



Idaho Transportation Department  
Office of Highway Safety

December 2020



**FFY 2020**

Annual Evaluation  
of the  
Idaho Highway Safety Program

Governor Brad Little

Director Brian W. Ness  
Governor's Highway Safety Representative



Your Safety • Your Mobility  
Your Economic Opportunity

John Tomlinson  
Highway Safety Manager  
Idaho Transportation Department  
Office of Highway Safety



Idaho Transportation Department  
P.O. Box 7129 • Boise, ID 83707  
(208) 334-8100 • Fax (208) 334-4430  
[John.Tomlinson@itd.idaho.gov](mailto:John.Tomlinson@itd.idaho.gov)

## Table of Contents

Executive Summary.....	1
Performance Measurers and Targets.....	2
Core Performance Measure Target Chart – FY2020 .....	3
Summary of Findings.....	5
Mobilizations and Evidence Based Enforcement.....	6
Programs/Planned Activities.....	8
Communication and Media Summary .....	37
Financial Summary.....	38
Highway Safety Plan Cost Summary .....	39
Office of Highway Safety Program Team.....	40



## Executive Summary

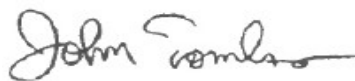
What a year 2020 has been! The Idaho Transportation Department's Office of Highway Safety (OHS) has had to make many adjustments during FFY '20 in regards to the planned activities using federal National Highway Traffic Safety Administration (NHTSA) funds. Who would have thought when we kicked off FFY '20 on October 1, 2019, that a pandemic would have changed the way we carried out what was established in the Highway Safety Plan (HSP)? The purpose of all the behavioral related activities carried out in FFY '20 were focused on eliminating fatalities and serious injuries on Idaho's roads. These activities were also aligned with the key strategies found in the Strategic Highway Safety Plan (SHSP). There were many negative aspects of COVID-19 and the pandemic, but I feel strongly that this year in particular, it is more important than ever to highlight a handful of the accomplishments for FFY '20:

- OHS partnered with the Office of Drug Policy to do a marijuana impaired public service announcement on a completely new platform for us: Twitch.
- Countless lives were saved because of the work of the Coeur d'Alene Police Department DUI STEP grant. More than 150 were arrested for DUI during grant funded activities. Their work, along with the North Idaho DUI Task Force, show how powerful partnerships can work.
- During the pandemic, speeding became more prevalent as fewer people were traveling. Law enforcement agencies applied for enforcement mini grants to try and curtail that trend.
- Working entirely from home, the OHS crash analyst team did an incredible job to catch up on the backlog of crashes, to the point that they are working on crashes in the current quarter.
- OHS partnered with Numetric to create new online crash dashboards, to improve access to Idaho's crash data. The tool allows anyone to do customized crash data searches, using maps, charts and graphs.
- Three Idaho counties were recognized during FFY '20 for zero fatalities in CY 2019: Bear Lake, Camas, and Power counties.

The themes of this year were: focus, simplify, adapt, and innovate to make an impact on highway safety in Idaho. I am grateful to all of our highway safety partners, but especially for the law enforcement agencies across the Gem State. This year in particular, they went above and beyond to somehow find a way to enforce and educate motorists of the risks associated with specific behaviors behind the wheel. Law enforcement are true heroes, and I appreciate all they do to save lives on Idaho's roads. As you read through this Annual Report, you will see the tireless hours so many amazing people put in to these activities. Focusing on engaged driving aligns so well with the way Idahoans are. We care about our families, friends, and communities; and together we can make a difference.

I am grateful for the waivers that NHTSA allowed in FFY '20, and Idaho took advantage of the following: Annual Seat Belt Survey, Maintenance of Effort, and Local Benefit/Share to Local.

Thank you everyone for your hard work and dedication to saving lives!

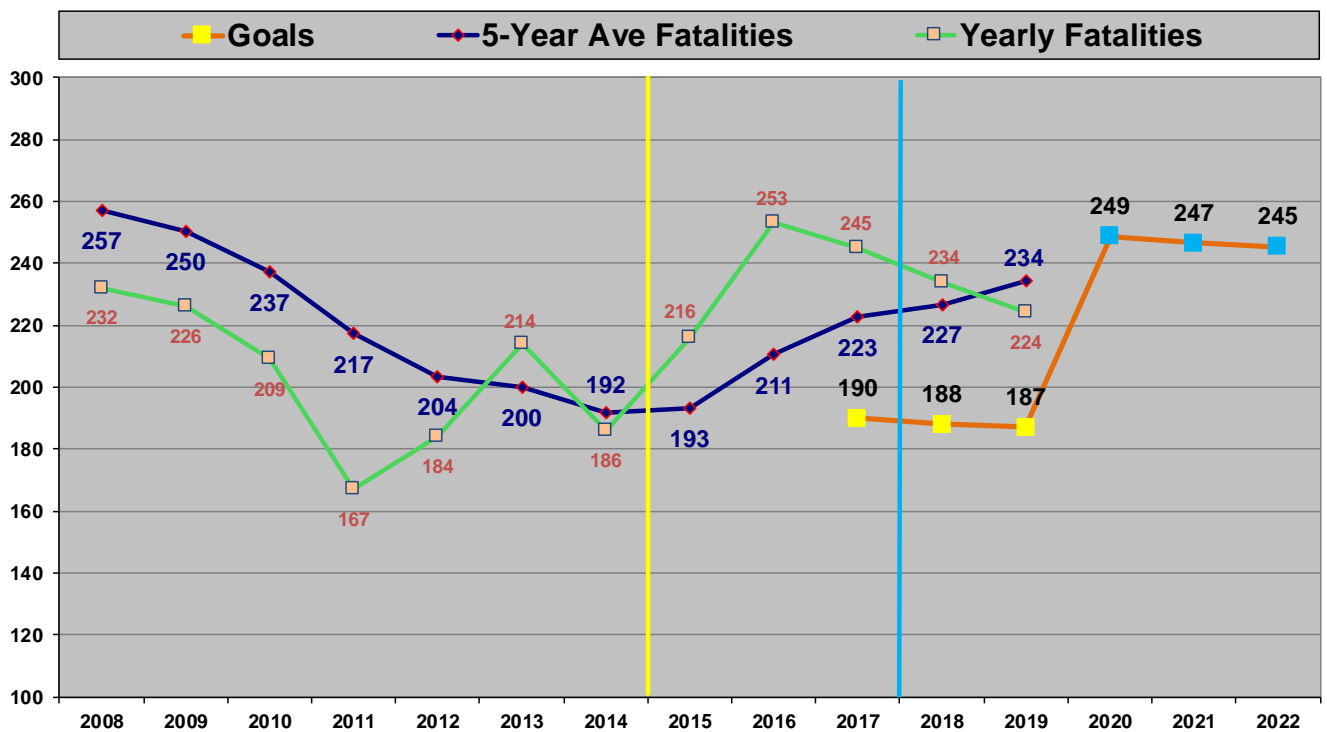


John Tomlinson  
Highway Safety Manager

## Performance Measures and Targets

As evidenced in the graph below, the trend of the 5 year average fatalities from 2007 to 2014 was decreasing and the goals were set in accordance with that decreasing trend. In the time since the goals were set, fatalities have increased, resulting in the goals not being achieved. The vertical Yellow line denotes the data that was available when the yellow targets were set, the vertical blue line denotes the data that was available (up to 2017) when the blue targets (2020-2022) were set.

### Fatalities - Yearly & 5 Year Average with Targets



The performance measures have been reassessed and new goals have been set for FFY2020 and future Highway Safety Plans.

# GHSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2020 Idaho

Assessment of Results in Achieving Performance Targets for FY20 and FY19									
Performance Measure	FY 2020					FY 2019			
	Target Period	Target Year(s)	Target Value FY20 HSP	Data Source*/ FY 20 Progress Results	On Track to Meet FY20 Target Y/N ** (in-progress)	Target Value FY19 HSP	Target Year(s)	Data Source/ FY19 Final Result	Met FY19 Target Y/N
C-1) Total Traffic Fatalities	5 year	2016-2020	249	2015 – 2019 FARS 234	Y	187	2015-2019	2015 – 2019 FARS 234	N
C-2) Serious Injuries in Traffic Crashes	5 year	2016-2020	1,287	2015 – 2019 STATE 1,267	Y	1,230	2015-2019	2015 – 2019 STATE 1,267	N
C-3) Fatalities/VMT	5 year	2016-2020	1.41	2015 – 2019 FARS 1.35	Y	1.12	2015-2019	2015 – 2019 FARS 1.35	N
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY20 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	106	2019 FARS 93	Y	70	2019	2019 FARS 93	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	72	2019 FARS 67	Y	52	2019	2019 FARS 67	N
C-6) Speeding-Related Fatalities	5 year	2016-2020	59	2019 FARS 49	Y	50	2019	2019 FARS 49	Y
C-7) Motorcyclist Fatalities (FARS)	5 year	2016-2020	29	2019 FARS 28	Y	21	2019	2019 FARS 28	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016-2020	17	2019 FARS 16	Y	11	2019	2019 FARS 16	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2016--2020	32	2017-2019 FARS 34	Y	25	2017-2019	2017-2019 FARS 34	N
C-10) Pedestrian Fatalities	5 year	2016-2020	15	2015 – 2019 FARS 14	Y	11	2015-2019	2015 – 2019 FARS 14	N
C-11) Bicyclist Fatalities	5 year	2016-2020	3	2015 – 2019 FARS 3	Y	2	2015-2019	2015 – 2019 FARS 3	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2020	82.4%	State survey/ 85.7%	Y	83.3%	2019	State survey/ 85.7%	Y
(FHWA-1) Serious Injury Rate /VMT	5 year	2016-2020	7.30	2015 – 2019 STATE 7.30	Y	7.36	2015-2019	2015 – 2019 STATE 7.30	Y
(FHWA-2) Non-Motorist Fatalities and Serious Injuries	5 year	2016-2020	120	2015 – 2019 STATE 121	Y	120	2015-2019	2015 – 2019 STATE 121	N
(I-1) Distracted Driving Fatalities	5 year	2016-2020	53	2015 – 2019 STATE 48	Y	39	2015-2019	2015 – 2019 STATE 48	N
(I-2) Drivers 65 and Older in Fatal Crashes	5 year	2016-2020	52	2015 – 2019 STATE 52	Y	34	2015-2019	2015 – 2019 STATE 52	N

<b>(I-3) Fatalities resulting from Commercial motor Vehicle Crashes</b>	5 year	2016-2020	39	2015 – 2019 STATE 40	Y	20	2015-2019	2015 – 2019 STATE 40	N
<b>(I-4) Single Vehicle Run-Off-Road Fatalities</b>	5 year	2016-2020	116	2015 – 2019 STATE 105	Y	95	2015-2019	2015 – 2019 STATE 105	N
<b>(I-5) Head-on / Sideswipe opposite Fatalities</b>	5 year	2016-2020	42	2015 – 2019 STATE 40	Y	24	2015-2019	2015 – 2019 STATE 40	N
<b>(I-6) Intersection-Related Fatalities</b>	5 year	2016-2020	47	2015 – 2019 STATE 47	Y	33	2015-2019	2015 – 2019 STATE 47	N

- \*States have the option of evaluating the target achievement with the most recent State or FARS data, not both, for all measures excluding C-1 – C-3. See Instructions for details.
- \*\*For FY20, if the response is No (N) for any performance measures, the SHSO is required to separately provide within the Annual Report a description of how the SHSO will adjust its upcoming (FY22) HSP to better meet the performance target(s).

**A summary of findings for CY 2019 are listed below:**

- The number of motor vehicle crashes increased by 12.4 percent, from 24,031 in 2018 to 27,015 in 2019. The number of fatalities resulting from motor vehicle crashes decreased from 234 in 2018 to 224 in 2019, a 4.3 percent decrease. The number of fatal crashes decreased from 215 in 2018 to 201 in 2019. The number of suspected serious injuries decreased from 1,250 in 2018 to 1,154 in 2019, a 7.7 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.24, down from 1.32 in 2018.
- While 68 percent of all motor vehicle crashes occurred on urban roadways, 74 percent of the fatal motor vehicle crashes occurred on rural roadways in 2019.
- Fatalities resulting from impaired driving crashes increased in 2019 by 26.9 percent and 44 percent of all fatalities resulted from impaired driving. Of the 99 people killed in impaired driving crashes, 82 (83 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt use increased to 85.7 percent in 2019. While the observed rate was 86 percent, only 44 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 42 of the 83 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 50 percent of the motor vehicle crashes and 66 people were killed in aggressive driving crashes in 2019.
- Distracted driving was a factor in 19 percent of the motor vehicle crashes in 2019 and 36 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2019, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 18 people killed in crashes involving youthful drivers in 2019.
- The number of motorcyclists killed in motor vehicle crashes decreased to 25 in 2019. Just over half (54 percent) of fatal motorcycle crashes in 2019 involved just the motorcycle and a third (33 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 14 pedestrians and 4 bicyclists killed in motor vehicle crashes in 2019.
- Fatal crashes involving commercial motor vehicles decreased from 44 in 2018 to 34 in 2019. The number of injury crashes involving commercial motor vehicles decreased by 3 percent. There were 40 people killed and 997 people injured in commercial motor vehicle crashes in 2019.

## Mobilizations and Evidence Based Enforcement

Executing effective High Visibility Enforcement (HVE) requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agencies' evidence based traffic safety enforcement programs implement 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. ITD-OHS staff work closely with law enforcement agencies to ensure HVE mobilizations are carried out successfully.

Idaho's Law Enforcement Liaison's (LEL), which are represented by six officers, one from each of the six Idaho Transportation Districts, provide leadership for the evidence based traffic safety mobilization enforcements by increasing participation and effectiveness of Idaho's law enforcement agencies and officers in statewide mobilizations. The LEL's also serve 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.

Each Agency enters 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.

### Grant Funded High Visibility Enforcement Arrest-Citation Summary

	ISP	Year 2 CDA DUI- STEP	TFCSSO	Ada CSO	Jerome CSO	Mini Grants	Mobilizations	Holiday Impaired Mobilizations	TOTALS
Seat Belt	973	1	19	0	45	902	1194	67	<b>3201</b>
DUI	261	154	6	3	1	23	214	119	<b>781</b>
Speeding	1945	54	236	84	134	3179	1563	344	<b>7539</b>

The Idaho State Police DUI Strike Team and Teton County Sheriff's Office did not participate due to COVID-19 complications. Elmore County commission voted to not proceed with the County Sheriff's Grant.

### HVE Mobilizations

Description	Dates
Holiday Impaired Driving	December 11, 2019 – January 1, 2020
July 4 <sup>th</sup> Impaired Driving	July 1 – 7, 2020
Seat Belt – Click It	July 25 – August 7, 2020
Aggressive Driving – CANCELED	Due to COVID
Labor Day Impaired Driving	August 19 - September 7, 2020

As part of each mobilization, participating agencies publicize the HVE efforts with local media contacts to increase awareness and provide results before, during, and after mobilizations. Idaho closely mirrors NHTSA's timeline for media. During the seat belt mobilization, pre- and post- surveys are conducted and submitted along with the performance report.

### HVE Mobilization Participation Numbers

District	Sheriff Office	Police Dept.	Total LE Agencies
1	1	7	8
2	4	2	6
3	6	11	17
4	3	6	9
5	5	8	13
6	6	4	10
<b>TOTALS</b>	<b>25</b>	<b>38</b>	<b>63</b>

The OHS has a year-long grant with the Idaho State Police to provide sustained high visibility enforcement throughout the year. In addition to participating in every HVE mobilization, ISP officers are working additional focused enforcement. Enforcement is conducted using data driven approaches in order to achieve success. Idaho has 44 county sheriff offices and 75 police departments. The Idaho State Police also participated in all HVE mobilizations. Below is a list of the agencies that participated in the 2020 mobilizations.

