



IDAHO TRANSPORTATION DEPARTMENT

*Office of Highway Safety*

# Strategic Highway Safety Plan Update

April 2013







## Table of Contents

Letter from the Strategic Highway Safety Plan Oversight .....	4
Idaho's Strategic Highway Safety Plan Oversight Team and Team Leaders .....	5
Strategic Highway Safety Plan Partners .....	6
Mission, Vision, Goals .....	8
Background .....	9
The Future .....	11
Selection of Strategic Highway Safety Plan Emphasis Areas .....	11

### *Strategic Highway Safety Plan Emphasis Areas and Strategies*

Aggressive Driving .....	14
Distracted Driving .....	16
Safety Restraints .....	19
Impaired Driving .....	22
Youthful Drivers .....	25
Vulnerable Users	
Bicyclists and Pedestrians .....	28
Senior Drivers .....	33
Commercial Motor Vehicles .....	36
Motorcyclists .....	39
Lane Departure Crashes .....	42
Intersection Crashes .....	47
Emergency Response .....	50
Proposed Funding & Evaluation .....	53
Glossary of Terms .....	55

### *Addendums*

Idaho's Strategic Highway Safety Plan Overview .....	56
Statewide and District Fatality Information .....	57
State Highway System Fatalities .....	70
Fatality Rate per 100,000 Population by District .....	70
State Highway System Crash Information by District .....	74
Idaho Counties, 2007-2011 Fatalities & Serious Injuries .....	76
Idaho Crash Clock .....	77

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**STATE OF IDAHO**



**STRATEGIC HIGHWAY SAFETY PLAN**

Approved:  April 10th, 2013  
Brian W. Ness  
Director, Idaho Transportation Department





## DEAR HIGHWAY SAFETY PARTNERS,

At the Idaho Transportation Department (ITD) our Strategic Plan is "Your Safety, Your Mobility, Your Economic Opportunity." The Department has launched a project to update and implement our Strategic Highway Safety Plan (SHSP), and you are invited to participate.

ITD is committed to providing the safest transportation system possible. Identifying traffic safety solutions moves us toward our ultimate goal of "Toward Zero Deaths," the foundation upon which the SHSP is built.

Safety partners at every level are part of the process — engineers, law enforcement officers, emergency services providers, educators, insurance providers, prosecutors and probation officers, military representatives, coroners, advocates for sober driving, public health officials, senior driver representatives, the trucking industry and individual citizens.

Since 2005, significant progress has been made to eliminate death and serious injury on Idaho's highways. Traffic safety professionals have addressed behaviors, infrastructure improvements and enforcement countermeasures to reduce crashes. Different programs have been implemented, including: *Click It, Don't Risk It!* to improve seatbelt use, *Put It Down* to counter distracted driving, *Alive at 25* to address teen driving behaviors, the Highway Safety Corridor prioritization program for engineered improvements, and more.

Eleven highway safety areas were selected based on the economic costs of crashes over the last five years (2007-2011). While zero deaths on Idaho's highways remains our steadfast goal, our commitment is to reduce these needless traffic deaths to fewer than 200 by 2015 based on a 5-year running average. Progress toward achieving these goals will be tracked periodically and reviewed annually.

## HERE IS HOW WE WILL GET THERE:

- **Data-Driven Decisions:** We base decisions on the data at hand. This means closely studying crash data and other pertinent information, including best practices from other states. The result makes for efficient, sound use of resources and helps us clearly prioritize those resources.
- **Partnerships:** We rely on our network of safety partners to implement programs and carry safety messages. Without their commitment and involvement, Idaho's safety programs would not be possible.
- **Culture Change:** We will promote the concept that it is irresponsible and unacceptable to make poor choices when behind the wheel. Our efforts will reinforce that traffic deaths are no longer an acceptable part of life in Idaho.
- **Evaluation:** We focus our efforts, review and report our progress, and evaluate to see if we have made good investment decisions.

The charge before us is to implement the SHSP strategies that help Idaho's citizens arrive safely at their destination. Everyone has a role to play in traffic safety, and all can make a positive difference. Your input is valuable, and your participation is critical as we continue to eliminate traffic deaths and serious injuries in order to keep families whole.



