



FFY 2021 Annual Evaluation

Idaho Office of Highway Safety



FFY 2021

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

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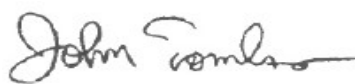
Executive Summary

The Idaho Transportation Department's Office of Highway Safety (OHS) is proud to partner with the National Highway Traffic Safety Administration (NHTSA) as we work toward reducing and ultimately eliminating fatalities and serious injuries on Idaho's roads. Tragically, fatalities have increased this year, after four years of decreasing numbers. OHS has used the NHTSA funds to focus on activities related to educating the public and supporting law enforcement who are on the road each day working hard to save lives. These activities align with what was established in the FFY '21 Highway Safety Plan and the five-year Strategic Highway Safety Plan. Here is a look back at some of the highlights for this past year:

- OHS partnered with many different innovative businesses and organizations to help Shift the conversation to positive messaging related to behavioral safety. Here is a list of some of our many partners: Learfield Sports, Boise Hawks, Idaho Falls Chukars, Grease Monkey, Idaho Power, D93 News, NFHS, Idahosports.com, AMI Entertainment, Duft Watterson, Riester, Office of Drug Policy, MADD, law enforcement agencies, and many more.
- Law enforcement agencies began issuing citations as part of Idaho's Hands Free Law on January 1, 2021. A statewide distracted driving mobilization occurred in April 2021, as part of National Distracted Driving Awareness Month.
- Two statewide Highway Safety Summits were held: one virtually and one in person. Idaho State Police Colonel Kedrick Wills was our keynote for the virtual Summit, and participants were able to join in on a variety of breakout sessions on their own time. Nearly 250 people attended the in person Summit in Boise, and there were many great keynote speakers and breakout sessions held there. It was wonderful to network and share ideas.
- A new Child Passenger Liaison Team was established, following the model of the successful Law Enforcement Liaison Team. There is a liaison for each of the seven Public Health Districts, and were able to help the technicians and the public with child passenger safety related questions and concerns. CPS Statewide Coordinator Carma McKinnon continued to lead a solid program to keep kids safe in Idaho.
- The Statwide Electronic Ticketing (SWET) program continued to expand across the state. There are now 49 law enforcement agencies using SWET, along with Port of Entry.
- Two Idaho counties were recognized in FFY '21 for zero fatalities in CY 2020: Benewah & Camas.
- Note: Idaho took advantage of the Maintenance of Effort waiver that NHTSA allowed in FFY '21

Partnerships and engagement were important themes in FFY '21: working together toward a common goal of saving lives. As you read this Annual Report, take note of the partnerships that were established and strengthened as these activities were carried out. Focus on the engagement of those who cared enough to make a difference in their communities.

Thank you to everyone who took part in this important effort of highway safety!



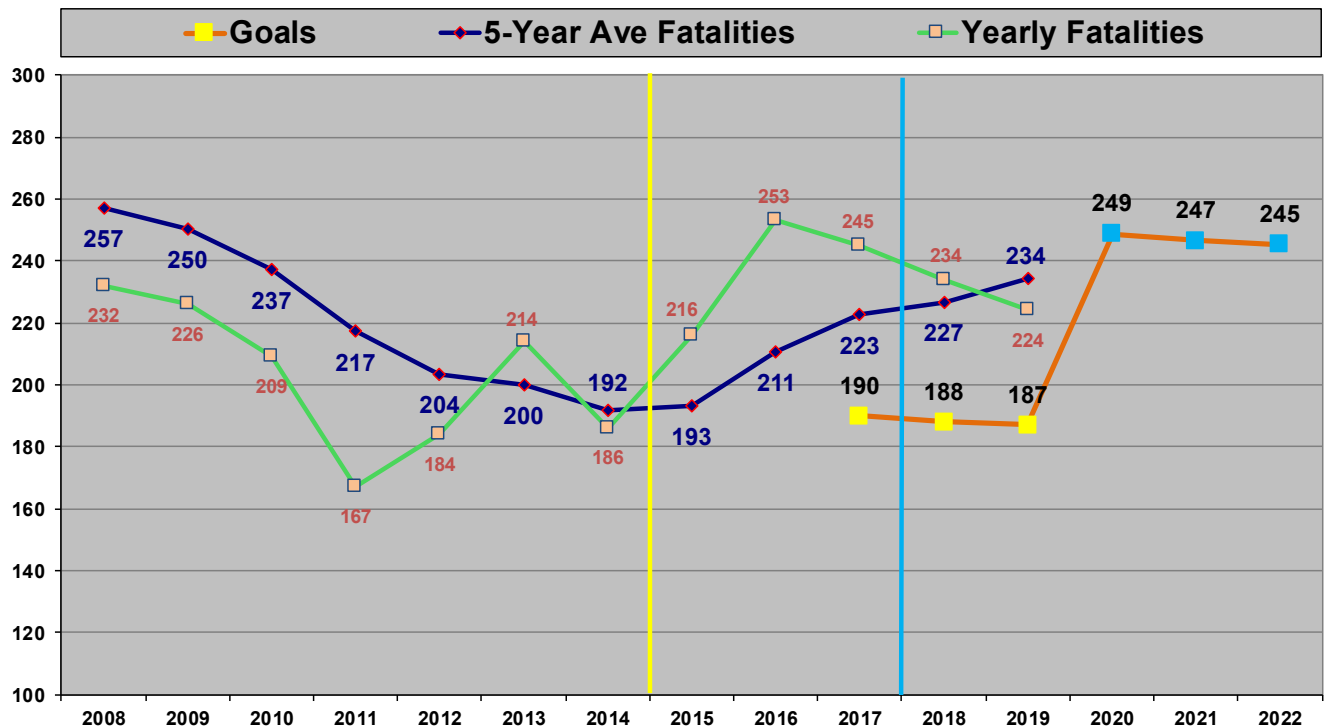
John Tomlinson
Highway Safety Manager

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.

The performance measures have been reassessed and new goals have been set for FFY2022 and future Highway Safety Plans.

Fatalities - Yearly & 5 Year Average with Targets



GHSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2021 Annual Report

Assessment of Results in Achieving Performance Targets for FY21 and FY20									
Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY 21 Progress Results	On Track to Meet FY21 Target Y/N ** (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	247	2016 – 2020 FARS 234	Y	249	2016-2020	2016 – 2020 FARS 234	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	1,285	2016 – 2020 STATE 1,217	Y	1,287	2016-2020	2016 – 2020 STATE 1,217	Y
C-3) Fatalities/VMT	5 year	2017-2021	1.38	2016 – 2020 FARS 1.34	Y	1.41	2016-2020	2016 – 2020 FARS 1.34	Y

For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2021	106	2016 – 2020 FARS 91	Y	106	2016-2020	2016 – 2020 FARS 91	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2021	72	2016 – 2020 FARS 65	Y	72	2016-2020	2016 – 2020 FARS 65	Y
C-6) Speeding-Related Fatalities	5 year	2021	60	2016 – 2020 FARS 52	Y	59	2016-2020	2016 – 2020 FARS 52	Y
C-7) Motorcyclist Fatalities (FARS)	5 year	2021	29	2016 – 2020 FARS 28	N	29	2016-2020	2016 – 2020 FARS 28	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2021	16	2016 – 2020 FARS 16	Y	17	2016-2020	2016 – 2020 FARS 16	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2021	32	2016-2020 FARS 33	N	32	2016-2020	2016-2020 FARS 33	N
C-10) Pedestrian Fatalities	5 year	2017-2021	14	2016 – 2020 FARS 15	Y	15	2016-2020	2016 – 2020 FARS 15	Y
C-11) Bicyclist Fatalities	5 year	2017-2021	3	2016 – 2020 FARS 4	Y	3	2016-2020	2016 – 2020 FARS 4	N

Assessment of Results in Achieving Performance Targets for FY21 and FY20									
Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source*/ FY 21 Progress Results	On Track to Meet FY21 Target Y/N ** (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	82.7%	2021 Idaho Observational Survey/82.9%	Y	82.4%	2019	State survey/ 85.7%	Y
FHWA-1) Serious Injuries/VMT	5 year	2017-2021	7.21	2016 – 2020 State & FHWA Data 6.94	Y	7.30	2016-2020	2016 – 2020 State & FHWA Data 6.94	Y
FHWA-2) Non-Motorist Fatalities & Serious Injuries	5 year	2017-2021	120	2016 – 2020 FARS & State Data 121	Y	120	2016-2020	2016 – 2020 FARS & State Data 121	N
I1) Distracted Fatalities	5 year	2017-2021	53	2016 – 2020 State Data 42	Y	53	2016-2020	2016 – 2020 State Data 42	Y
I2) Drivers >=65 in Fatal Crashes	5 year	2017-2021	50	2016 – 2020 State Data 53	N	52	2016-2020	2016 – 2020 State Data 53	N
I3) Commercial Motor Vehicle Fatalities	5 year	2017-2021	39	2016 – 2020 State Data 43	N	39	2016-2020	2016 – 2020 State Data 43	N
I4) Single Vehicle Run-Off-Road Fatalities	5 year	2017-2021	115	2016 – 2020 State Data 100	Y	116	2016-2020	2016 – 2020 State Data 100	Y
I5) Head-On/Side-Swipe Opposite Fatalities	5 year	2017-2021	44	2016 – 2020 State Data 46	N	42	2016-2020	2016 – 2020 State Data 46	N
I6) Intersection-Related Fatalities	5 year	2017-2021	46	2016 – 2020 State Data 45	Y	47	2016-2020	2016 – 2020 State Data 45	Y

*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 FY21, 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 (FY23) HSP to better meet the performance target(s).