Police Departments					
District 1	District 2	District 3	District 4	District 5	District 6
Bonn timers Ferry Coeur d'Alene Hayden Lake Rathdrum Post Falls Sandpoint Spirit Lake	Lewiston Moscow	Boise Caldwell Emmett Fruitland Homedale McCall Meridian Middleton Mountain Home Nampa Wilder	Hailey Jerome Kimberly Rupert Shoshone Twin Falls	Aberdeen Blackfoot Chubbuck Montpelier Pocatello Preston Shelley Soda Springs	Idaho Falls Rexburg Rigby St. Anthony

Sheriff's Offices					
District 1	District 2	District 3	District 4	District 5	District 6
Kootenai	Clearwaer Idaho Latah Nez Perce	Ada Boise Canyon Gem Owyhee Valley	Jerome Lincoln Twin Falls	Bannock Bear Lake Bingham Caribou Franklin	Bonneville Clark Fremont Jefferson Madison Teton

## PROGRAMS/PLANNED ACTIVITIES

Program Area: Alcohol (FAST)

Project/ Planned Activity Name: **Impaired Driving Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020AL	AL-2020-AL-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage impaired driving projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing alcohol impaired driving grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

Program Area: Community Traffic Safety Project

Project/ Planned Activity Name: **Community Traffic Program Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020CP	CP-2020-CP-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage community traffic safety projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing Community Traffic program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Child Restraint (FAST)

Project/ Planned Activity Name: **Child Restraint Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020CR	CR-2020-CR-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the child passenger safety projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the five-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing child passenger safety restraint grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Motorcycle Safety (Fast)

Project/ Planned Activity Name: **Motorcycle Safety Program Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020MC	MC-2020-MC-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the motorcycle safety projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the five-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing motorcycle safety grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Occupant Protection (FAST)

Project/ Planned Activity Name: **Occupant Protection Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020OP	OP-2020-SB-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the occupant protection safety projects.

Performance Measure	On Track to Meet FY2020 Target?
Increase the yearly observed seat belt use rate from 81.2% (2013-2017) to 82.4% (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing occupant protection grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Planning and Administration

Project/ Planned Activity Name: **Planning & Administration (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020PA	PA-2020-PA-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding supports the cost of program management to implement and manage the highway safety programs.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time for planning and administration as well as travel for grant monitoring and conferences.

---

Program Area: Pedestrian/Bicycle Safety

Project/ Planned Activity Name: **Pedestrian/Bike Safety Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020PS	PS-2020-PS-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the pedestrian and bicycle safety projects.

Performance Measure	On Track to Meet FY2020 Target?
Maintain the five year number of bicyclists killed in crashes, from 3 (2013-2017) to more than 3 (2016-2020) and the number of pedestrians killed in crashes, from 14 (2013-2017) to no more than 15 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing bike and pedestrian grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Aggressive Driving Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020PT	PT-2020-PT-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the aggressive driving projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of speed related fatalities form 50 (2013-2017) to no more than 59 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing aggressive driving grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

---

Program Area: Traffic Records (FAST)

Project/ Planned Activity Name: **Traffic Records Program Management (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0020TR	TR-2020-TR-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the traffic records projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing traffic record grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **Impaired Driving Program Management (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S2099ID	M5HVE-2020-ID-00-00	Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage impaired driving projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing impaired driving grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

---

Program Area: 405b OP Low (FAST)

Project/ Planned Activity Name: **Occupant Protection Program Management (405b)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S2099OP		Highway Safety Office Program Management	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement and manage the occupant protection projects.

Performance Measure	On Track to Meet FY2020 Target?
Target the five-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Personnel time dedicated to managing occupant protection grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.

---

Program Area: Alcohol (FAST)

Project/ Planned Activity Name: **Impaired Driving Statewide Services (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SAL2001	AL-2020-01-00-00	Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity 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.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Educational materials provided to law enforcement agencies and the community regarding the cost of a DUI and the ABC's of BAC.

---

---

Program Area: Community Traffic Safety Project

Project/ Planned Activity Name: **Highway Safety Summit (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP2001	CP-2020-01-00-00	Law Enforcement Training	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide contractor technical fees and services to produce and support the Idaho Highway Safety Summit which provides training and educational opportunities.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Used to secure facility for future Highway Safety Summit. Due to COVID-19, we were unable to hold a Highway Summit in 2020.

---

Program Area: Community Traffic Safety Project

Project/ Planned Activity Name: **Law Enforcement Liaisons (LEL) Program (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP2002	CP-2020-02-00-00	Law Enforcement Outreach Liaison	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding provides one Law Enforcement Liaison for each of the 6 transportation districts in Idaho. LEL's promote NHTSA priority programs and provide ongoing technical assistance at the community level.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Increased participation in HVE grant opportunities, educated law enforcement partners in highway safety procedures and conducted public outreach education. LEL's help by increasing a law enforcement agency's ability to effectively participate in highway safety enforcement programs. Due to COVID-19, LEL's were limited in their abilities to interact with agencies in their respective districts.

---

Program Area: Community Traffic Safety Project

Project/ Planned Activity Name: **SHIFT Outreach & Education (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP2003	CP-2020-03-00-00	Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding 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 and schools to raise awareness of traffic safety laws, resources and training.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, we were not able to conduct outreach efforts.

---

Program Area: Child Restraint (FAST)

Project/ Planned Activity Name: **Child Passenger Safety Statewide Program (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCR2001	CR-2020-01-00-00	Comm & Outreach: Strategies for Child Restraint Use	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Fund statewide community organizations to purchase and distribute child passenger safety restraints and training materials, educate parents/caregivers, host training courses for CPST certifications and recertifications, and to attend Idaho and national safety and CPS conferences.

Performance Measure	On Track to Meet FY2020 Target?
Target the five-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Purchased and printed educational materials to distribute to educators, law enforcement, caregivers, CPS technicians and instructors, and youthful passengers and drivers. Materials were printed in English and Spanish.

---

Program Area: Distracted Driving (FAST)

Project/ Planned Activity Name: **Distracted Driving HVE Mini-Grants (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SDD2001	DD-2020-01-00-00	High Visibility Cellphone/Text Messaging Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Fund statewide efforts to reduce the number of distracted driving fatalities by working with local law enforcement to conduct distracted and inattentive high visibility enforcement mobilizations and mini-grants.

Performance Measure	On Track to Meet FY2020 Target?
Target the five-year average number of distracted driving fatalities from 47 (2013-2017) to no more than 53 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Conducted two distracted driving enforcement mini-grants. Provided educational billboards. The enforcement efforts resulted in 5 DUIs, 1,081 speeding citations, and 360 seat belt citations.

---

Program Area: 405d Mid Other Based on Problem ID

Project/ Planned Activity Name: **Impaired Driving Statewide Services (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2001	M5IDC-2020-01-00-00	Alcohol Impairment: Detection, Enforcement and Sanctions	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

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.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Conducted 7 impaired driving enforcement mini-grants. Provided equipment to support enforcement efforts during mini-grants. Agencies issued the following citations during alcohol focused mini-grant activities: 9 DUIs, 124 speeding citations, and 5 seat belt citations.

---

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **Traffic Safety Resource Prosecutor (TSRP) Program (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2002	M5CS-2020-02-00-000	Traffic Safety Resource Prosecutor	Idaho Prosecuting Attorneys Association

**Planned Activity Description:**

Fund the Traffic Resource Prosecutor Program in Idaho 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 through education, training and assistance.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The Idaho Traffic Safety Resource Prosecutor continues to be a leader in the prosecution and law enforcement communities, of note: 416 classroom hours taught, 52 trainings provided, 97 meetings attended and 853 technical assistance requests. 22 trainings were cancelled and the number of technical assistance requests were lower than the three previous years due to COVID-19.

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **State Impaired Driving Coordination (SIDC) Program (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2003	M5IDC-2020-03-00-00	Drug Recognition Expert (DRE) Training	Idaho State Police

**Planned Activity Description:**

Fund the State Impaired Driving Coordination Program to provide DEC, DRE, ARIDE, SFST and LEPP training. Provide training and disseminate information and resources for the program.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The following trainings were conducted: 7 Basic SFST Classes (POST, ISP, CWI), 6 Drug Impaired Driving Classes, 1 joint SFST/DRE Instructor School (20 Total Students - 16 SFST instructors/4 DRE Instructors), 1 DRE School (12 Students), 6 Drug Impairment Training for Educational Professionals (DITEP) (289 Attendees) and 1 Drug Impairment Training for Supervisors for Health and Welfare (30 Attendees). Due to COVID-19, many of the trainings were either postponed or cancelled.