**Scott Stokes**

Deputy Director, Idaho Transportation Department

SHSP Office of Highway Safety



# IDAHO'S STRATEGIC HIGHWAY SAFETY PLAN OVERSIGHT TEAM AND TEAM LEADERS

## Oversight Team

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### **Brent Jennings, P.E.**

Highway Safety Manager, Idaho Transportation Department

### **Ginger Floerchinger-Franks, Ph.D.**

Director, Idaho Trauma Registry

### **Lance Johnson, P.E.**

Safety and Traffic Program Manager, Federal Highway Administration

### **Ralph Powell**

Lieutenant Colonel, Idaho State Police

### **Scott Stokes**

Oversight Team Chairman, Deputy Director, Idaho Transportation Department

### **Shirley Wise**

Regional Program Manager, National Highway Traffic Safety Administration

## Emphasis Group Team Leaders

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### **Aggressive Driving**

TED PICHE

Sergeant, Lewiston Police Department



### **Distracted Driving**

MATT PAVELEK

Sergeant, Nampa Police Department



### **Safety Restraints**

KYLE WILLS

Officer, Boise Police Department



### **Impaired Driving**

DEAN MATLOCK

Sergeant, Statewide Impaired Driving Coordinator, Idaho State Police



### **Youthful Drivers**

TODD BILBO

Detective, Boise Police Department



### **Vulnerable Users, Bicycle/Pedestrian**

CYNTHIA GIBSON

Executive Director, Idaho Pedestrian & Bicycle Alliance



### **Vulnerable Users, Senior Drivers**

MARY BURKE

Highway Safety Program Manager



### **Commercial Motor Vehicles**

WILLIAM REESE

Captain, Commercial Vehicle Services, Idaho State Police

[Go to: Table of Contents](#)





## Plan Partners



### ***Motorcyclists***

STACEY AXMAKER

Director, Idaho STAR Motorcycle Program



### ***Lane Departure Crashes***

JOHN PERRY

Field Operations Engineer, Federal Highway Administration – Idaho Division



### ***Intersection Crashes***

ROSS OYEN

Traffic Engineering Supervisor, Ada County Highway District



### ***Emergency Response***

MARK ZANDHUISEN

Bonner County Emergency Medical Services

## **STRATEGIC HIGHWAY SAFETY PLAN PARTNERS**

AAA Idaho

Ada County Coroner

Ada County Highway District

Ada County Sheriff's Office

American Association of Retired Persons of Idaho (AARP)

Bannock Transportation Planning Organization (BTPO)

Bingham County Sheriff's Office

Blaine County Sheriff's Office

Blue Cross of Idaho

Boise Police Department

Buckle Up for Bobby

City of Boise

City of Lewiston

City of Twin Falls

Canyon County Paramedics

Canyon County Sheriff's Office

Clearwater County Emergency Medical Services

Coeur d'Alene Police Department

Community Planning Association (COMPASS)

Community Transportation Association of Idaho

Consulado de Mexico en Boise

Davies Moore

Eastern Idaho Regional Medical Center

Emergency Medical Services Bureau

Emergency Medicine of Idaho

Farmers Insurance

Federal Highway Administration (FHWA)

Federal Motor Carrier Safety Administration (FMSCA)

## Office of Highway Safety





High Desert Harley Davidson  
Idaho Army National Guard  
Idaho Association of Counties (IAC)  
Idaho Coalition for Motorcycle Safety (ICMS)  
Idaho Commission on Aging  
Idaho Department of Health & Welfare (DHW)  
Idaho Hospital Association  
Idaho Pedestrian and Bicycle Coalition  
Idaho Power  
Idaho Skills Training Advantage for Riders (STAR) Motorcycle Safety Program  
Idaho State Communication Center  
Idaho State Department of Education  
Idaho State Police (ISP)  
Idaho Transportation Department (ITD)  
Idaho Trucking Association  
Idaho Volunteer Fire and Emergency Services Association  
Kootenai Medical Center  
Lewis & Clark State College  
Lewiston Police Department  
Local Highway Technical Assistance Council (LHTAC)  
Magic Valley Regional Medical Center  
Meridian Police Department  
Mothers Against Drunk Driving (MADD)  
Mountain Home Air Force Base  
Nampa City  
Nampa Police Department  
National Highway Traffic Safety Administration (NHTSA)  
Pocatello Police Department  
Progressive Engineering  
SafeKids Treasure Valley & Magic Valley  
Sandpoint Police Department  
St. Alphonsus Regional Medical Center  
St. Joseph's Regional Medical Center  
St. Lukes Health System  
State Farm Insurance  
Union Pacific Railroad  
U.S. Army, Gowen Field  
U.S. Department of Transportation (USDOT)  
URS Corporation/Washington Group International  
West End Fire Department





**Mission,  
Vision,  
Goals**

## MISSION

Provide the safest transportation system possible.