A summary of findings for 2020

- The number of motor vehicle crashes decreased by 16.6 percent, from 27,015 in 2019 to 22,528 in 2020. The number of fatalities resulting from motor vehicle crashes decreased from 224 in 2019 to 214 in 2020, a 6.5 percent decrease. The number of fatal crashes decreased from 201 in 2019 to 188 in 2020. The number of suspected serious injuries decreased from 1,154 in 2019 to 1,102 in 2020, a 4.5 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.23 in 2020, down slightly from 1.24 in 2019.
- While 65 percent of all motor vehicle crashes occurred on urban roadways, 77 percent of the fatal motor vehicle crashes occurred on rural roadways in 2020.
- Fatalities resulting from impaired driving crashes decreased in 2020 by 7 percent and 43 percent of all fatalities resulted from impaired driving. Of the 92 people killed in impaired driving crashes, 77 (84 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt was 85.7 percent in 2019. No observational survey was done in 2020 due to COVID-19. Only 35 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 43 of the 86 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 48 percent of the motor vehicle crashes and 78 people were killed in aggressive driving crashes in 2020.
- Distracted driving was a factor in 19 percent of the motor vehicle crashes in 2020 and 22 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2020, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 32 people killed in crashes involving youthful drivers in 2020.
- The number of motorcyclists killed in motor vehicle crashes increased to 27 in 2020. Just over half (52 percent) of fatal motorcycle crashes in 2020 involved just the motorcycle and more than a third (41 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 14 pedestrians and 3 bicyclists killed in motor vehicle crashes in 2020.
- Fatal crashes involving commercial motor vehicles increased from 34 in 2019 to 37 in 2020. The number of injury crashes involving commercial motor vehicles increased by 4 percent. There were 42 people killed and 1,024 people injured in commercial motor vehicle crashes in 2020.

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

	Seat Belt	DUI	Speeding
ISP	867	694	2,224
ISP DUI Strike Team	5	34	11
CDA STEP	161	6	706
CDA DUI STEP	10	189	2
Boise PD	876	32	3,096
Twin Falls County	30	12	285
Twin Falls PD	3	6	27
Nampa PD	116	13	406
Meridian PD	133	25	648
Jerome County	10	1	77
Mini Grants	133	29	529
HVE Mobilizations	1,690	370	5,070
TOTALS	4,034	1,411	13,081

HVE Mobilizations

Description	Dates
Thanksgiving Seat Belt	November 16-29, 2020
Holiday Impaired Driving	December 11, 2020 – January 3, 2021
Winter Aggressive Driving	February 1-15, 2021
Distracted Driving	April 19-30, 2021
Seat Belt CIOT	May 17-30, 2021
July 4 th Impaired Driving	July 1-15, 2021
Summer Aggressive Driving	July 23-August 8, 2021
Labor Day Impaired Driving	August 20-September 6, 2021

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. OHS distributes a press release template prior to the mobilization to the participating agencies. The agencies used the information in the press release to generate 396 outreach efforts, the majority being social media, and earned media generated by local news outlets.

HVE Mobilization Participation Numbers

District	Sheriff Office	Police Dept.	Total LE Agencies
1	2	7	9
2	4	2	6
3	7	12	19
4	4	5	9
5	6	9	15
6	5	4	9
TOTALS	28	39	67

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 2021 mobilizations.

Coeur d'Alene had two STEP grants. One for sustained traffic enforcement and one specifically for sustained DUI enforcement. Boise Police Department, Meridian Police Department and Nampa Police Department had year-long grants for sustained enforcement. All year-long grant recipients participate in the scheduled HVE mobilizations. There was an increase from 63 agencies participating in FY20, to 67 in FY21.

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

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



PROGRAMS/PLANNED ACTIVITIES

Program Area: Community Traffic Safety Program

Planned Activity Name	Community Traffic Program Area Management		
Unique Identifier	S0021CP	Federal Aid Project No.	CP-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the community traffic projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	Highway Safety Summit		
Unique Identifier	SCP2101	Federal Aid Project No.	CP-2021-00-00-00
Primary Countermeasure	Law Enforcement Training		
Planned Activity Description	Conduct the annual Highway Safety Summit in April 2021. The Summit will include training and educational opportunities for highway safety partners and stakeholders.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Two Highway Safety Summits occurred during FFY21 - A virtual summit on December 3, 2020 and an in-person summit August 23-25, 2021. At the virtual summit, 150+ law enforcement members were trained in the areas of community outreach and engagement, media, winter driving, and leadership. Approximately 230 law enforcement members were trained at the August summit in all focus areas, including leadership and a legal update.		

Planned Activity Name	Law Enforcement Liaison Program		
Unique Identifier	SCP2102	Federal Aid Project No.	CP-2021-00-00-00
Primary Countermeasure	Law Enforcement Outreach Liaison		
Planned Activity Description	Support one Law Enforcement Liaison(LEL) for each of the 6 transportation districts in Idaho. LEL promotes and encourages law enforcement HVE participation, and offers assistance and expertise to communities.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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 helped to increase law enforcement agency's ability to effectively participate in highway safety enforcement programs. Throughout the last year, we averaged approximately 52 agencies per mobilization; including several agencies that have not recently participated and other agencies participating for the first time.		

Planned Activity Name	Public Opinion Survey		
Unique Identifier	SPM2102	Federal Aid Project No.	PM-2021-00-00-00
Primary Countermeasure	Behavioral Safety Education		
Planned Activity Description	Provide funding for survey to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations.		
Intended Recipient(s)	Media Firm		
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Public Opinion Statewide Survey deployed online in June, 2021 and received a total of 530 responses from all six Idaho Transportation districts. Questions were included in the survey from all focus areas. Currently using survey results to adjust future messaging and campaign strategies.		

Planned Activity Name	Paid Media		
Unique Identifier	SPM2101	Federal Aid Project No.	PM-2021-00-00-00
Primary Countermeasure	Mass Media Campaigns		
Planned Activity Description	Support education and outreach efforts which are a vital component of statewide traffic efforts. Efforts will target specific demographics based on the focus of the media. Efforts will include outreach to businesses, schools and the public to raise awareness of traffic safety laws, resources and training. Media campaigns will standardize messaging among safety partners and support high visibility enforcement efforts.		
Intended Recipient(s)	Media Firm		
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		

Contribution(s) to meeting the state performance measure.	<p>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.</p> <p>-Based on Idaho's crash data trends, a majority of the campaigns focus on 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.</p> <p>- Partnered with collegiate and professional sports teams to promote safe driving behaviors among the fan base.</p> <p>- Developed partnership with private businesses to develop strategies and methods to reduce distracted driving behaviors through training and education in the workplace.</p> <p>-Media purchased includes: broadcast television, radio, outdoor signs, streaming radio, video and social media.</p> <p>- 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.</p> <p>- Implemented Point-of-Sale Marketing, including grocery store television, ice chest wraps and beer cooler clings, and gas pump toppers.</p> <p>- See attached media report for a breakdown of media placements.</p>
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Program Area: Distracted Driving

Planned Activity Name	Distracted Driving Program Area Management		
Unique Identifier	S0021DD	Federal Aid Project No.	DD-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the distracted driving projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 53 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing distracted driving 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.		

Planned Activity Name	Distracted Driving Statewide Services		
Unique Identifier	SDD2101	Federal Aid Project No.	DD-2021-00-00-00
Primary Countermeasure	Behavioral Safety Education		
Planned Activity Description	Provide support and resources for education and outreach that support and promote safe driving free from distractions.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 53 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Produced posters, pamphlets, and other educational materials for the national C2D and the new statewide hands-free law that was implemented on July 1, 2020 but not enforced until January 1, 2021 per the Idaho legislature.		

Planned Activity Name	Distracted Driving HVE Mini-Grants		
Unique Identifier	SDD2102	Federal Aid Project No.	DD-2021-00-00-00
Primary Countermeasure	High Visibility Cellphone/Text Messaging Enforcement		
Planned Activity Description	Distracted driving high visibility enforcement for new hands-free law.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 53 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	No budget was expended in this grant due to a distracted driving HVE mobilization.		

Planned Activity Name	HVE - Distracted Driving , Nat'l DD Awareness Month		
Unique Identifier	SDD2103	Federal Aid Project No.	DD-2021-00-00-00
Primary Countermeasure	High Visibility Cellphone/Text Messaging Enforcement		
Planned Activity Description	Statewide distracted driving high visibility enforcement mobilization to eliminate distracted driving related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 53 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	62 agencies participated in a statewide distracted driving mobilization, there were 55 earned media outreach efforts conducted by the local agencies. Results: 325 Texting citations, 32 DUI's, and 133 seat belt citations.		

Program Area: Impaired Driving (Drug and Alcohol)

Planned Activity Name	Impaired Driving Program Area Management (402)		
Unique Identifier	S0021AL	Federal Aid Project No.	AL-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage impaired driving projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		



Planned Activity Name	(405d) Impaired Driving Program Area Management		
Unique Identifier	S2199ID	Federal Aid Project No.	M5HVE-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage impaired driving projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	Impaired Driving Statewide Services (402)		
Unique Identifier	SAL2101	Federal Aid Project No.	AL-2021-00-00-00
Primary Countermeasure	Communication & Outreach: Supporting Enforcement		
Planned Activity Description	Funding supports the Task Force including efforts to educate Idahoans on the dangers and effects of impaired driving training to LE, judicial, probation and prosecutorial professionals regarding the enforcement and adjudication of Idaho DUI laws. Funding also supports HVE.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	59 agencies participated in the mobilization; 44 agencies with local outreach efforts; 90 alcohol DUI citations were issued, 275 speeding citations issued, and 29 seat belt citations issued.		