---

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **Coeur d'Alene DUI STEP Officer - Year 2 (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2004	M5IDC-2020-04-00-00	Zero-Tolerance Law Enforcement	Coeur d'Alene Police Department

**Planned Activity Description:**

Fund the Coeur d'Alene Police Department STEP Impaired Driving Program through ongoing public education, awareness and sustained DUI traffic enforcement, as well as participate and coordinate multi-jurisdictional DUI enforcement efforts.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

2,080 hours were dedicated to the DUI STEP program. The sustained DUI enforcement resulted in 154 DUI arrests, 54 speeding citations and 1 seat belt citation. They participated in a dozen DUI task force events which included press conferences, earned media and community outreach. The program includes an officer that is DRE and phlebotomy certified.

---

Program Area: 405d Mid Paid/Earned Media

Project/ Planned Activity Name: **Impaired Motorcycle Paid Media (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2005	M5PEM-2020-00-00-00	Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

In the summer riding month, OHS will host an impaired driver campaign messaging motorcycle riders. This campaign will take place during the July 4th Impaired Driving HVE mobilization.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

This campaign was conducted during the July 4th Impaired Driving Mobilization with gas pump toppers statewide, 715,000 trade desk impressions, and 266,000 radio impressions. This campaign included social media outreach.

---

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **ISP - DUI Strike Team (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID2006	M5IDC-2020-06-00-00	High Visibility Enforcement	Idaho State Police

**Planned Activity Description:**

Fund overtime emphasis patrols in Districts 1 and 3. Funding will also provide paid media to support the HVE efforts.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

DUE to COVID-19, we were not able to conduct the patrols.

---

Program Area: 405d Impaired Driving Mid

Project/ Planned Activity Name: **Match for 405(d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID20CS	M5CS-2020-CS-00-000	Impaired Driving Match	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Administrative License Suspension unit match for the 405(d) program.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Match from the Idaho Transportation Department Administrative License Suspension unit for 405(d) match.

---

Program Area: 405d Mid HVE

Project/ Planned Activity Name: **Impaired December/January HVE Mobilization (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID20EA	M5HVE-2020-EA-00-00	High Visibility Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used for law enforcement agencies to participate in this scheduled impaired driving enforcement mobilization to eliminate impaired driving related traffic crash fatalities, serious injuries and economic losses.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The Holiday Impaired Driving Mobilization was conducted December 11, 2019 through January 3, 2020. A total of 53 local agencies participated. Their combined activities resulted in 66 DUI arrests, 263 speeding citations, and 124 seat belt citations.

---

Program Area: 405d Mid HVE

Project/ Planned Activity Name: **Impaired Driving 4th of July HVE Mobilization (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID20EB	M5HVE-2020-EB-00-00	High Visibility Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used for law enforcement agencies to participate in this scheduled impaired driving enforcement mobilization to eliminate impaired driving related traffic crash fatalities, serious injuries and economic losses.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The July 4 Impaired Driving Mobilization was conducted July 1-7, 2020. A total of 57 local agencies participated. Their combined activities resulted in 73 DUIs, 353 speeding and 41 seat belt citations.

---

Program Area: 405d Mid Paid/Earned Media

Project/ Planned Activity Name: **Impaired Driving Paid Media (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID20PM	M5PEM-2020-PM-00-00	Communications & Outreach: Supporting enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding for development and placement of media to support the scheduled impaired traffic enforcement mobilization programs.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The impaired driving campaigns were conducted during the Labor Day and July 4th Impaired Driving Mobilizations. With the Labor Day Mobilization, social media was used with the following platforms: Snapchat (775K impressions), Twitter (281K impressions), Facebook and Instagram (1.4M impressions). TV billboard sponsorships, out of home billboards, and radio spots in English and Spanish were used. There were also 1.7M rich media impressions, 202 on and 1,900 out of home impressions. With the July 4th Mobilization, social media was used with the following platforms social media was used with the following platforms: Snapchat (775K impressions), Twitter (281K impressions), Facebook and Instagram (1.4M impressions). TV billboard sponsorships, out of home billboards, and radio spots in English and Spanish were used. There were also 1.7M rich media impressions, 202 on and 1,900 out of home impressions.: Facebook and Instagram (1.6M impressions), Pandora (800K impressions), and Twitter (353K impressions). There were also live radio reads during traffic, and radio spots in English and Spanish (186 radio spots). Trade Desk impressions were 1.8M.

---

Program Area: 405d Mid HVE

Project/ Planned Activity Name: **Impaired Labor Day HVE Mobilization (405d)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID20EC	M5VE-2020-EC-00-00	High Visibility Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used for law enforcement agencies to participate in this scheduled impaired driving enforcement mobilization to eliminate impaired driving related traffic crash fatalities, serious injuries and economic losses.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater from 63 (2013-2017) to no more than 72 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The Labor Day Impaired Driving Mobilization was conducted August 19 - September 7, 2020. A total of 48 local agencies participated. Their combined activities resulted in 93 DUIs, 354 speeding and 52 seat belt citations.

---

Program Area: Fast Act 405C Data Program

MAP21 405c Data Program

Project/ Planned Activity Name: **TRCC Data Improvement Projects (405c)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SKD2001	M3DA-2020-01-00-00	Improves the accuracy of a core highway safety database.	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Develop and implement three projects within the six traffic records systems for deficiencies noted in the 2016 traffic records system; implement changes and show improvement of traffic safety data within the systems.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Numeric dashboard project designed to improve accessibility of crash data to the general public. Contracted a business analyst to define system and data gaps between existing data and future MIRE elements data needs.

---

---

Program Area: Fast Act 405c Data Program

Project/ Planned Activity Name: **Statewide eCitation SWET (405c)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SKD2002	M3DA-2020-02-00-00	Improves timeliness of a core highway safety database	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Grant funding will be provided for equipment and installation costs to implement the Statewide E-Citation software platform electronic citation system.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Purchased equipment to support the use of the Statewide Electronic Ticketing (SWET) system for seven county sheriff offices and six city police departments. Equipment included 87 printers, 69 scanners, 53 computers, 2 servers and 2 internet routers.

---

Program Area: 405f Paid Advertising

Project/ Planned Activity Name: **Motorcycle Awareness Safety Paid Media (405f)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMA2002	M9MA-2019-02-00-00	Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding for a motorist awareness outreach campaign during the month of May.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Motor vehicle driver awareness of motorcycle riders campaign ran from May 25, 2020 – June 7, 2020. Social media was used with the following platforms: Facebook and Instagram (1.9M impressions). Also ran 828 radio spots and 1M Trade Desk impressions.

---

Program Area: Motorcycle Safety (Fast)

Project/ Planned Activity Name: **Motorcycle Safety Statewide Services (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC2001	MC-2020-01-00-00	Motorcycle Rider Training	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding for projects to promote motorcycle safety and awareness across the state.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, no projects occurred during this fiscal year.

---

Program Area: Motorcycle Safety (Fast)

Project/ Planned Activity Name: **Motorcycle Safety Training and Education (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC2002	MC-2020-02-00-00	Motorcycle Safety Education	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used for motorcycle safety printed educational materials, training/travel costs and outreach reimbursement costs.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, training and outreach were not conducted.

---

Program Area: Motorcycle Safety (Fast)

Project/ Planned Activity Name: **ICMS Awareness Rally Grant (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC2003	MC-2020-03-00-00	Other Driver Awareness of MC's	Idaho Coalition for Motorcycle Safety

**Planned Activity Description:**

Funding to promote vehicle driver awareness of motorcyclists during the annual motorcycle rally in May.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, the rally was cancelled.

---

Program Area: Motorcycle Safety (Fast)

Project/ Planned Activity Name: **Motorcycle Trike Training Program (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC2004	MC-2020-04-00-00	Motorcycle Rider Training	High Desert Harley Davidson

**Planned Activity Description:**

Funding to purchase a trike to support the trike training course.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of motorcyclists killed from 26 (2013-2017) to no more than 29 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

High Desert Harley Davidson conducted seven classes and trained 26 riders on the trike. The average age of the trainee was 64.8 years old which was in the target market. Due to COVID-19, the number of classes conducted was minimal.

The trike was also shown at a Trunk-o-Treat event in October of 2019 and education provided to attendees of the event.

---

Program Area: Occupant Protection (FAST)

Project/ Planned Activity Name: **Seat Belt Statewide Services (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP2001	OP-2020-01-00-00	Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used to purchase and distribute educational opportunities and materials regarding the importance of vehicle occupant wearing seat belts and restraining children properly

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Funding was used for Child Passenger Safety ads with Buena Vista Publishing in Treasure Valley, Magic Valley, and Eastern Idaho.