## VISION

Continue to move Toward Zero Deaths on all roadways in Idaho.

## GOALS

**PRIMARY:** Fewer than 200 traffic deaths on Idaho roadways by 2015 based on the 5-year running average.

**SECONDARY:** By 2015, reduce the 5-year running average fatality rate to 1.25 fatalities per 100 million annual vehicle miles traveled or less. By 2015, reduce the 5-year running average of serious injuries on Idaho roadways to 1,356 or less.

## ABOUT THE STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

The Strategic Highway Safety Plan (SHSP) is developed in cooperation with local, state, federal and private sector safety stakeholders. It is a data-driven, comprehensive plan that establishes statewide goals, objectives and key emphasis areas. Crash data from 2007 –2011 provides information on safety progress and trends in Idaho.

It integrates five categories for addressing strategies to implement the “Toward Zero Deaths” initiative: engineering, education, enforcement, emergency response and policy.

## COLLABORATION AND COORDINATION WITH PARTNERS

The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

### *Benefits of the SHSP process include:*

- Establish common statewide safety goals and priorities
- Strengthen existing partnerships
- Support the value of safety coalitions
- Share data, knowledge and resources
- Quantify the existing and needed resources and activities to meet Idaho's safety goal
- Avoid redundant activities
- Leverage limited existing resources such as funds, people, and leadership attention, toward common objectives
- Communicate the impact of investing additional resources for highway safety countermeasures
- Incorporate both behavioral and infrastructure strategies and countermeasures to have a greater impact on eliminating highway fatalities and serious injuries on all public roads
- Support of the Idaho Transportation Department (ITD) strategic plan

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## BACKGROUND

### 2005: GOVERNOR'S HIGHWAY SAFETY SUMMIT

- Idaho's inaugural SHSP was developed at the 2005 Governor's Highway Safety Summit. Stakeholders from around the state were invited to answer the challenge of how to eliminate highway-related fatalities and life-altering injuries.
- Participants included those involved in planning, designing, constructing, operating and maintaining the roadway infrastructure (engineering); modifying user behavior and preventing injury (education and enforcement); and also providing post-crash assistance (emergency response). Challenges and strategies were solicited from all participants. From their input, ten data-driven emphasis areas were selected.

### 2009: SHSP WORKSHOP AND PEER EXCHANGE






- The 2005 plan created a way forward on the path Toward Zero Deaths. By 2009, an update was needed to better reflect current traffic safety issues. In November 2009, ITD's Office of Highway Safety partnered with the Federal Highways Administration (FHWA) Office of Safety to host the SHSP Workshop and Peer Exchange.
- The Peer Workshop and resulting 2010 SHSP, "Toward Zero Deaths, Every Life Counts," was noticed by transportation and safety experts nationwide. The effort was unique because Idaho involved a broad base of safety advocates and agency officials, fostering existing partnerships and building on past success.
- More than 100 professionals representing engineering, education, enforcement and emergency response agencies participated in the event. The update was founded on data-driven decision-making, up-to-date research, proven strategies from other states, and challenging but achievable goals.



• Brent Jennings, ITD's Highway Safety Manager, addresses emphasis group leaders at an October 2012 facilitation workshop.

## MEASURING PROGRESS

*Since the 2010 SHSP update, Idaho's traffic safety partners have worked together in the areas of education, enforcement, engineering, emergency response and policy to achieve the following significant results:*

-  **Aggressive Driving** - fatality rate reduction from 6.56 in 2008 to 4.04 in 2011 per 100,000 population.
-  **Distracted Driving** - fatality rate reduction from 4.72 in 2008 to 2.59 in 2011 per 100,000 population.
-  **Safety Restraints** - fatality rate reduction for unbelted passenger motor vehicle occupants 7.02 in 2008 to 4.92 in 2011 per 100,000 population.
-  **Impaired Driving** - fatality rate reduction from 6.37 in 2008 to 4.16 in 2011 per 100,000 population.
-  **Youthful Drivers** - fatality rate reduction from 2.56 in 2008 to 2.15 in 2011 per 100,000 population.

