach and partnering opportunities that are available. Projects that fall under the umbrella of Community Traffic Safety Programs are set up to address very specific initiatives and goals.

Communications are initiated by the Office of Highway Safety in conjunction with the traffic mobilizations using the proven NHTSA timeline formula as executed through NHTSA's Traffic Safety Marketing. Press releases promoting enforcement activities, highway safety awareness, and community events are coordinated through the Idaho Transportation Department (ITD) communications department. The OHS also initiates and coordinates public service announcement, interview opportunities, and press conferences. The OHS maintains a Twitter, Facebook, Interest, LinkedIn, and Instagram account. The ITD maintains a YouTube channel that includes numerous traffic safety videos and our media buy videos.

Goals:

- Target the five-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020).
- Target the five-year average number of serious injuries from 1,293 (2013-2017) to no more than 1,287 (2016-2020).

Highway Safety Summit

Project Number	CP-2020-01-00-00 (SCP2001 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety	
Grant Amount, Funding Source	$65,000	402
Grant Start-up	October 1, 2019	
Project Objective	Conduct the Annual Highway Safety Summit in April 2020 in Sun Valley, Idaho. The Summit will include training and education opportunities for highway safety 4E partners and stakeholders.	
Project Description	Funding provides contractor technical fees and services to produce and support the Idaho Highway Safety Summit.	
Project Description	The Summit will include training and education opportunities for highway safety 4E partners, EMS and first responders, and stakeholders.	
NHTSA Countermeasures 2017	Prevention, Communications & Outreach	

Law Enforcement Liaison Program

Project Number	CP-2020-02-00-00 (SCP2002 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety	
Grant Amount, Funding Source	$60,000	402
Grant Start-up	October 1, 2019	
Project Objective	One Law Enforcement Liaison is assigned for each of the 6 Transportation Districts to promote NHTSA priority programs and provide ongoing technical assistance at the community level. Each LEL promotes and encourages law enforcement agency HVE participation for the district that they represent.	
Project Description	Grant funds support one Law Enforcement Liaison (LEL) for each of the 6 Transportation Districts to promote NHTSA priority programs and to provide ongoing technical assistance at the community level. LEL Outreach is measured by an increase in participation on statewide HVE's and mini grant activity.	
NHTSA Countermeasures 2017	Law Enforcement Outreach Liaison	

SHIFT Outreach & Education

Project Number	CP-2020-03-00-00 (SCP2003 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety	
Grant Amount, Funding Source	$30,000	402
Grant Start-up	October 1, 2019	
Project Objective	Coordinate no less than 10 educational programs with the stakeholders regarding priority safety focus areas.	
Project Description	Funds will support SHIFT Education and outreach efforts, which is a vital component of statewide traffic safety efforts. Educational efforts will target all age groups, businesses, & schools to raise awareness of traffic safety laws, resources/training. Outreach will be directed to schools, community groups, businesses, police departments, EMS/Fire, and the judicial community to increase awareness of traffic safety, campaigns that are conducted throughout the year and to provide opportunities for collaboration to enhance program effectiveness and standardize messaging among safety partners	
NHTSA Countermeasures 2017	Prevention, Communications & Outreach	

Media Survey/Public Opinion Poll

Project Number	PM-2020-02-00-00 (SPM2002 State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$25,000	402
Grant Start-up	October 1, 2019	
Project Description	Funding provides contractor technical fees and services to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations regarding valuable information about driving behavior in the State of Idaho. The information gathered is utilized in raising awareness and affecting behavioral changes to eliminate death and serious injuries in traffic crashes.	
NHTSA Countermeasures 2017	Highway Safety Programs – Public Opinion Poll	

Paid Media

Project Number	PM-2020-01-00-00 (SPM2001 State)	
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$350,000	402
Grant Start-up	October 1, 2019	
Project Objective	Develop, produce and disseminate public information materials to be used to educate the public regarding safe and engaged driving. Support outreach efforts including the use of educational materials.	
Project Description	Funding for the development and placement of media for the general public or focused audiences and demographics to raise awareness and change behavior in an effort to reduce fatalities, injuries and economic losses in traffic crashes in all focus areas as determined by OHS's SHSP.	
NHTSA Countermeasures 2017	Mass Media Campaigns; Communication Campaign	

402 Paid Media	Budget
Occupant Protection	$50,000
Aggressive Driving	$75,000
Impaired Driving	$50,000
Distracted Driving	$75,000
Motorcycle	$50,000
Bicycle and Pedestrian Safety	$50,000

Community Traffic Program Area Management

Project Number	CP-2020-CP-00-00 (S0020CP State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$70,000	402
Grant Start-up	October 1, 2019	
Project Description	Support the cost of Program Management to implement and manage the highway safety programs.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Community Traffic Program FUNDING

Project Number	Project Title	Section 402	State funds	Total
CP-2020-01	Highway Safety Summit	$65,000		$65,000
CP-2020-02	Law Enforcement Liaison Program	$60,000		$60,000
CP-2020-03	SHIFT Outreach & Education	$30,000		$30,000
CP-2020-CP	Community Program Area MGMT	$70,000		$70,000
PM-2020-01	Paid Media	$350,000		$ 350,000
PM-2020-02	Media Survey/Public Opinion Poll	$25,000		$25,000
	TOTALS	**$600,000**		**$600,000**

Planning and Administration

Public law 89-564 (Highway Safety Act) requires that a Highway Safety Program be approved by the Federal government. To adequately perform this task and ensure the program is activated in accordance with the NHTSA/FHWA orders, directives, regulations, policies, etc., the Idaho Transportation Department, is responsible for Idaho's Highway Safety Plan, Idaho Statute 40-408. Under Idaho statute 40-408 the Idaho Traffic Safety Commission (ITSC) was created and Idaho statute 40-409 stipulates ITSC duties.