---

Program Area: 405b low Training

Project/ Planned Activity Name: **Child Passenger Safety Training Program (405b)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP202L	M2X-2020-2L-00-00	Comm & Outreach: Strategies for Child Restraint Use	Lemhi County Sheriffs Office

**Planned Activity Description:**

Funding to have central coordination for teaching of Child Passenger Safety technicians and instructors statewide. Program also coordinates the distribution of child passenger safety seats throughout the state for instructors and CPS check stations.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Funding used for a dedicated full-time Statewide Child Passenger Safety Coordinator. CPS Statewide Coordinator provided the following: 4 CPS technician class were held. There are 348 certified technicians, 25 certified instructors and 8 CPS tech proxies. Inspection sites increased from 81 to 89 in 2020. Due to COVID-19, the number of classes held and events attended were minimal.

---

Program Area: 405 Low Public Education

Project/ Planned Activity Name: **Child Passenger Restraint Purchases (405b)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP202R	M2X-2020-CR-00-00	Comm & Outreach: Strategies for Child Restraint Use	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will allow statewide community organization to purchase child passenger safety restraints, educate parents/caregivers, and to distribute restraints to ensure children are properly restrained.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Funding contributed to the distribution of 522 convertible seats, 264 combination seats and 214 high back booster seats. Currently, there are 89 seat check stations.

---

Program Area: 405b Low OP Information systems

Project/ Planned Activity Name: **Annual OP Observational Survey (405b)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP202S	M2X-2020-2S-00-00	Behavioral Safety Education	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding to engage and train observational seat belt survey counters, and to reimburse counter organizations for conducting the observational survey.

Performance Measure	On Track to Meet FY2020 Target?
Increase the yearly observed seat belt use rate from 81.2% (2013-2017) to 82.4% (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, the survey was cancelled. ITD Office of Highway Safety took advantage of the CARES Act waiver and did not conduct the survey.

---

Program Area: 405b OP Low (FAST)

Project/ Planned Activity Name: **Occupant Protection Outreach & Paid Media (405b)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP202T	M2X-2020-TR-00-00	Communications and Outreach: Strategies for Low Belt Use Groups	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding to develop and place media for the general public or focused audiences to raise awareness and change behavior in an effort to increase seat belt use and the proper use of child restraints.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Funding used to provide travel and training expenditures for the Child Passenger Safety Technician courses, including instructor fees and educational materials. Funding was also used to purchase 5,000 Bilingual Visual Car Seat Guides for distribution.

---

Program Area: Occupant Protection (FAST)

Project/ Planned Activity Name: **May CIOT HVE - Click it, Don't Risk It (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP20EB	OP-2020-EB-00-00	Short-term, High Visibility Seat Belt Law Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Fund the seat belt high visibility mobilization statewide.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of unrestrained passenger motor vehicle occupants killed from 94 (2013-2017) to no more than 106 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The annual CIOT mobilization was rescheduled to take place July 25 - August 7, 2020. 50 local law enforcement agencies participated in this grant-funded activity targeting unrestrained motor vehicle drivers and passengers. During the enforcement, a total of 1,101 seat belt citations and 19 child restraint citations were issued, in addition to 9 DUI arrests and 856 speeding citations.

---

Program Area: Paid Advertising (FAST)

Project/ Planned Activity Name: **Paid Media (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPM2001	PM-2020-01-00-00	Mass Media Campaigns	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding the development and placement of media for focused audiences and demographics to raise awareness and change behavior in an effort to reduce fatalities, injuries and economic losses in traffic crashes.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

OHS used media to promote traffic safety activities and worked with ITD's Office of Communication to conceptualize, develop, and deliver safe driving messages to drivers across the state. Paid media was used to address the following focus areas: Impaired Driving, Occupant Protection, Distracted Driving, Aggressive Driving, School Zone Safety, Youthful Drivers, Motorcycle, and Bike/Ped Safety.

- Based on Idaho's crash data trends, a majority of the campaigns target male drivers age 21-34; members of this demographic are more likely to participate in high-risk behaviors such as impaired driving and failing to use seat belts.
- Partnering with collegiate and professional sports teams to promote safe driving behaviors among their fan bases.
- Developed partnership with private businesses to develop strategies and methods to reduce distracted driving behaviors through training and education in the workplace.
- Media purchased included: broadcast television and radio, outdoor signs, streaming radio and video and social media.
- Worked closely with the ITD Communications Office to implement media plans to support all grantees and safety partners by providing sample news releases and social media posts.

---

Program Area: Community Traffic Safety Project

Project/ Planned Activity Name: **Public Opinion Poll (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPM2002	PM-2020-02-00-00	Behavioral Safety Education	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding provides contractor technical fees and services to evaluate the effectiveness of paid media communication tools and marketing strategies. Information is used to raise awareness and affect behavioral changes.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

A poll was not conducted, as a contractor has not been identified to carry out the poll.

---

Program Area: Pedestrian/Bicycle Safety

Project/ Planned Activity Name: **Pedestrian/Bike Statewide Services (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPS2001	PS-2020-01-00-00	Bike/Ped Communication Campaign	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding to provide support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of bicyclists killed in crashes, from 3 (2013-2017) to no more than 3 (2016-2020) and the pedestrians killed in crashes from 14 (2013-2017) to no more than 15 (2016-2020).	Yes

**Contribution to meeting the state performance measure:**

Mini-grant for crosswalk enforcements activities in Moscow, which is a University town. The Moscow Police Department conducted crosswalk enforcement at busy intersections during two events in the downtown corridor. Prior to the enforcement, they conducted public outreach, which included two live interviews, to let the community know they would be targeting unsafe driving and pedestrian behaviors. Grant funded activities included a total of 86 contacts made and 26 traffic citations issued.

---

Program Area: Pedestrian/Bicycle Safety

Project/ Planned Activity Name: **Idaho Smart Growth (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPS2002	PS-2020-02-00-00	Bike/Ped Communication Campaign	Idaho Smart Growth

**Planned Activity Description:**

Funding to implement "Bike/Pedestrian Crash Course" statewide through a coalition based on grassroots outreach initiatives.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of bicyclists killed in crashes, from 3 (2013-2017) to no more than 3 (2016-2020) and the pedestrians killed in crashes from 14 (2013-2017) to no more than 15 (2016-2020).	Yes

**Contribution to meeting the state performance measure:**

Conducted grassroots activities to included a safe cycling class which was videotaped for future use. Also developed 4 educational videos. Due to COVID-19, several classes and outreach activities were postponed.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Police Traffic Statewide Services – Mini-Grants (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2001	PT-2020-01-00-00	Education and outreach	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will be used to develop and disseminate both distracted and aggressive driving related public information materials to community safety partners and stakeholders and support law enforcement agencies' requests for traffic enforcement needs through mobilizations and mini-grants.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

The Idaho Office of Highway Safety developed a social media PSA featuring a young artist who promoted the *Create Real Impact* young driver competition. OHS also partnered with the Idaho Department of Education Drivers' Education program to promote the competition through their driving instructors. Idaho had 23 entries in all categories, which included Video, Writing, Music, and Graphic Design. Idaho did not have a winner this year, but 4 Idaho entries made it to the overall top 50.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Aggressive Driving HVE & Mini-Grants (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2002	PT-2020-02-00-00	Sustained Enforcement	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding for enforcement overtime to target aggressive driving during the months with the highest rate of crashes due to speeding and other aggressive driving behaviors.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of speed related fatalities from 50 (2013-2017) to no more than 59 (20176-2020)	Yes

**Contribution to meeting the state performance measure:**

15 mini-grants were conducted by agencies to target aggressive driving. The agencies' activities generated a combined total of 771 speeding citations, 277 seat belt citations, and 15 DUIs. Provided equipment for support of five law enforcement agencies to target aggressive driving behaviors during mini-grants. No statewide aggressive driving mobilization was conducted due to COVID-19.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Elmore CSO STEP Grant - Year 1 (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2003	PT-2020-03-00-00	Sustained Enforcement	Elmore County Sheriff's Office

**Planned Activity Description:**

STEP Program - did not initiate grant due to political and administrative changes in the agency.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

County commissioners voted not to pursue the grant, so no activities were performed.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Police Traffic Services Training Support (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2006	PT-2020-06-00-00	Law Enforcement Training	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding to support training and travel to learn about innovations in community-based traffic safety enforcement and outreach.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, all training activities were cancelled.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Twin Falls County Sheriff Enforcement (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2007	PT-2020-07-00-00	High Visibility Enforcement	Twin Falls County Sheriff's Office