Planned Activity Name	Impaired Driving Statewide Services (405d)		
Unique Identifier	SID2101	Federal Aid Project No.	M5IDC-2021-00-00-00
Primary Countermeasure	Alcohol Impairment: Detection, Enforcement and Sanctions		
Planned Activity Description	Funding impaired driving targeted enforcement mini-grants for special events and the tools to support enforcement efforts.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Supported 6 agencies with mini-grants for impaired driving enforcement and equipment. During the enforcement activities, there were 7 DUI's, 166 speeding citations, and 22 seat belt citations. 21 alcohol breath sensors were purchased to support enforcement efforts.		

Planned Activity Name	Traffic Safety Resource Prosecutor (TSRP)		
Unique Identifier	SID2102	Federal Aid Project No.	M5CS-2021-00-00-00
Primary Countermeasure	Traffic Safety Resource Prosecutor		
Planned Activity Description	Fund a Traffic Safety Resource Prosecutor for Idaho to provide legal research, guidance, technical assistance and training as it relates to successful prosecution of traffic laws.		
Intended Recipient(s)	Idaho Prosecuting Attorneys Association		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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: 513.5 classroom hours taught, 84 trainings provided, 109 meetings attended, 802 technical assistance requests and 3,067 training participants.		

Planned Activity Name	State Impaired Driving Coordinator (SIDC)		
Unique Identifier	SID2103	Federal Aid Project No.	M5IDC-2021-00-00-00
Primary Countermeasure	Drug Recognition Expert (DRE) Training		
Planned Activity Description	Provide training, disseminate information and resources, and manage the operation of the DRE, DEC, ARIDE, SFST and LEPP programs for Idaho.		
Intended Recipient(s)	Idaho State Police		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	<p>* Conducted 1 DRE class, 10 student completed. Conducted ARIDE training classes around the state. DRE instructors conducted 1-2 ARIDE classes in each of their transportation districts for a total of 8 classes.</p> <p>* 3 POST SFST classes and 1 class for the ISP Advanced Training. Conducted a SFST class for the CWI Patrol Academy. DRE and SFST Instructors from around the state also provided the SFST training for the Patrol Academies at ISU, CSI, and NIC.</p> <p>* Conducted LE Phlebotomy School and qualified 10 more new LE Phlebotomists. Also conducted LE Phlebotomy Refresher training for 51.</p>		

Planned Activity Name	Coeur d'Alene PD DUI Step Program Activities		
Unique Identifier	SID2104	Federal Aid Project No.	M5IDC-2021-00-00-00
Primary Countermeasure	Zero-Tolerance Law Enforcement		
Planned Activity Description	Year 3 of a project to target impaired driving in Coeur d'Alene through sustained enforcement, public education, and outreach.		
Intended Recipient(s)	Coeur d'Alene Police Dept.		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	This year-long DUI STEP program which performed sustained DUI enforcement resulted in 189 DUI arrests, 2 speeding and 10 seat belt citations. 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.		

Planned Activity Name	Mothers Against Drunk Driving (MADD) Court Monitoring		
Unique Identifier	SID2105	Federal Aid Project No.	M5IDC-2021-00-00-00
Primary Countermeasure	Alcohol Impairment: Detection, Enforcement and Sanctions		
Planned Activity Description	Support a court monitor program for impaired driving cases in the Canyon County.		
Intended Recipient(s)	Mothers Against Drunk Driving		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	MADD dedicated one part-time monitor to Canyon County Idaho DUI Court. The court monitor started the process on March 15th, 2021. Strong partnerships have been developed with the county court records department and all county law enforcement agencies. It was a bit difficult to monitor because most hearings took place over ZOOM. For the hearing that the monitor could not zoom, she reviewed the iCourts information to document the proceedings.		

Planned Activity Name	Idaho State Police - DUI Task Force District 3		
Unique Identifier	SID2106	Federal Aid Project No.	F24SP-2021-00-00-00
Primary Countermeasure	Zero-Tolerance Law Enforcement		
Planned Activity Description	Funding will support the District 3 ISP DUI Task Force by providing sustained enforcement, public education and outreach.		
Intended Recipient(s)	Idaho State Police		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	356.8 hours were dedicated to the DUI Task Force. The targeted enforcement resulted in 34 DUI arrests, 11 speeding citations and 5 seat belt citations.		



Planned Activity Name	HVE - Impaired Driving Dec/Jan Mobilization		
Unique Identifier	SID21EA	Federal Aid Project No.	M5HVE-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	No activity. Did not use this program due to not receiving the NHTSA obligation in time to make awards. The mobilization was funded with 402 funds SAL2101		

Planned Activity Name	HVE - Impaired Driving 4th of July Mobilization		
Unique Identifier	SID21EB	Federal Aid Project No.	M5HVE-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	58 agencies participated; 78 earned media outreach efforts conducted by the agencies. 54 alcohol DUI citations issued; 470 speed citations issued, and 66 seat belt citations issued.		

Planned Activity Name	HVE - Impaired Driving Labor Day Mobilization		
Unique Identifier	SID21EC	Federal Aid Project No.	M5HVE-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	52 agencies participated; 38 outreach efforts conducted. 42 alcohol DUI citations issued, 361 speeding citations issued, 41 seat belt citations issued.		

Planned Activity Name	Match 405d		
Unique Identifier	SID21MA	Federal Aid Project No.	M5MATCH-2021-00-00-00
Primary Countermeasure			
Planned Activity Description	405d Match - this activity tracks all 405d match. Match for 405d projects is 25 percent.		
Intended Recipient(s)			
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	This program was for 405d impaired driving match funds.		

Planned Activity Name	Impaired Driving Paid Media		
Unique Identifier	SID21PM	Federal Aid Project No.	M5PEM-2021-00-00-00
Primary Countermeasure	Communications & Outreach: supporting Enforcement		
Planned Activity Description	Purchase paid media to support the high visibility impaired driving enforcement mobilization efforts.		
Intended Recipient(s)	Media Firm		
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	4th of July: Fully integrated approach combining digital, traditional, and out-of-home media. Labor Day: Fully integrated approach combining digital, traditional, and out-of-home media. Social media campaigns were very successful. See attached media reports.		

Planned Activity Name	State match from ALS		
Unique Identifier	SID21CS	Federal Aid Project No.	M5CS-2021-00-00-00
Primary Countermeasure			
Planned Activity Description	Hearing Officers match to 405(d) program		
Intended Recipient(s)			
Primary Performance Measure (Target)	Reduce the 5-year average number of impaired driving fatalities with a BAC \geq 0.08 to 72 or fewer		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Match from the Idaho Transportation Department Administrative License Suspension unit for 405d match.		

Program Area: Motorcycle Safety

Planned Activity Name	Motorcycle Program Area Management		
Unique Identifier	S0021MC	Federal Aid Project No.	MC-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the motorcycle projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 29 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	Motorcycle Awareness Paid Media		
Unique Identifier	SMA2102	Federal Aid Project No.	M11MA-202-00-00-00
Primary Countermeasure	Communication Campaign		
Planned Activity Description	Media campaign reminding motor vehicle drivers to be aware of motorcycle riders.		
Intended Recipient(s)	Media Firm		
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 29 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Created a new campaign for motorist awareness, including billboards, social media, and radio. See attached report for details.		

Planned Activity Name	Motorcycle Safety Statewide Services		
Unique Identifier	SMC2101	Federal Aid Project No.	MC-2021-00-00-00
Primary Countermeasure	Motorcycle Rider Training		
Planned Activity Description	Working with motorcycle safety partners to provide education, outreach and projects that support and promote motorcycle safety and awareness.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 29 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	OHS provided grant support to the Idaho Coalition for Motorcycle Safety. ICMS held its annual Motorcycle Rally on May 1, 2021. The rally drew more than 400 motorcyclists in attendance, as well as media coverage for motorist awareness.		

Planned Activity Name	Motorcycle Safety Training and Education		
Unique Identifier	SMC2102	Federal Aid Project No.	MC-2021-00-00-00
Primary Countermeasure	Motorcycle Rider Training		
Planned Activity Description	Training and education efforts with our motorcycle safety partners to provide education, outreach, and project support to promote motorcycle safety.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 29 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	OHS partners with Idaho STAR, ICMS, High Desert Harley Davidson, and local law enforcement on the SHSP Motorcycle Task Force. OHS provided grant support to the Idaho Coalition for Motorcycle Safety with the annual rally. No other efforts were undertaken this year due to COVID-19.		

Planned Activity Name	405f Match		
Unique Identifier	SMA21MA	Federal Aid Project No.	M11MATCH-2021-00-00-00
Primary Countermeasure			
Planned Activity Description	405f Match - this activity tracks all 405f match.		
Intended Recipient(s)			
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 29 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	405f match program.		