Goals:

- Target the five-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020).
- Target the five-year average number of serious injuries from 1,293 (2013-2017) to no more than 1,287 (2016-2020)
- Target the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.33 (2013-2017) to no more than 1.41 (2016-2020).

Planning and Administration

Project Number(s)	PA-2020-PA-00-00 (S0020PA State)	
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$175,000	402
Grant Start-up	October 1, 2019	
Project Objective(s)	• Provide planning, coordination, financial aspects, and general administration of the entire HSP and other areas related to the highway safety process. • Provide policy and procedures, program administration, and personnel guidance for the Office of Highway Safety. • Funding supports the cost of Program Management to implement and manage the highway safety programs.	
Project Description	Grant funds are used to support the cost of Program Management to implement and manage all highway safety programs. Other expenses may include travel, training, planning and coordination tools and overall program administration costs.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Traffic Records and Roadway Safety

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:

Goals:

- ❖ Target the five-year average number of fatalities by from 223 (2013-2017) to no more than 249 (2016-2020).
- ❖ Target the five-year average number of serious injuries from 1,293 (2013-2017) to no more than 1,287 (2016-2020).
- ❖ Target the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.33 (2013-2017) to 1.41 (2016-2020).

Statewide Services

Project Number	TR-2020-01-00-00	(STR2001 State)
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$ 70,000	402
Grant Start-up	October 1, 2019	
Project Objective	Provide funding to enhance the linkage and timely analysis for citation data use and information reporting.	
Project Description	Funding will provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems.	
NHTSA Countermeasures 2017	Improves timeliness of a core highway safety database.	

Traffic Records Coordinating Committee (TRCC) Data Improvement Projects

Goal:

- 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.

Project Number	M3DA-2020-01-00-00	(SKD2001 State)
	$0	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$560,000	405c
Grant Start-up	October 1, 2019	
Project Objective	Develop and implement three projects within the six traffic records systems for deficiencies noted in the 2016 Traffic Records System, to implement changes and show improvement of traffic safety data within the system (s).	
NHTSA Countermeasures 2017	Improves accuracy of a core highway safety database.	

Statewide E-Citation (SWET)

Goal:

- Improve timeliness for the reducing the average number of days from a citation issuance to the date the citation is available in the database by implementing a statewide electronic citation system.

- C/A-T-1: Calculate the baseline mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database

to determine the average number of days from citation issuance to the date it is available in the database. After implementation of the statewide electronic citation system, the lead agency will calculate the mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database.

- Divide the baseline calculated by the after-implementation calculated to determine the percentage of decrease or increase on the average number of days from citation issuance to when the citation is available in the database.

Project Number	M3DA-2020-02-00-00	(SKD2002 State)
Benefit to Locals	$0	
Grantee	ITD Office of Highway Safety (OHS) and Idaho State	
Grant Amount, Funding Source	$1,500,000	405c
Grant Start-up	October 1, 2019	
Project Objective	Implement the E-citation software platform for the statewide electronic citation system in agencies that have not yet installed a system to improve citation data timeliness and accuracy or in agencies that have existing systems but want to upgrade to the new system which will improve completeness.	
Project Description	Grant funding will be provided for equipment and installation costs to implement the Statewide E-Citation software platform electronic citation system.	
NHTSA Countermeasures 2017	Improves accessibility of a core highway safety database.	

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Program Area Management

Project Number	TR-2020-00-00 (S0020TR State)	
Benefit to Locals	N/A	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	$40,000	402
Grant Start-up	October 1, 2019	
Project Objective	Support the cost of Program Management to implement and manage the highway safety programs.	
Project Description	Funding will provide development and support to implement and manage traffic records/roadway safety projects.	
NHTSA Countermeasures 2017	Highway Safety Office Program Management	

Traffic Records/Roadway Safety Program FUNDING

Project Number	Project Title	Section 402	Section 405c	Total
TR-2020-00	Program Management	$ 40,000		$ 40,000
TR-2020-01	Traffic Records Program Area Mgmt.	$ 70,000		$ 70,000
M3DA-2020-01	TRCC Data Improvement		$ 560,000	$ 560,000
M3DA-2020-02	Statewide eCitation		$1,500,000	$1,500,000
	Total	**$110,000**	**$2,060,000**	**$2,710,000**

SECTION 405 GRANT PROGRAM

For FFY 2020 Idaho is applying for the following 405-incentive grant programs:

- Occupant Protection
- Traffic Safety Information System Improvements
- Impaired Driving Countermeasures
- Motorcyclist Safety

The 405 application and the accompanying documentation will be sent separately to NHTSA.