**Planned Activity Description:**

Funding to increase law enforcement presence by implementing increased and sustained traffic patrols to reduce impaired, aggressive and distracted driving crashes and to increase the use of seat belts and child restraints.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Conducted enforcement saturation patrols resulting in 16 seat belt, 3 child passenger safety, and 236 speeding citations, in addition to 6 DUI arrests. The agency provided promotional materials at every traffic stop. The agency issued press releases and social media posts before and during enforcement activities.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Teton CSO Overtime & Outreach (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2008	PT-2020-08-00-00	High Visibility Enforcement	Teton County Sheriff's Office

**Planned Activity Description:**

Funding will support several short-term HVE events as well as create and deliver an educational program for the young driver and motoring public.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-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)	Yes

**Contribution to meeting the state performance measure:**

Due to COVID-19, educational activities could not occur.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Idaho State Police (ISP) Traffic Enforcement (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2009	PT-2020-09-00-00	High Visibility Enforcement	Idaho State Police

**Planned Activity Description:**

Fund a year-long grant dedicated to the sustained enforcement of driving laws related to impaired, aggressive and distracted driving and zero tolerance for lack of seat belt use.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Conducted statewide saturation patrols resulting in 1,624 DUI arrests, 973 seat belt and child restraint, 1,948 speeding, 72 distracted and 526 aggressive citations. 14 troopers attended a "Below 100" course.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Ada CSO - Bogus Basin Overtime Project (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2010	PT-2020-10-00-00	Sustained Enforcement	Ada County Sheriff's Office

**Planned Activity Description:**

Funding will provide overtime enforcement for aggressive driving and distracted driving on Bogus Basin highway.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of distracted driving fatalities form 47 (2013-2017) to no more than 53 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Completed 143.45 hours of overtime enforcement. Officers made 240 contacts, resulting in 3 DUI arrests, 84 speeding citations, and 1 reckless driving citation.

---

Program Area: Police Traffic Services (FAST)

Project/ Planned Activity Name: **Jerome CSO Overtime Grant (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT2011	PT-2020-11-00-00	Sustained Enforcement	Jerome County Sheriff's Office

**Planned Activity Description:**

Funding for overtime enforcement of aggressive driving, impaired driving and distracted driving, especially during the 100 deadliest days of summer from May - August.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

**Contribution to meeting the state performance measure:**

Conducted saturation patrols which resulted in 40 seat belt, 5 child restraint and 134 speeding citations. Also made 1 DUI arrest. The agency used social media throughout the enforcement activities.

---

Program Area: Traffic Records (FAST)

Project/ Planned Activity Name: **Traffic Records Statewide Services (402)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
STR2001	Tr-2020-TR-00-00	Improves timeliness of a core highway safety database	ITD Office of Highway Safety (OHS)

**Planned Activity Description:**

Funding will provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in traffic records systems.

Performance Measure	On Track to Meet FY2020 Target?
Target the 5-year average number of fatalities from 223 (2013-2017) to no more than 249 (2016-2020)	Yes

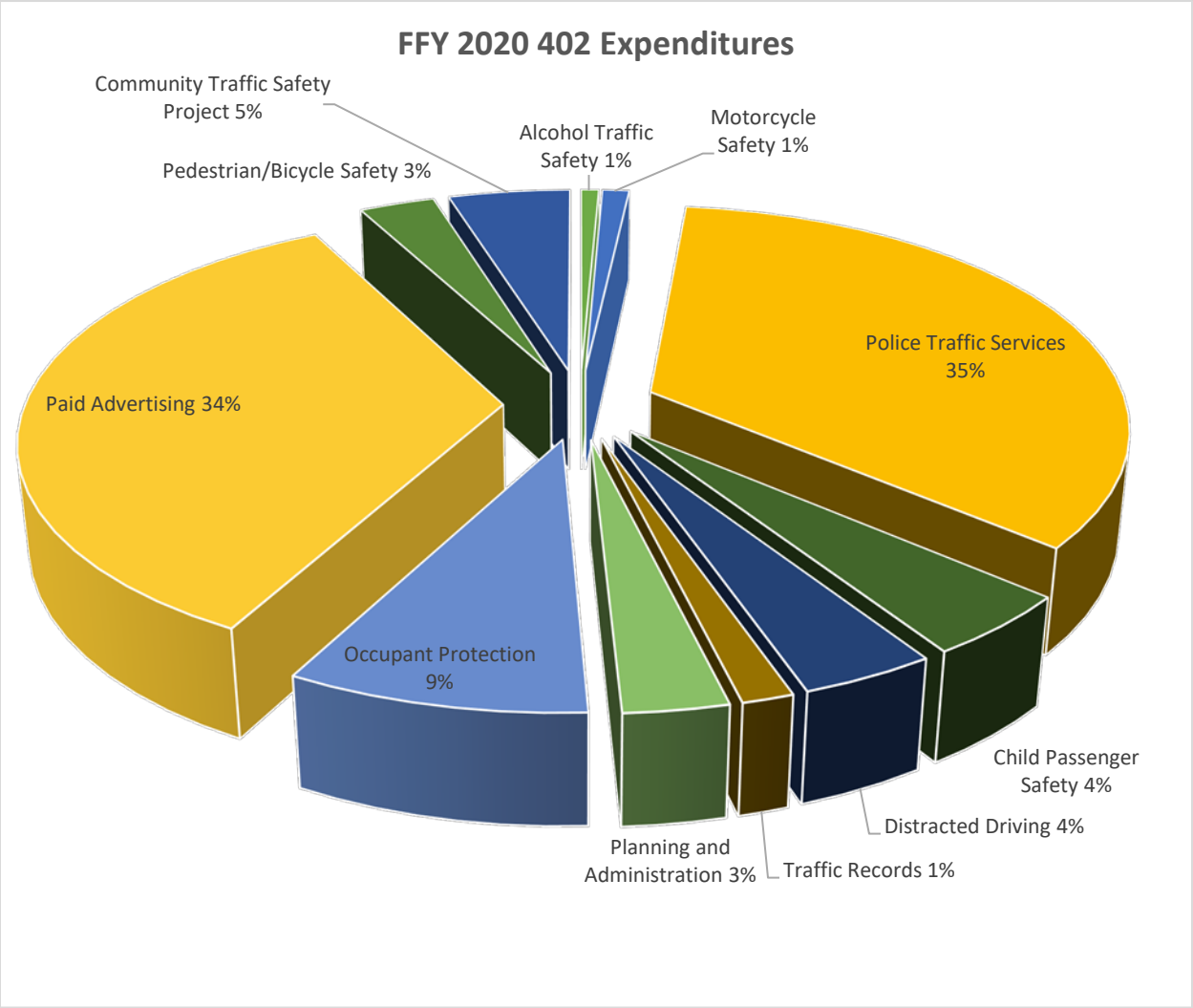
**Contribution to meeting the state performance measure:**

No activity, as no projects were submitted.