Program Area: Non-motorized (Pedestrians and Bicyclist)

Planned Activity Name	Bicycle and Pedestrian Safety Program Area Management		
Unique Identifier	S0021PS	Federal Aid Project No.	PS-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the bicycle and pedestrian safety projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of bicyclist fatalities to 3 or fewer. Reduce the 5-year average number of pedestrian fatalities to 14 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	Bicycle and Pedestrian Statewide Services		
Unique Identifier	SPS2101	Federal Aid Project No.	PS-2021-00-00-00
Primary Countermeasure	Bike/Ped Communication Campaign		
Planned Activity Description	Provide support and resources for education and outreach that support and promote bicycle and pedestrian safety.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of bicyclist fatalities to 3 or fewer. Reduce the 5-year average number of pedestrian fatalities to 14 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Updated the "Fitting Your Bicycle Helmet" brochure as part of our education and outreach materials.		

Planned Activity Name	Idaho Smart Growth		
Unique Identifier	SPS2102	Federal Aid Project No.	PS-2021-00-00-00
Primary Countermeasure	Behavioral Safety Education		
Planned Activity Description	Implement community based bicycle and pedestrian crash course training program through a coalition based grassroots outreach initiative.		
Intended Recipient(s)	Idaho Smart Growth		
Primary Performance Measure (Target)	Reduce the 5-year average number of bicyclist fatalities to 3 or fewer. Reduce the 5-year average number of pedestrian fatalities to 14 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Created 3 educational videos for on-line video library access. Conducted 2 Train-the-trainer courses for Safe Cycling classes. Produced 7 on-line game scenarios via social media to create awareness and education of bike/ped safety from the driver and bicyclist views.		

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Planned Activity Name	Occupant Protection Program Area Management		
Unique Identifier	S0021OP	Federal Aid Project No.	OP-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the occupant protection projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	(405b) Occupant Protection Program Area Management		
Unique Identifier	S2199OP	Federal Aid Project No.	M2X-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the occupant protection projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		



Planned Activity Name	Child Passenger Safety Coordination Program		
Unique Identifier	SOP2101	Federal Aid Project No.	M2CPS-2021-00-00-00
Primary Countermeasure	Comm & Outreach: Strategies for Child Restraint Use		
Planned Activity Description	Sustained coordination of a statewide child passenger safety program to include CPS technician and instructor certifications training, data tracking of CPS locations, maintain network of inspection stations, and provide community awareness efforts.		
Intended Recipient(s)	Lemhi County Sheriff's Office		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Dedicated full-time Statewide Child Passenger Safety Coordinator. 8 CPS technician classes certifying 70 technicians. Idaho has 284 technicians, 21 instructors and 84 Inspection sites. A Liaison Team was developed to support technician certifications and recertifications. A CPS recertification Summit was held August 26-27, 2021 in Boise with 40 in attendance.		

Planned Activity Name	Child Passenger Safety Restraints		
Unique Identifier	SOP2106	Federal Aid Project No.	M2CSS-2021-00-00-00
Primary Countermeasure	Comm & Outreach: Strategies for Child Restraint Use		
Planned Activity Description	Fund the distribution of child passenger seats at child passenger check locations, on a need basis for socially or economically disadvantaged families.		
Intended Recipient(s)	Child Passenger Safety Technician Sites		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	84 CPS technician sites. 1,615 car seat checks completed, 784 car seats distributed, 717 WHALE kits distributed, 515 CHOP cards distributed, and a total of 1,185 volunteer hours donated.		

Planned Activity Name	Occupant Protection Statewide Services (405b)		
Unique Identifier	SOP2104	Federal Aid Project No.	M2X-2021-00-00-00
Primary Countermeasure	Communication Campaign		
Planned Activity Description	Provide child passenger safety materials and seats to promote safe use.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Funding was used to purchase electronic accessories for Child Passenger Safety Technician devices to use the National Digital Check Form (NDCF) in conducting car seat checks and also distribution of child safety restraints.		

Planned Activity Name	HVE - Occupant Protection Thanksgiving		
Unique Identifier	SOP21EA	Federal Aid Project No.	M2HVE-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide seat belt high visibility enforcement mobilization to reduce seat belt non-use related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	45 agencies participated, 30 outreach efforts conducted; 489 seat belt citations issued, 358 speeding citations issued, and 5 alcohol DUI citations issued.		

Planned Activity Name	Occupant Protection 405b Match		
Unique Identifier	SOP21MA	Federal Aid Project No.	M2MATCH-2021-00-00-00
Primary Countermeasure			
Planned Activity Description	405b Match - this activity tracks all 405b match.		
Intended Recipient(s)			
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	405b Match		

Planned Activity Name	Child Passenger Safety Statewide Program		
Unique Identifier	SSB2101	Federal Aid Project No.	OP-2021-00-00-00
Primary Countermeasure	Comm & Outreach: Strategies for Child Restraint Use		
Planned Activity Description	Provide occupant protection educational and outreach materials regarding the importance of CPS as well as fund the distribution of child passenger seats at child passenger check locations, on a need basis for socially or economically disadvantaged families.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Support Child Passenger Safety Liaisons in their efforts to conduct outreach statewide to Child Passenger Safety Technicians, as well as to purchase child safety restraints for training and distribution purposes. Conducted 8 CPS Technician Instructor courses certifying 70 new technicians. Provided educational resources for Child Passenger Safety Week events throughout Idaho, including 5 events in north Idaho and 2 events in eastern Idaho.		

Planned Activity Name	Occupant Protection Statewide Services (402)		
Unique Identifier	SSB2102	Federal Aid Project No.	OP-2021-00-00-00
Primary Countermeasure	Communication Campaign		
Planned Activity Description	Provide occupant protection educational and outreach materials regarding the importance of occupant protection.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Support the Child Passenger Safety Statewide Coordinator in her educational and outreach efforts, including travel expenses and resources for CPS technician courses throughout the state. 8 CPS technician courses were conducted in FFY21, with 70 new technicians certified. Total technicians in Idaho is 217.		

Planned Activity Name	HVE - Occupant Protection CIOT Mobilization (402)		
Unique Identifier	SSB21EB	Federal Aid Project No.	OP-2021-00-00-00
Primary Countermeasure	Short-term, High Visibility Seat Belt Law Enforcement		
Planned Activity Description	Statewide seat belt high visibility enforcement mobilization to reduce seat belt non-use related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	58 agencies participated, 56 outreach efforts conducted; 747 seat belt citations issued, 858 speeding citations issued, and 20 alcohol DUI citations issued.		

Program Area: Police Traffic Services

Planned Activity Name	Police Traffic Services Program Area Management		
Unique Identifier	S0021PT	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage the police traffic services projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of speeding fatalities to 59 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	Police Traffic Statewide Services - Mini Grants		
Unique Identifier	SPT2101	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Funding to support high visibility enforcement campaign during targeted community events based on need/data and tools, equipment, and training required to support and enhance HVE efforts.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of speeding fatalities to 59 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	7 agencies conducted HVE to support aggressive driving enforcement efforts; 98 speeding citations issued; 15 seat belt citations issued; 10 alcohol DUI citations issued; 7 hands-free citations issued. 2 LIDARs, 3 speed trailers, 20 radars were purchased to support enforcement efforts.		

Planned Activity Name	HVE - Aggressive Driving Mini Grants		
Unique Identifier	SPT2102	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Aggressive driving and speed high visibility campaign focusing enforcement during times when most fatal crashes occur.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of speeding fatalities to 59 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	3 agencies conducted HVE to support aggressive driving enforcement efforts; 188 speeding citations issued; 95 seat belt citations issued; 2 alcohol DUI citations issued.		

Planned Activity Name	Meridian Police Department - Enforcement		
Unique Identifier	SPT2103	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact. DRE conference training to better enforce DUI enforcement.		
Intended Recipient(s)	Meridian Police Department		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted enforcement saturation patrols resulting in 133 seat belt citations, 2 CPS citations, 648 speeding citations, and 25 alcohol DUI arrests. 2 officers attended DRE training.		

Planned Activity Name	Coeur d'Alene Police Department - Enforcement		
Unique Identifier	SPT2104	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Traffic enforcement program including continuing education for law enforcement conducting the enforcement. Will also provide equipment to support enforcement efforts.		
Intended Recipient(s)	Coeur d'Alene Police Dept.		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted sustained enforcement patrols resulting in 1,645 traffic contacts, 6 DUIs, 160 Seat Belt citations, 706 speeding citations, 164 texting citations.		

Planned Activity Name	Boise Police Department - Enforcement		
Unique Identifier	SPT2105	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.		
Intended Recipient(s)	Boise Police Department		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted saturation patrols resulting in 876 seat belt, 3096 speeding citations and 32 DUI arrests. The agency provided educational materials at every traffic stop.		

Planned Activity Name	Nampa Police Department - Enforcement		
Unique Identifier	SPT2106	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis. Continuing education for officers to support effective innovative enforcement measures.		
Intended Recipient(s)	Nampa Police Department		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted enforcement saturation patrols resulting in 116 seat belt citations, 406 speeding citations, and 13 alcohol DUI arrests. 5 LTI Handheld Tru speed laser units and 1 speed monitor trailer purchased to support enforcement activities.		

Planned Activity Name	Middleton Police Department - Enforcement		
Unique Identifier	SPT2107	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.		
Intended Recipient(s)	Middleton Police Department		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Middleton Police Department was not able to utilize grant funds due to staff shortages.		

Planned Activity Name	Police Traffic Services, Training Support & Mini-Grants		
Unique Identifier	SPT2108	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	Law Enforcement Training		
Planned Activity Description	Funding for education and training in the area of speed management, aggressive and distracted driving to reduce fatal and serious injury crashes. Support training and travel for education regarding innovation in community based traffic safety and enforcement.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of speeding fatalities to 59 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	No grant funds were expended due to COVID travel restrictions.		