**[Go to: Table of Contents](#)**





## Road-Related Crashes



**Commercial Motor Vehicles** - fatality rate reduction 2.36 in 2008 to 1.64 in 2011 per 100,000 population.



**Motorcyclists** - fatality rate reduction from 1.90 in 2008 to 1.07 in 2011 per 100,000 population.



**Emergency Response** - Response to fatal and injury crashes declined from 5,826 in 2008 to 5,140 in 2011.

### Vulnerable Users



**Bicyclists** - fatality rate reduction from 0.13 in 2008 to 0.0 in 2011 per 100,000 population.  
**Pedestrians** - fatality rate reduction from 0.72 in 2008 to 0.63 in 2011 per 100,000 population.



**Senior Drivers** - fatality rate increase from 1.97 in 2008 to 2.27 in 2011 per 100,000 population.

### Road-Related Crashes



**Intersection Crashes** - fatality rate reduction from 2.43 in 2008 to 1.96 in 2011 per 100,000 population.



**Single-Vehicle Run-Off-Road** - fatality rate reduction from 7.68 in 2008 to 6.06 in 2011 per 100,000 population.  
**Head-On/Side-Swipe Opposite** - fatality rate reduction from 2.76 in 2008 to 1.26 in 2011 per 100,000 population.

The overall goal in the original SHSP was to reduce the 5-year running average number of traffic fatalities from 237 in 2010 to 200 or fewer by 2015, and reduce the 5-year fatality rate to 1.25 fatalities per 100 million vehicles miles traveled. As of 2011, the 5-year running average number of fatalities were reduced to 217. The 5-year fatality rate declined from 1.53 in 2010 to an estimated 1.40 fatalities per 100 million vehicles miles traveled.

The behavioral safety goals outlined in the SHSP are consistent with performance measures and goals set forth by the National Highway Traffic Safety Administration (NHTSA) and Governor's Highway Safety Association (GHSA) guidelines.

Idaho's selected performance measures and goals are based on a 5-year moving average for fatalities, serious injuries and fatality rate. The seat belt use is the only annual goal set.

An SHSP is a major component and requirement of the Highway Safety Improvement Program (HSIP) which was defined by MAP-21, 23 U.S.C. § 148 as a core federal program.





## THE FUTURE: TOWARD ZERO DEATHS

*Idaho's safety community works Toward Zero Deaths by following five guiding principles:*

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### **Data-Driven Decisions**

- To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

### **Culture Change**

- Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho.

### **Commitment**

- Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

### **Partnerships**

- Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

### **Evaluation**

- The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

The SHSP is a living document. It allows for scheduling and implementation of individual safety improvement programs, initiatives and projects to be coordinated with the ITD Office of Highway Safety and other Idaho agencies by those who know best how to make Idaho's roads safe.

## SELECTION OF SAFETY EMPHASIS AREAS

Idaho focuses safety efforts in the 11 areas with the highest percent comprehensive economic costs of crashes. Detailed crash data from the last five years provides this information.

The cost estimate for a fatality is established by FHWA. Lesser injury type costs are not established by FHWA. An estimate was made consistent with research of other states' costing estimates and then adjusted annually for inflation.

*The 2011 cost estimates are:*

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- **Fatality** - \$6,193,565
- **Serious injury** - \$308,445
- **Visible injury** - \$86,394
- **Possible injury** - \$57,267
- **Property damage only** - \$6,630

Using data on traffic crashes and their contributing circumstances, the following emphasis areas have been determined as most vital to focus Idaho's resources to reduce traffic deaths and serious injuries.