# Communication and Media Summary

Impaired Driving						
Holiday Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Programmatic - Trade Desk	Statewide		2.98 Million		
	Social - Facebook & Instagram	Statewide		1.6 Million		
	Out of Home - Billboards	Statewide		3.5 Million		
	Broadcast Radio - Spanish	Statewide		104 Spots		
	Broadcast Radio - English	Statewide		517 Spots		
	Streaming Radio - Pandora	Statewide		6,000		
	Bar Juke Boxes	Statewide		2.3 Million		
	Broadcast Television	Statewide		1.3 Million		
SPM2001	Media Placement				\$128,750	\$123,414
SPM2001	Creative Services				\$27,345	\$26,950
Super Bowl Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Social - Facebook & Instagram	Statewide	01/30 - 02/02	469200		
SPM2001	Media Placement				\$10,000	\$7,185
St Patrick's Day	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Social Media	Statewide	03/11 - 03/18	592,700		
	Broadcast Radio	Statewide	03/11 - 03/18	307 Spots		
SPM2001	Media Placement				\$10,000	\$9,940
4th of July	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Programmatic - Trade Desk	Statewide	06/29 - 07/12	1,849,585		
	Social - Facebook & Instagram	Statewide	06/29 - 07/12	1,635,998		
	Twitter	Statewide	06/29 - 07/12	353,052		
	Pandora	Statewide	06/29 - 07/12	808,651		
	Broadcast Radio	Statewide	06/29 - 07/12	1,286 Spots		
SID20PM	Media Placement				\$75,000	\$71,161
SPM2001	Creative Services				\$18,800	\$18,725
Labor Day	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Social - Facebook & Instagram	Statewide	08/17 - 09/07	1,438,353		
	Rich Media	Statewide	08/17 - 09/07	1,676,491		
	Snapchat	Statewide	08/17 - 09/07	775,982		
	Twitter	Statewide	08/17 - 09/07	281,835		
	Broadcast - TV Billboards	Statewide	08/17 - 09/07	202 Spots		
	Out of Home - Billboards	Statewide	08/17 - 09/07	1.9 Million		
	Broadcast Radio - English	Statewide	08/17 - 09/07	1,197 Spots		
	Broadcast Radio - Spanish	Statewide	08/17 - 09/17	75 Spots		
SID20PM	Media Placement				\$100,000	\$91,752
Impaired Motorcycle	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	OOH - Gas Pump Toppers	Statewide	07/01 - 07/31	4,392,450		
SID2005	Media Placement				\$25,000	\$19,222
Marijuana Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Twitter	Statewide	09/07 - 09/27	384,109		
	YouTube	Statewide	09/07 - 09/27	677,345		
	Twitch	Statewide	09/07 - 09/27	328,898		
	Snapchat	Statewide	09/07 - 09/27	523,897		
SPM2001	Media Placement				\$40,000	\$31,246
A401060	Creative Services				\$28,895	\$27,940
Distracted Driving						
Engaged Driving Month	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Programmatic - Trade Desk	Statewide	04/20 - 05/03	5,365,508		
	Social - Facebook & Instagram	Statewide	04/20 - 05/03	395,784		
SPM2001	Media Placement				\$25,000	\$24,859
A401060	Creative Services				\$5,950	\$5,950
Occupant Protection						
Seat Belts - Rules to LVE	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Programmatic - Trade Desk	Statewide	02/25 - 03/22	1.85 Million		
	Social - Facebook & Instagram	Statewide	02/25 - 03/22	1.3 Million		
	Twitter	Statewide	02/25 - 03/22	1.9 Million		
	OOH - Billboards	Statewide	02/25 - 03/22	1.9 Million		
	Broadcast Radio - Traffic	Statewide	02/25 - 03/22	600 Spots		
	Broadcast Television	Statewide	02/25 - 03/22	1.6 Million		
	OTT - Television	Statewide	02/25 - 03/22	747,000		
	NFHS Network	Statewide	02/25 - 03/22	225,300		
	Idaho Sports	Statewide	02/25 - 03/22	235,000		
	YouTube	Statewide	02/25 - 03/22	626,600		
SPM2001	Media Placement				\$143,398	\$134,446
A401060	Creative Services				\$89,605	\$71,826
Seat Belts - Rules to LVE	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	OTT - Television	Statewide	07/20 - 08/07	756,742		
	YouTube	Statewide	07/20 - 08/07	786,177		
	Broadcast Radio - Traffic	Statewide	07/20 - 08/07	600		
	Twitter	Statewide	07/20 - 08/07	491,038		
	Snapchat	Statewide	07/20 - 08/07	487,235		
SPM2001	Media Placement				\$55,294	\$52,731
SPM2001	Creative Services				\$37,000	\$36,971
Child Passenger Safety W	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Social - Facebook & Instagram	Statewide	09/14 - 09/30	1,627,342		
	YouTube	Statewide	09/14 - 09/30	677,345		
	Streaming Radio - Pandora	Statewide	09/14 - 09/30	365,887		
	OOH - Billboards	Statewide	09/14 - 09/30	1.9 Million		
SPM2001	Media Placement				\$50,000	\$48,260
Vulnerable Road Users						
Motorcycle Awareness	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Programmatic - Trade Desk	Statewide	05/25 - 06/07	1,021,485		
	Social - Facebook & Instagram	Statewide	05/25 - 06/07	1,900,849		
	Broadcast Radio - English	Statewide	05/25 - 06/07	828 Spots		
SMA2002	Media Placement				\$25,000	\$22,879
Teen Drivers	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Snapchat	Statewide		1,397,672		
	Social - Facebook & Instagram	Statewide		186,000		
	OOH - Billboards	Statewide		1.9 Million		
	YouTube	Statewide		909,600		
	Broadcast Radio - Spanish	Statewide		161 Spots		
	Broadcast Radio - English	Statewide		644 Spots		
SPM2001	Media Placement				\$25,500	\$24,885
SPM2001	Creative Services				\$50,000	\$49,966
Other Media Projects						
Vendor	Project Description	Service Type	Service Dates	Focus Area		
Duft & Watterson	OHS Messaging Guide	Creative Services	05/01 - 08/31	All Program Areas	A401060	\$18,500
Duft & Watterson	New Engaged Driving Creatives	Creative Services	05/01 - Ongoing	Engaged Driving	A401060	
Duft & Watterson	Shift Website Update	Creative Services	05/01 - Ongoing	All Program Areas	A401060	\$24,300
Riester	Yearlong Billboards	Media Placement	10/01 - 09/30	All Program Areas	V149170	\$104,414
Learfield Sports	Collegiate Sports Media Package	Media Placement	09/01 - Ongoing	Seat Belts & Distrac	SPM2001	\$100,000

# Financial Summary



# FFY 20 Highway Safety Plan Cost Summary

\*Budget reflects the original HSP planned amount as loaded into GTS  
Budget and Actuals