Planned Activity Name	Twin Falls County Sheriff's Office - Enforcement		
Unique Identifier	SPT2109	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.		
Intended Recipient(s)	Twin Falls County Sheriffs Office		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted enforcement saturation patrols resulting in 30 seat belt, 7 CPS restraints, and 285 speeding citations, and 12 DUI arrests. The agency provided educational materials at every traffic stop.		

Planned Activity Name	Twin Falls Police Department - Enforcement		
Unique Identifier	SPT2110	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.		
Intended Recipient(s)	Twin Falls Police Department		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted saturation patrols resulting in 3 seat belt, 1 CPS, and 27 speeding citations, and 6 DUI arrests. 5 TruSpeed LIDARs were purchased to support enforcement activities.		

Planned Activity Name	Jerome County Sheriff's Office - Enforcement		
Unique Identifier	SPT2111	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.		
Intended Recipient(s)	Jerome County Sheriffs Office		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted enforcement saturation patrols resulting in 10 seat belt and 77 speeding citations, and 1 DUI arrest. 2 Stalker units were purchased to support enforcement activities.		

Planned Activity Name	Idaho State Police - Year-long		
Unique Identifier	SPT2112	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	Sustained Enforcement		
Planned Activity Description	Year-long sustained high visibility enforcement efforts in each of the 6 transportation district focusing on data driven areas of concern.		
Intended Recipient(s)	Idaho State Police		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Conducted statewide saturation patrols resulting in 867 seat belt, 19 CPS restraints, 2,220 speeding, 69 distracted, and 550 aggressive citations, and 694 DUI arrests.		

Planned Activity Name	HVE - Aggressive Driving Winter Mobilization		
Unique Identifier	SPT21EA (V159410)	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide aggressive driving high visibility enforcement mobilization to reduce speed related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	No NHTSA funds used to support this mobilization (FHWA funds used). 58 agencies conducted HVE to support aggressive driving enforcement efforts; 39 outreach efforts conducted; 816 speeding citations issued; 113 seat belt citations issued; 18 alcohol DUI citations issued.		

Planned Activity Name	HVE - Aggressive Driving Summer Mobilization		
Unique Identifier	SPT21EB	Federal Aid Project No.	PT-2021-00-00-00
Primary Countermeasure	High Visibility Enforcement		
Planned Activity Description	Statewide aggressive driving high visibility enforcement mobilization to reduce speed related traffic fatalities, serious injuries and economic loss.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	59 agencies conducted HVE to support aggressive driving enforcement efforts; 56 outreach efforts conducted; 1,208 speeding citations issued; 123 seat belt citations issued; 18 alcohol DUI citations issued.		

Program Area: Traffic Records

Planned Activity Name	Traffic Records Program Area Management		
Unique Identifier	S0021TR	Federal Aid Project No.	TR-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Funding will provide development and support to implement and manage traffic records projects.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) 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.		

Planned Activity Name	TRCC Data Improvement		
Unique Identifier	SKD2101	Federal Aid Project No.	M3DA-2021-00-00-00
Primary Countermeasure	Improves accuracy of a core highway safety database		
Planned Activity Description	Implement projects within the traffic records system to address deficiencies. Implement changes and show improvement to traffic safety data within the system.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Numeric: Increase accessibility and of crash data to the general public.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	We had limited activity this year. We used a small amount of funds to purchase equipment for electronic ticketing for 1 marshall's office and 1 city police department: 5 computers, 4 printers and various accessory items.		

Planned Activity Name	E-Citation (statewide)		
Unique Identifier	SKD2102	Federal Aid Project No.	M3DA-2021-00-00-00
Primary Countermeasure	Improves timeliness of a core highway safety database		
Planned Activity Description	Implement the e-citation software platform for the statewide electronic citation system. Provide equipment and installation costs to implement the software platform.		
Intended Recipient(s)	Law Enforcement Agencies		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Purchased equipment to support the use of the Statewide Electronic Ticketing (SWET) for 6 county sheriffs offices and 5 city police departments: 59 printers, 71 scanners, 61 computers, and 2 servers.		

Planned Activity Name	405c Match		
Unique Identifier	SKD21MA	Federal Aid Project No.	M3MATCH-2021-00-00-00
Primary Countermeasure			
Planned Activity Description	405c Match - this activity tracks all 405c match.		
Intended Recipient(s)			
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained PMV fatalities to 106 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Match for the 405c program.		

Planned Activity Name	Traffic Records Statewide Services		
Unique Identifier	STR2101	Federal Aid Project No.	TR-2021-00-00-00
Primary Countermeasure	Improves timeliness of a core highway safety database		
Planned Activity Description	Funding to provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Purchased equipment to support the use of the Statewide Electronic Ticketing (SWET) for 1 county sheriffs office and 2 city police departments: 60 printers, 53 scanners, and 10 computers.		

Program Area: Planning and Administration

Planned Activity Name	402 Planning and Administration		
Unique Identifier	S0021PA	Federal Aid Project No.	PA-2021-00-00-00
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Support program management to implement and manage all highway safety programs as well as travel, training, planning, coordination, and tools to support program management		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	Personnel time for planning and administration as well as travel for grant monitoring and conferences.		

Planned Activity Name	Electronic Grant Management System		
Unique Identifier	SPA2101	Federal Aid Project No.	
Primary Countermeasure	Highway Safety Office Program Management		
Planned Activity Description	Electronic grant management system, software and support to aid in the managing of the highway safety grants.		
Intended Recipient(s)	Office of Highway Safety		
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 247 or fewer.		
FY 2021 target, on track to meet?	Yes		
Contribution(s) to meeting the state performance measure.	This project was not funded because a decision was made internally to not move forward with an electronic grant management system.		

Communication and Media Summary

FFY21 Paid
Media Projects

Teen Driver Awareness Week						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Snap Chat	Statewide	10/19 - 10/31	1,029,363		
	Facebook/Instagram	Statewide	10/19 - 10/31	1,002,142		
	YouTube	Statewide	10/19 - 10/31	482,182		
SPM2101	Media Placement				\$25,000	\$24,459
Pedestrian Safety Week						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Snap Chat	Statewide	10/19 - 10/31	3,316,301		
	Facebook/Instagram	Statewide	10/19 - 10/31	996,310		
SPM2101	Media Placement				\$25,000	\$12,647
SPM2101	Creative Services				\$10,900	\$10,880
Thanksgiving Impaired						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Facebook/Instagram	Statewide	11/25 - 11/29	1,165,013		
	KTVB	Boise/Twin	24-Nov	15,700		
SPM2101	Media Placement				\$10,000	\$8,718
Fall Seat Belt						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Social	Statewide	11/25 - 11/29	571,580		
	KTVB	Boise/Twin	11/17, 12/19	15,700		
	Streaming TV	Statewide	11/16 - 11/29	832,254		
	YouTube	Statewide	11/16 - 11/29	464,744		
	Digital Billboards	Statewide	11/16 - 11/29	1,012,126		
SPM2101	Media Placement				\$50,000	\$47,844
US-20 Outreach						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Gas Station TV	East Idaho	11/01 - 01/10	395,144		
	Gas Station Pump Tops	East Idaho	11/01 - 11/30	18 Locations		
	Ice Chest Wraps	East Idaho	11/01 - 01/10	6 Locations		
V159410	Media Placement				\$31,284	\$28,003
V159410	Creative Services				\$14,600	\$14,585
Holiday Impaired						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	KTVB	Boise/Twin	19-Dec	15,700		
	Radio	Statewide	12/14 - 12/31	426 Spots		
	Grocery Store Media	Statewide	12/14 - 12/31	1,000,000		
	Facebook/Instagram	Statewide	12/14 - 12/31	1,763,294		
	YouTube	Statewide	12/14 - 12/31	469,075		
	Digital Billboards	Boise	12/14 - 12/31	1,012,126		
	Streaming TV	Statewide	12/14 - 12/31	446,101		
V149170	Media Placement				\$70,000	\$67,264
SPM2101	Creative Services				\$18,350	\$18,325
Hands Free Idaho						
	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	KTVB	Boise/Twin	22-Dec	15,700		

	Radio	Statewide	01/04 - 01/15	324 Spots		
	Social Media	Statewide	12/28 - 01/15	1,540,996		
A401060	Media Placement				\$14,000	\$14,037
Super Bowl Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Facebook/Instagram	Statewide		469,200		
SPM2101	Media Placement				\$5,000	\$1,514
Winter Aggressive	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Digital Billboards	Statewide	02/01 - 02/14	1,900,000		
	Facebook/Instagram	Statewide	02/01 - 02/14	881,400		
	YouTube	Statewide	02/01 - 02/14	433,700		
	KTVB	Boise/twin	8-Feb	124,000		
	East Idaho News	Pocatello/IF	02/08 - 02/14	120,000		
	Twitch	Statewide	02/08 - 02/28	200,000		
SPM2101	Media Placement				\$32,347	\$29,856
SPM2101	Creative Services				\$29,000	\$24,570
St Patrick's Day	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Facebook/Instagram	Statewide	03/15 - 03/20	589,500		
SPM2101	Media Placement				\$10,000	\$10,000
SPM2101	Creative Services				\$2,000	\$1,705
Motorcycle Awareness	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Trade Desk	Statewide	05/18 - 05/31	3,106,451		
	Social Media	Statewide	05/18 - 05/31	1,567,562		
	Radio	Statewide	05/18 - 05/31	828 Spots		
SMA2102	Media Placement				\$50,000	\$26,535
SMA2102	Creative Services				\$15,000	\$14,990
Engaged Driving	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Waze	Statewide	04/01 - 05/31	29,932		
	Twitch	Statewide	04/01 - 05/31	403,838		
	Facebook/Instagram	Statewide	04/01 - 04/30	1,905,003		
	TikTok	Statewide	04/01 - 05/31			
	Digital Billboards	Boise	04/19 - 04/30	1,012,126		
	KTVB Impressions	Boise	8-Apr	117,529		
	East Idaho News	Falls/Pocatello	8-Apr	120,030		
	KIFI Segment	Falls/Pocatello	8-Apr	1 Segment		
SPM2101	Media Placement				\$65,000	\$47,195
A401060	Creative Services				\$29,300	\$27,105
Rules to LVE By Spring	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Streaming TV	Statewide	05/17 - 05/30	470,247		
	YouTube	Statewide	05/17 - 05/30	733,343		
	Social Media	Statewide	05/17 - 05/30	631,782		
	TikTok	Statewide	05/17 - 05/30	668,852		
	Pandora	Statewide	05/17 - 05/30	3,202,654		

	HS Sports Streaming	Statewide	05/17 - 05/30	669,583		
SOP21PM	Media Placement				\$75,000	\$64,319
A401060	Creative Services				\$14,780	\$14,755
Fourth of July Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Streaming TV	Statewide	07/01 - 07/15	287,372		
	Social Media	Statewide	07/01 - 07/15	452,690		
	TikTok	Statewide	07/01 - 07/15	1,389,077		
	Pandora	Statewide	07/01 - 07/15	283,596		
	Traffic Radio	Statewide	07/01 - 07/15	359 Spots		
	Grocery Store Media	Statewide	07/01 - 07/15	450,000		
	Bar Media	Statewide	07/01 - 07/15	3,096,574		
	Cooler Clings	North Idaho	07/01 - 07/15	51 Locations		
	Billboards	Statewide	07/01 - 07/15	1,900,000		
SID21PM	Media Placement				100,000	93,746
SID21PM	Creative Services				29,300	24,890
100 Deadliest Days Aggressive	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Billboards	Statewide	07/26 - 08/08	850,000		
	Social Media	Statewide	07/19 - 08/08	1,529,458		
	YouTube	Statewide	07/26 - 08/08	802,458		
	Radio	Statewide	07/26 - 08/08	350 Spots		
	Streaming TV	Statewide	07/26 - 08/08	285,680		
SPM2101	Media Placement				\$60,000	\$55,979
V149170	Creative Services				\$28,000	\$27,965
Labor Day Impaired	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Streaming TV	Statewide	08/16 - 09/06	289,701		
	Social Media	Statewide	08/16 - 09/06	749,574		
	TikTok	Statewide	08/16 - 09/06	457,323		
	Pandora	Statewide	08/16 - 09/06	293,974		
	Radio	Statewide	08/16 - 09/06	655 Spots		
	Grocery Store Media	Statewide	08/12 - 09/06	450,000		
	Bar Media	Statewide	08/12 - 09/06	3,969,219		
	Cooler Clings	North Idaho	08/12 - 09/06	51 Locations		
	Billboards	Statewide	08/16 - 09/06	1,000,000		
SID21PM	Media Placement				\$100,000	\$93,746
Child Passenger Safety Week	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Facebook/Instagram	Statewide	09/13 - 09/25	870,108		
	YouTube	Statewide	09/13 - 09/25	369,766		
	Pandora	Statewide	09/13 - 09/25	365,887		
	Digital Billboards	Statewide	09/13 - 09/25	900,000		
	TikTok	Statewide	09/13 - 09/25	565,862		
	KTVB Paid Segment	Boise	20-Sep			
	Media Placement				\$50,000	\$40,763
SPM2101	Creative Services				\$16,350	\$15,020

Other Media Projects						
Vendor	Project Description	Service Type	Service Dates	Focus Area		
Riester	NFHS	Streaming Video	11/20 - 04/21	Youthful Drivers	\$1,765	\$1,765
Riester	Twitch	Streaming Video	02/08 - 03/31	Youthful Drivers	\$41,176	\$29,412
Learfield Communications	Sports Marketing - 402 Funded	Multi-media	Yearlong	Multiple	\$121,986	\$121,986
Learfield Communications	Sports Sponsorship - State Funded	Event Activations	Yearlong	Multiple	\$100,000	\$100,000





SHIFT

It takes courage to stop impaired driving.
Idahoans help friends get home safe.

#DriveSoberIdaho

Be courageous! Make the SHIFT to safe driving
in Idaho. Over 1/3 of all traffic fatalities
were the result of an impaired driving crash.

Shift-Idaho.org

*Idaho Crash Reports - Idaho Transportation Department Office of Highway Safety www.itd.idaho.gov/safety

FFY 2021 Highway Safety Plan Cost Summary

*Budget reflects adjusted amounts after carry-forward and obligations

Federal Project No.	NHTSA Project No.	Major Program	Description	*Budget	Expended
PA-2021-PA-00-00	SPA2101	H40221	Electronic Grants Management System*	\$ -	\$ -
AL-2021-00-00-00	SAL2101	H40221	Impaired Driving Statewide Services	\$ 200,500.00	\$ 158,578.56
AL-2021-AL-00-00	S0021AL	H40221	Impaired Driving Program Area Management	\$ 27,000.00	\$ 16,057.44
CP-2021-00-00-00	SCP2101	H40221	Highway Safety Summit	\$ 150,000.00	\$ 149,326.27
CP-2021-00-00-00	SCP2102	H40221	Law Enforcement Liaisons	\$ 60,000.00	\$ 33,574.05
CP-2021-00-00-00	S0021CP	H40221	CP Program Area Management	\$ 60,000.00	\$ 120.84
DD-2021-00-00-00	SDD2101	H40221	Distracted Driving Statewide Services	\$ 50,000.00	\$ 588.26
DD-2021-00-00-00	SDD2102	H40221	Distracted Driving HVE Mini Grants	\$ 75,000.00	\$ -
DD-2021-00-00-00	SDD2103	H40221	National DD Awareness Month	\$ 175,000.00	\$ 149,976.46
DD-2021-00-00-00	S0021DD	H40221	Distracted Driving Program Area Management	\$ 30,000.00	\$ 26,300.98
MC-2021-00-00-00	SMC2101	H40221	Motorcycle Safety Statewide Services	\$ 16,000.00	\$ 3,583.65
MC-2021-00-00-00	SMC2102	H40221	Motorcycle Safety Training and Education	\$ 2,000.00	\$ -
MC-2021-00-00-00	S0021MC	H40221	MC Program Area Management	\$ 17,000.00	\$ 1,395.39
PM-2021-00-00-00	SPM2101	H40221	402 Paid Media	\$ 681,688.83	\$ 415,421.11
PM-2021-00-00-00	SPM2102	H40221	Public Opinion Poll	\$ 80,000.00	\$ 29,125.00
PS-2021-00-00-00	SPS2101	H40221	Bicycle and Pedestrian Statewide Services	\$ 50,000.00	\$ 105.21
PS-2021-00-00-00	SPS2102	H40221	Idaho Smart Growth	\$ 58,000.00	\$ 57,986.72
PS-2021-00-00-00	S0021PS	H40221	PS Program Area Management	\$ 20,000.00	\$ 3,406.92
PT-2021-00-00-00	SPT2101	H40221	Police Traffic Statewide Services	\$ 150,000.00	\$ 99,890.15
PT-2021-00-00-00	SPT2102	H40221	Aggressive Driving HVE & Mini Grants	\$ 155,000.00	\$ 24,741.10
PT-2021-00-00-00	SPT2103	H40221	Meridian PD - Enforcement	\$ 43,000.00	\$ 25,921.89
PT-2021-00-00-00	SPT2104	H40221	CDA PD - Enforcement	\$ 96,000.00	\$ 68,862.58
PT-2021-00-00-00	SPT2105	H40221	Boise PD - Enforcement	\$ 300,000.00	\$ 280,051.64
PT-2021-00-00-00	SPT2106	H40221	Nampa PD - Enforcement	\$ 78,500.00	\$ 72,744.51
PT-2021-00-00-00	SPT2107	H40221	Middleton PD - Enforcement	\$ 72,300.00	\$ -
PT-2021-00-00-00	SPT2108	H40221	PTS - Training and Support Mini Grants	\$ 20,000.00	\$ -
PT-2021-00-00-00	SPT2109	H40221	Twin Falls County Sheriff - Enforcement	\$ 20,000.00	\$ 18,708.29
PT-2021-00-00-00	SPT2110	H40221	Twin Falls PD - Enforcement	\$ 25,000.00	\$ 13,606.42
PT-2021-00-00-00	SPT2111	H40221	Jerome County Sheriff - Enforcement	\$ 45,000.00	\$ 44,606.21
PT-2021-00-00-00	SPT2112	H40221	Idaho State Police - Year Long	\$ 500,000.00	\$ 482,866.49
PT-2021-00-00-00	SPT21EA	H40221	HVE - Aggressive Winter Driving Mobilization	\$ -	\$ -
PT-2021-00-00-00	SPT21EB	H40221	HVE - Aggressive Summer Driving Mobilization	\$ 200,000.00	\$ 146,180.94
PT-2021-00-00-00	S0021PT	H40221	PT Program Area Management	\$ 60,200.00	\$ 57,444.43
OP-2021-00-00-00	SSB2101	H40221	Child Passenger Safety Statewide	\$ 100,077.16	\$ 100,077.16
OP-2021-00-00-00	SSB2102	H40221	Occupant Protection Statewide	\$ 9,922.84	\$ 491.35
OP-2021-00-00-00	SSB21EB	H40221	CIOT HVE (Click it Don't Risk It)	\$ 200,000.00	\$ 144,475.80
OP-2021-00-00-00	S0021OP	H40221	OP Program Area Management	\$ 30,000.00	\$ 18,815.30
TR-2021-00-00-00	STR2101	H40221	Traffic Records Statewide Services	\$ 200,000.00	\$ 172,819.32