Federal Project No.	NHTSA Project No.	Major Program	Description	*Budget verified by FFY20 HSP1 in GTS	Expended
AL-2020-01-00-00	SAL2001	H40220	Impaired Driving Statewide Services	\$ 50,000.00	\$ 403.73
AL-2020-AL-00-00	S0020AL	H40220	Impaired Program Area Management	\$ 27,000.00	\$ 13,471.83
CP-2020-01-00-00	SCP2001	H40220	Highway Safety Summit	\$ 65,000.00	\$ 8,000.00
CP-2020-02-00-00	SCP2002	H40220	Law Enforcement Liaisons	\$ 60,000.00	\$ 30,415.15
CP-2020-03-00-00	SCP2003	H40220	SHIFT Outreach and Education	\$ 30,000.00	\$ -
CP-2020-CP-00-00	S0020CP	H40220	CP Program Area Management	\$ 70,000.00	\$ 57,156.28
CR-2020-01-00-00	SCR2001	H40220	Child Passenger Safety Statewide	\$ 100,000.00	\$ 84,275.79
CR-2019-CR-00-00	S0020CR	H40220	CR Program Area Management	\$ 18,540.00	\$ 5,061.89
DD-2020-01-00-00	SDD2001	H40220	HVE - Distracted Driving Mini Grants	\$ 100,000.00	\$ 77,018.52
MC-2020-01-00-00	SMC2001	H40220	Motorcycle Statewide SVC	\$ 10,000.00	\$ -
MC-2020-02-00-00	SMC2002	H40220	Motorcycle Safety Training and Education	\$ 2,000.00	\$ -
MC-2020-03-00-00	SMC2003	H40220	Awareness Rally Grant	\$ 5,500.00	\$ -
MC-2020-04-00-00	SMC2004	H40220	High Desert HD - Trike Purchase	\$ 20,000.00	\$ 20,000.00
MC-2019-MC-00-00	S0020MC	H40220	MC Program Area Management	\$ 17,000.00	\$ 1,031.93
OP-2020-01-00-00	SOP2001	H40220	Seat Belt Statewide Services	\$ 10,000.00	\$ 3,567.84
OP-2020-EB-00-00	SOP20EB	H40220	May CIOT HVE (Click it Don't Risk It)	\$ 150,000.00	\$ 149,793.69
OP-2020-SB-00-00	S0020OP	H40220	OP Program Area Management	\$ 29,870.00	\$ 16,730.83
PM-2020-01-00-00	SPM2001	H40220	Paid Media	\$ 350,000.00	\$ 686,508.85
PM-2020-02-00-00	SPM2002	H40220	Public Opinion Poll	\$ 25,000.00	\$ -
PS-2020-01-00-00	SPS2001	H40220	Bicycle and Pedestrian Statewide Services	\$ 50,000.00	\$ 2,396.21
PS-2020-02-00-00	SPS2002	H40220	Idaho Smart Growth	\$ 58,000.00	\$ 50,015.00
PS-2020-PS-00-00	S0020PS	H40220	PS Program Area Management	\$ 20,000.00	\$ 6,700.23
PT-2020-01-00-00	SPT2001	H40220	Police Traffic Statewide Services	\$ 150,000.00	\$ 200.00
PT-2020-02-00-00	SPT2002	H40220	Aggressive Driving HVE & Mini Grants	\$ 280,000.00	\$ 177,111.79
PT-2020-03-00-00	SPT2003	H40220	Elmore SCO STEP Grant - Year 1	\$ 60,000.00	\$ -
PT-2020-06-00-00	SPT2006	H40220	Police Traffic Services, Training Support	\$ 20,000.00	\$ -
PT-2020-07-00-00	SPT2007	H40220	Twin Falls SCO Office Enforcement	\$ 20,000.00	\$ 19,249.58
PT-2020-08-00-00	SPT2008	H40220	Teton SCO - Overtime and Outreach	\$ 17,000.00	\$ -
PT-2020-09-00-00	SPT2009	H40220	ISP - Traffic Enforcement	\$ 400,000.00	\$ 384,052.07
PT-2020-10-00-00	SPT2010	H40220	Ada SCO - Bogus Basic OT Project	\$ 13,500.00	\$ 10,079.52
PT-2020-11-00-00	SPT2011	H40220	Jerome SCO Overtime Grant	\$ 45,000.00	\$ 44,598.35
PT-2020-PT-00-00	S0020PT	H40220	PT Program Area Management	\$ 60,200.00	\$ 54,015.62
TR-2020-01-00-00	STR2001	H40220	Traffic Records Statewide Services	\$ 70,000.00	\$ -
TR-2020-TR-00-00	S0020TR	H40220	TR Program Area Management	\$ 40,000.00	\$ 29,447.54
PA-2020-PA-00-00	S0020PA	HADMIN	Planning & Administration	\$ 175,000.00	\$ 59,679.06
Total 402 Funding				\$ 2,618,610.00	\$ 1,990,981.30
M2X-2020-OP-00-00	S2099OP	H05B20	405B Occupant Protection	\$ -	\$ 14,103.37
M2X-2020-2L-00-00	SOP202L	H05B20	Lemhi County CPS Program	\$ 80,000.00	\$ 72,021.82
M2X-2020-CR-00-00	SOP202R	H05B20	Child Restraint Purchases	\$ 14,372.00	\$ 6,810.86
M2X-2020-2S-00-00	SOP202S	H05B20	Annual OP Observational Survey	\$ 40,000.00	\$ -
M2X-2020-TR-00-00	SOP202T	H05B20	OP Outreach and Paid Media	\$ 200,000.00	\$ 62,974.64
M3DA-2020-01-00-00	SKD2001	H05C20	TRCC	\$ 560,000.00	\$ 200,301.46
M3DA-2020-02-00-00	SKD2002	H05C20	Statewide e-Citation	\$ 1,500,000.00	\$ 406,089.58
M5HVE-2020-EA-00-00	SID20EA	H05D20	Dec/Jan Impaired HVE	\$ 200,000.00	\$ 170,794.55
M5HVE-2020-EB-00-00	SID20EB	H05D20	July Impaired HVE	\$ 150,000.00	\$ 115,718.56
M5HVE-2020-EC-00-00	SID20EC	H05D20	Labor Day Impaired HVE	\$ 150,000.00	\$ 112,206.76
M5HVE-2020-ID-00-00	S2099ID	H05D20	PAM 405d Impaired Driving	\$ 70,000.00	\$ 31,942.75
M5CS-2020-02-00-00	SID2002	H05D20	TSRP - Traffic Safety Resources	\$ 285,000.00	\$ 236,874.11
M5IDC-2020-02-00-00	SID2001	H05D20	Impaired Driving Statewide Services	\$ 250,000.00	\$ 16,455.79
M5IDC-2020-03-00-00	SID2003	H05D20	State Impaired Driving Coordinator (SIDC)	\$ 240,000.00	\$ 213,490.61
M5IDC-2020-04-00-00	SID2004	H05D20	Coeur d'Alene STEP Officer - Year 2	\$ 60,000.00	\$ 62,999.46
M5IDC-2020-06-00-00	SID2006	H05D20	ISP - DUI Strike Team	\$ 20,000.00	\$ -
M5PEM-2020-00-00-00	SID2005	H05D20	Motorcycle, Impaired Media	\$ 35,000.00	\$ 19,221.66
M5PEM-2020-PM-00-00	SID20PM	H05D20	405d Paid Media	\$ 300,000.00	\$ 162,913.17
M9MA-2020-02-00-00	SMA2002	H05F20	Motorcycle Awareness Safety	\$ 60,000.00	\$ 22,879.04
Total 405 Funding				\$ 4,214,372.00	\$ 1,927,798.19
Total Grant Program Costs				\$ 6,832,982.00	\$ 3,918,779.49
*S2099OP originally had \$0.00 budgeted but during fiscal year gained \$46,350					
**SKD2002 had \$1,500,000 budgeted, but only \$500,000 was put in Task C (FED), \$1,000,000 in Task B (Non-Participating)					

## Office of Highway Safety Program Team

**John Tomlinson:** Highway Safety Manager – [John.Tomlinson@itd.idaho.gov](mailto:John.Tomlinson@itd.idaho.gov)

**Josephine Middleton:** Grants/Contracts Officer – Distracted Driving, Police Traffic Services, Mobilizations, Equipment, Mini-Grants [Josephine.Middleton@itd.idaho.gov](mailto:Josephine.Middleton@itd.idaho.gov)

**Lisa Losness:** Grants/Contracts Officer – Impaired Driving, Vulnerable Users (Youth), Highway Safety Planning, Compliance [Lisa.Losness@itd.idaho.gov](mailto:Lisa.Losness@itd.idaho.gov)

**Tabitha Smith:** Grants/Contracts Officer – Occupant Protection, Child Passenger Safety, Alive at 25, Motorcycle Safety, [Tabitha.Smith@itd.idaho.gov](mailto:Tabitha.Smith@itd.idaho.gov)

**Denise Dinnauer:** Grants/Contracts Officer – Year-long grants, Vulnerable Users (Bicycle/Pedestrian) [Denise.Dinnauer@itd.idaho.gov](mailto:Denise.Dinnauer@itd.idaho.gov)

**Bill Kotowski:** Grants/Contracts Officer – Community Traffic Safety (Law Enforcement Liaisons, Coalition, Summit), Public Outreach [Bill.Kotowski@itd.idaho.gov](mailto:Bill.Kotowski@itd.idaho.gov)

**Kelly Campbell:** Research Analyst Principal – Traffic Records and Roadway Data, SWET [Kelly.Campbell@itd.idaho.gov](mailto:Kelly.Campbell@itd.idaho.gov)

**Steve Rich:** Research Analyst Principal - [Steve.Rich@itd.idaho.gov](mailto:Steve.Rich@itd.idaho.gov)

**Jill Young:** Financial Analyst - [Jill.Young@itd.idaho.gov](mailto:Jill.Young@itd.idaho.gov)

**Kirstin Weldin:** Program Planning and Development Specialist – Law Enforcement Trainer [Kirstin.Weldin@itd.idaho.gov](mailto:Kirstin.Weldin@itd.idaho.gov)

**Carrie Akers:** Technical Records Specialist 1 – FARS Analyst [Carrie.Akers@itd.idaho.gov](mailto:Carrie.Akers@itd.idaho.gov)

**Patti Fanckboner:** Technical Records Specialist 1 – Crash Analyst and Backup FARS Analyst [Patti.Fanckboner@itd.idaho.gov](mailto:Patti.Fanckboner@itd.idaho.gov)

**Julie Whistler:** Technical Records Specialist 1 – Crash Analyst [Julie.Whistler@itd.idaho.gov](mailto:Julie.Whistler@itd.idaho.gov)

**Leslie De La Cruz:** Technical Records Specialist 1 – Crash Analyst [Leslie.Cruz@itd.idaho.gov](mailto:Leslie.Cruz@itd.idaho.gov)

**David Prosser:** Technical Records Specialist 1 – Crash Analyst [David.Prosser@itd.idaho.gov](mailto:David.Prosser@itd.idaho.gov)