TR-2021-00-00-00	S0021TR	H40221	TR Program Area Management	\$ 40,000.00	\$ 23,239.78
PA-2021-PA-00-00	S0021PA	HADMIN	Planning & Administration	\$ 175,000.00	\$ 117,737.31
Total 402 Funding				\$ 4,272,188.83	\$ 2,958,827.53
M2X-2021-00-00-00	S2199OP	H40B21	PAM 405b Occupant Protection	\$ 46,000.00	\$ 482.90
M2CPS-2021-00-00-00	SOP2101	H40B21	Child Passenger Safety Coordinator	\$ 90,000.00	\$ 85,616.70
M2OP-2021-00-00-00	SOP2102	H40B21	Occupant Protection Observational Survey	\$ 40,000.00	\$ 20,115.67
M2CSS-2021-00-00-00	SOP2103	H40B21	Child Passenger Safety Restraints	\$ 25,800.00	\$ 15,424.05
M2X-2021-00-00-00	SOP2104	H40B21	Occupant Protection Statewide Services	\$ 219,174.88	\$ 69,616.82
M2HVE-2021-00-00-00	SOP21EA	H40B21	HVE Occupant Protection - Thanksgiving	\$ 80,000.00	\$ 74,423.48
M2PE-2021-00-00-00	SOP21PM	H40B21	Occupant Protection Paid Media	\$ 231,231.44	\$ 64,319.25
M3DA-2021-00-00-00	SKD2101	H40C21	TRCC Data Improvement Projects	\$ 252,916.69	\$ 159,112.11
M3DA-2021-00-00-00	SKD2102	H40C21	Statewide E-Citation SWET	\$ 512,293.82	\$ 493,906.71
M5HVE-2021-00-00-00	S2199ID	H40D21	PAM 405d Impaired Driving	\$ 70,000.00	\$ 39,830.52
M5HVE-2021-00-00-00	SID21EA	H40D21	Dec/Jan Impaired HVE	\$ -	\$ -
M5HVE-2021-00-00-00	SID21EB	H40D21	July Impaired HVE	\$ 150,000.00	\$ 125,736.73
M5HVE-2021-00-00-00	SID21EC	H40D21	Labor Day Impaired HVE	\$ 170,000.00	\$ 89,724.73
M5IDC-2021-00-00-00	SID2101	H40D21	Impaired Driving Statewide Services	\$ 200,000.00	\$ 43,043.12
M5IDC-2021-00-00-00	SID2103	H40D21	State Impaired Driving Coordinator (SIDC)	\$ 275,000.00	\$ 233,259.50
M5CS-2021-00-00-00	SID2104	H40D21	CDA PD DUI - Step Program - Year 3	\$ 33,400.00	\$ 20,638.96
M5IDC-2021-00-00-00	SID2105	H40D21	Mothers Against Drunk Drivers Court Monitor	\$ 35,700.00	\$ 24,766.55
F24SP-2021-00-00-00	SID2106	H40D21	ISP DUI Task Force	\$ 23,591.32	\$ 23,591.32
M5PEM-2021-00-00-00	SID21PM	H40D21	Impaired Driving Paid Media	\$ 300,221.95	\$ 216,436.77
M5CS-2021-00-00-00	SID2102	H40D21	Traffic Safety Resource Prosecutor	\$ 310,000.00	\$ 252,302.26
M11MA-2021-00-00-00	SMA2102	H05F21	Motorcycle Awareness Safety Paid Media	\$ 63,654.95	\$ 56,974.79
Total 405 Funding				\$ 3,128,985.05	\$ 2,109,322.94
Total Grant Program Costs				\$ 7,401,173.88	\$ 5,068,150.47

* One cent discrepancy on SMA2102: plan reads \$63,654.96, but carry forward plus obligated equals \$63,654.95

Amendments

Quarter 1:

Sub-recipient: Nampa Police Department – Enforcement

Project #: PT-2021-06-00-00 (SPT2106)

Amount of Federal Funds: Increase of \$63,286 (original amount \$15,200 for a total of \$78,486)

Funding Source: 402

Description: An increase in grant funds of \$63,286. Project activities include impaired, aggressive and distracted driving, along with occupant protection and child passenger safety will remain the same.

Amendment Determination: Approved

Quarter 2:

Sub-recipient: Fruitland PD

Amount of Federal Funds: \$8,980 Matching Funds of \$2,245

Funding Source: 402

Description: ITD is requesting the purchase a speed/monitor trailer, to support NHTSA funded speed enforcement activities for Fruitland PD.

Amendment Determination: Approved

Sub-recipient: ITD Impaired Driving Statewide Services

Project #: SAL2101 (AL-2021-00-00-00) *EXISTING PROJECT

Amount of Federal Funds: Increase of \$150,500 (Original \$50,000; New Amount \$200,500 Match \$50,125; Local Benefit \$80,200)

Funding Source: 402

Description: The funding will be used to provide education, training and outreach to law enforcement, judicial, probation and prosecutorial professionals regarding the enforcement and adjudication of Idaho DUI laws. It will also be used to fund the Holiday Impaired Driving HVE and create materials to support the education, training and outreach efforts

Amendment Determination: Approved

Sub-recipient: Occupant Protection Paid Media

Project #: SOP21PM (M2PE-2021-00-00-00) *EXISTING PROJECT

Amount of Federal Funds: Increase of \$31,231.44 (Original Request \$200,000 New Amount \$231,231.44)

Funding Source: 402

Description: Purchase paid media to support the high visibility seat belt enforcement mobilization efforts. Idaho's observed seat belt use was at 85.7% in 2019, but only 44% of the motor vehicle occupants killed in crashes were wearing seat belts. An unbelted passenger motor vehicle occupant was killed every four days in Idaho. Four of the transportation districts in Idaho have a seat belt use rate above 80%, but there are two districts that are in the 70s. By allowing more funds, ITD can target those areas with messaging that is relevant and relatable to those areas of the state.

Amendment Determination: Approved

Sub-recipient: Idaho State Police – D3 DUI Task Force

Project #: SID2106 (M5CS-2021-00-00-000) *NEW PROJECT

Amount of Federal Funds: \$23,951.31 (Match \$5,988; Share to Local \$9,580)

Funding Source: FAST Act 405d 24/7

Description: Funding will support the District 3 ISP DUI Task Force by providing sustained enforcement, public education and outreach.

Problem ID: While impaired driving crashes only increased by 3% overall, fatalities resulting from impaired driving crashes increased in 2019 by 26.9%. Also, 44% of all fatalities resulted from impaired driving. Of the 99 people killed in impaired driving crashes, 83% were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian. The estimated economic cost of Idaho impaired driving crashes in 2019 was nearly \$1.2 billion, which represents 29% of the total cost of Idaho crashes. Below are the impaired driving fatal and injury crash rates per 1,000 population for each of the counties in District 3:

Ada – 0.3

Adams – 0.7

Boise – 0.8

Canyon – 0.5

Elmore – 0.4

Gem – 0.1

Owyhee – 0.7

Payette – 0.5

Valley – 1.1

Washington – 0.2

Amendment Determination: Approved

Sub-recipient: Boise Police Department – Enforcement

Project #: SPT2105 (PT-2021-00-00-00) *EXISTING PROJECT

Amount of Federal Funds: Increase of \$75,000 (Original \$225,000; New Amount \$300,000; Match \$75,000; Local Benefit \$300,000)

Funding Source: 402

Description: Integrated high visibility enforcement on a sustained basis also providing education at each contact. The city of Boise experiences a large number of distracted, aggressive, impaired and unbelted violations and crashes. Over the last five years, Boise has had a total of 20,610 crashes. Of those, there were 77 fatal crashes resulting in 87 people being killed. There were also 751 suspected serious injury crashes. Drivers 20 and under have been involved in the most crashes (5,501), followed by the 25-30 year old age group (4,415). The top five contributing circumstances for all crashes include the following:

- 1- Following Too Closely (5,806)
- 2- Failure to Yield (3,932)
- 3- Inattention (3,693)
- 4- Failure to Obey Signal (1,292)
- 5- Improper Lane Change (1,272)

OHS data shows that among the 8 cities with populations over 40,000 in Idaho, Boise is third overall for total crash fatalities and injuries. Boise is also third in total fatalities and injuries, aggressive fatalities and serious injuries, distracted fatalities and serious injuries, and pedestrian fatalities and injuries. Boise is second in motorcycle fatalities and injuries.

Amendment Determination: Approved

Sub-recipient: HVE – Impaired Driving Dec/Jan Mobilization

Project #: SID21EA (M5HVE-2021-00-00-00)

Funding Source: 405D

Description: Eliminating Project. Incorporating efforts into SAL2101 (AL-2021-00-00-00)

Determination: No amendment needed, please incorporate into your Annual Report as a project that was not completed.

Sub-recipient: Fruitland PD

Amount of Federal Funds: Increase \$2,245.00 (Original \$8,980 Matching Funds of \$2,806.25)

Funding Source: 402

Description: ITD previously requested the purchase a speed/monitor trailer, to support NHTSA funded speed enforcement activities for Fruitland PD, that amendment was approved. ITD is requesting an increase in funds for the trailer only. All other activities etc. will remain the same.

Amendment Determination: Approved

Sub-recipient: Nampa PD

Amount of Federal Funds: \$11,000 (Matching Funds \$2,750)

Funding Source: 402 (Project Number SPT2102)

Description: IDT is requesting to purchase a speed/monitor trailer, to support speed enforcements activities for Nampa PD.

Problem Identification: The City of Nampa has a total of 38 fatal crashes, which resulted in 40 fatalities. Of those 53% fatal crashes were aggressive driver related. With the purchase of this speed trailer, Nampa PD will utilize it to curb aggressive driving related crashes through activities like enforcements, community outreach, and pre/post project surveys.

Amendment Determination: Approved

Sub-recipient: ITD, Office of Highway Safety OP Statewide Services

Amount of Federal Funds: \$ 219,174.88

Funding Source: FAST Act 405b (Project Number SOP2104)

Description: Educate parents, caregivers, first responders, employers, and more about the proper use and importance of occupant protection. The project will include the development and/or the purchase educational materials both in Spanish and English. The educational materials will be disseminated to the general public at safety outreach events across the state. The state provided good problem identification for this project as follows: From 2014-2018, 57% of people killed in passenger vehicle crashes were unrestrained. Of the 450-people killed and unrestrained, 82% were on rural roads. A total of 1,260 people unrestrained in crashes suffered suspected serious injuries, which was 26% of total suspected serious injuries. In 2019, only 44% of the motor vehicle occupants killed in crashes were wearing seat belts.

Amendment Determination: Recommend Approval

Sub-recipient: ITD, Office of Highway Safety - Highway Safety Summit

Amount of Federal Funds: \$75,000 (Originally approved \$75,000 request increasing to \$150,000)

Funding Source: FAST Act 402 (Project Number SCP2101)

Description: This is an existing project in the FY2021 HSP. The increase will accommodate for social distancing practices to include not sharing hotel rooms this year due to COVID.

Amendment Determination: Recommend Approval

Sub-recipient: ITD, Office of Highway Safety - HVE Distracted Driving

Amount of Federal Funds: \$100,000 (Original \$75,000 increasing to \$175,000; Matching Funds \$43,750)

Funding Source: FAST Act 402 (Project Number SDD2103)

Description: Statewide distracted driving high visibility enforcement mobilization to eliminate distracted driving related traffic fatalities, serious injuries and economic loss. The funding increase is necessary because of the increase in participation from law enforcement agencies across the state. Additional funding will help increase the number of agencies on the roads enforcing the new hands free law, which became enforceable on January 1, 2021.

Amendment Determination: Recommend Approval

Sub-recipient: Media Firm - Public Opinion Poll

Amount of Federal Funds: \$50,000 (Originally approved \$30,000 requesting increasing to \$80,000)

Funding Source: FAST Act 402 (Project Number SPM2102)

Description: Provide funding for survey to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations. The reason for the funding increase is the original contractor stopped conducting these polls. The state found a new contractor to conduct the survey, which came with an increase in cost.

Amendment Determination: Recommend Approval based on 23 USC Chapter Four, § 402. Highway safety programs (1).

Sub-recipient: Law Enforcement Agencies – HVE Aggressive Summer Driving Mobilization

Amount of Federal Funds: \$25,000 (Originally approved \$175,000 request increasing to \$200,000; Matching Funds \$50,000)

Funding Source: FAST Act 402 (Project Number SPT21EB)

Description: Statewide high visibility enforcement mobilization to reduce speed related traffic fatalities, serious injuries, and economic loss. The funding is requested because of increased participation from law enforcement agencies across the state.

Amendment Determination: Recommend Approval

Sub-recipient: Law Enforcement Agencies HVE - Occupant Protection CIOT

Amount of Federal Funds: \$50,000 (Originally approved \$150,000 request increasing to \$200,000; Matching Funds \$50,000)

Funding Source: FAST Act 402 (Project Number SSB21EB)

Description: Statewide seat belt high visibility enforcement mobilization to reduce seat belt non-use related traffic fatalities, serious injuries, and economic loss. This funding increase is requested because of the increase in participation from law enforcement agencies across the state.

Amendment Determination: Recommend Approval

Sub-recipient: Child Passenger Safety Technician Sites

Amount of Federal Funds: \$11,500 (Originally approved \$14,300 request increasing to \$25,800)

Funding Source: FAST Act 405b (Project Number SOP2103)

Description: Fund the distribution of child passenger seats at child passenger check locations, on a need basis for socially or economically disadvantaged families. Funding increase will put Idaho at the maximum 5% of 405b funds that can be used for purchasing child passenger safety restraints.

Amendment Determination: Recommend Approval

Sub-recipient: Law Enforcement Agencies - HVE - Impaired Driving Labor Day Mobilization

Amount of Federal Funds: \$20,000 (Originally approved \$150,000 request increasing to \$170,000)

Funding Source: FAST Act 405d (Project Number SID21EC)

Description: Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss. Increased is necessary because of the increase in participation from law enforcement agencies across the state. Additional funding will help increase the number of agencies on the roads enforcing impaired driving laws.

Amendment Determination: Recommend Approval

Quarter 3:

Sub-recipient: City of Kuna Police

Amount of Federal Funds: \$8,674.00 total funding requested

Funding Source: 402 PT-2101-01-00-00

Description: ITD is requesting to purchase speed monitoring trailer (Stalker SAM) equipment to support SPT2101 Police Traffic Statewide Services.

Problem Identification: In the past 3 years, the annual reported crashes in Kuna city have steadily increased year over year. 2018 saw 185 crash calls, 2019, 200 crash calls and 2020 had 223 crash calls. Speed is a contributing cause as well as a safety within residential and high pedestrian use routes. State Highway 69 for North South traffic on 5 lanes has multiple high

traffic intersections for East/West traffic at Deer flat Rd, Hubbard Rd, Columbia Rd and Lake Hazel Rd. These intersections are on a primary corridor to and from Kuna.

Amendment Determination: Approved

Sub-recipient: Idaho State Police

Amount of Federal Funds: \$835.00

Funding Source: 402

Description: ITD is requesting to purchase phlebotomy equipment to support the Idaho State Police and the expansion of the Idaho phlebotomy program. The request is to purchase two phlebotomy chairs for the District 2 area.

Problem Identification: From 2015-2019 in District 2, there were about 8,000 crashes, resulting in 100 fatalities. District 2 is unique because there are no interstate lanes, so there are a lot of rural one lane highways throughout the area. A total of 30% of all fatal crashes are impaired driver involved, and 21% of all suspected serious injury crashes are impaired driver involved. The only other behavioral area that has a higher percentage of crashes is aggressive driving. Idaho State Police had some of their troopers just recently become certified phlebotomists.

Amendment Determination: Approved

Sub-recipient: Garden City Police Department

Project #: PT-2021-01-00-00 Police Traffic Statewide Services

Amount of Federal Funds: \$9,974

Funding Source: 402: \$9,974 State Match: \$2,493.50

Description: ITD is requesting to purchase a Stalker SAM Speed Trailer, to support NHSTA funded speed enforcement activities for the Garden City Police Department. From 2015-2019, the City of Garden City had a total of 11 fatal crashes. Aggressive driving contributes to 57% of all of the reported crashes from the Garden City Police Department. This department is requesting to purchase a speed trailer, which will be used to reduce aggressive driving related crashes, through activities that include enforcement and community outreach.

Amendment Determination: Approved

Office of Highway Safety Program Team

John Tomlinson: Highway Safety Manager – John.Tomlinson@itd.idaho.gov

Josephine Middleton: Grants/Contracts Officer – Distracted Driving, Police Traffic Services, Mobilizations, Equipment, Mini-Grants Josephine.Middleton@itd.idaho.gov

Lisa Losness: Grants/Contracts Officer – Impaired Driving, Vulnerable Users (Youth), Highway Safety Planning, Compliance 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

Denise Dinnauer: Grants/Contracts Officer – Year-long grants, Vulnerable Users (Bicycle/Pedestrian) 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

Kelly Campbell: Research Analyst Principal – Traffic Records and Roadway Data, SWET Kelly.Campbell@itd.idaho.gov

Steve Rich: Research Analyst Principal - Steve.Rich@itd.idaho.gov

Jill Young: Financial Analyst - Jill.Young@itd.idaho.gov

Kirstin Weldin: Program Planning and Development Specialist – Law Enforcement Trainer Kirstin.Weldin@itd.idaho.gov

Carrie Akers: Technical Records Specialist 1 – FARS Analyst Carrie.Akers@itd.idaho.gov

Julie Whistler: Technical Records Specialist 1 – Crash Analyst Julie.Whistler@itd.idaho.gov

Leslie De La Cruz: Technical Records Specialist 1 – Crash Analyst Leslie.Cruz@itd.idaho.gov

David Prosser: Technical Records Specialist 1 – Crash Analyst David.Prosser@itd.idaho.gov