- Aggressive Driving
- Distracted Driving
- Safety Restraints

***Go to: Table of Contents***



**Mission,****Vision,****Goals**

- Impaired Driving
- Youthful Drivers
- Vulnerable Users (Bicycle/Pedestrian and Senior Drivers)
- Commercial Motor Vehicles (CMV)
- Motorcyclists
- Lane Departure Crashes
- Intersection Crashes
- Emergency Response

Goals have been selected for the emphasis areas with the exception of emergency medical services. These goals are consistent with the overall SHSP goals, ITD's Number One Performance Measure reducing the 5-year-average fatality rate on the state highway system, and with the behavioral program performance measures and goals adopted by ITD for its Highway Safety Performance Plan. These performance measures have been selected following extensive discussion and agreement involving NHTSA and GHSA. States must adopt and report annually to NHTSA the progress being made in each of the performance measures. These goals have been incorporated into the SHSP emphasis areas pertaining to behavior.

For each emphasis area, subsequent strategies are identified within five possible categories: engineering, education, enforcement, emergency response and policy.

## RELATIONSHIP TO OTHER PLANS AND PROGRAMS

To support the overall safety goal, the SHSP is a fundamental guiding document for the emphasis area groups. Strategies within this and other safety plans are consistent with ITD's Strategic Plan and the Idaho Transportation Improvement Program (ITIP).

*Emphasis group leaders Sgt. Ted Piche (Aggressive Driving) and Office Kyle Wills (Safety Restraints) at an October 2012 facilitation training.*



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## **ITD'S STRATEGIC PLAN MISSION: *Your Safety, Your Mobility, Your Economic Opportunity***

*To achieve our mission, ITD adopted a new strategic plan with three primary goals:*

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- Commit to providing the safest transportation system possible.
- Provide a mobility-focused transportation system that drives economic opportunity.
- Become the best organization by continually developing employees and implementing innovating business practices.

*The overriding vision for the department is:*

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- Continually getting better with the goal of being the best transportation department in the country
- Being transparent, accountable, and deliver on promises
- Being more efficient and save costs through increased efficiencies
- Providing extraordinary customer service
- Using partnerships effectively
- Valuing teamwork and using it as a tool to improve
- Placing a high value on employees and their development and retention

## **STRATEGIC HIGHWAY SAFETY PLAN EMPHASIS AREAS AND STRATEGIES**

The following are the emphasis areas selected for Idaho's SHSP. Each emphasis area includes a description of the highway safety problem and suggested strategies to address each group's safety issue.

*High Risk Rural Road (HRRR) Safety – A HRRR is defined as any roadway in Idaho that is functionally classified as a rural major or minor collector. If the fatality rate on the rural major or minor collector roadways increases over the most recent two-year period for which data is available, in the next fiscal year the State of Idaho will obligate for this purpose an amount at least 200 percent of the Fiscal Year 2009 HRRR set-aside.*





## AGGRESSIVE DRIVING

**GOAL:** *Reduce the 5-year-average number of speeding related fatalities to 66 or fewer by 2015.*

**DEFINITION:** Driving in a pushy, bold, or selfish manner, which puts yourself and others at risk.

### THE PROBLEM

- Recent statistics have shown aggressive driving was a contributing factor in 49 percent of all crashes in Idaho.
- Of the 28 fatal aggressive driving crashes that involve a single vehicle, 23 (82 percent) occurred in rural areas.
- Over the past five years, aggressive driving crashes cost Idahoans, on average, just more than \$1.2 billion per year. This represented 48 percent of the total cost of crashes.
- With increasing vehicle miles of travel, traffic congestion, and travel delays, the resulting frustration and impatience is reflected in driving behavior.
- Youthful drivers, ages 19 and younger, are 4.2 times as likely to be involved in an aggressive driving crash as all other drivers.

### STRATEGIES

#### EDUCATION

- Continue educating law enforcement, youthful drivers and the public regarding aggressive driving behaviors and consequences.
- Pursue the use of paid and earned media that addresses the causes of aggressive driving behaviors.
- Research and develop more effective media campaigns for aggressive driving prevention.
- Develop more effective media outreach for aggressive driving.

#### ENFORCEMENT

- Evaluate statewide ability to use unmarked patrol vehicles.
- Continue partnering with law enforcement agencies to implement Selective Traffic Enforcement Program (STEP) Officer programs in all local jurisdictions.
- Increase aggressive driving mobilization.

#### ENGINEERING

- Develop partnerships with state and local engineers.

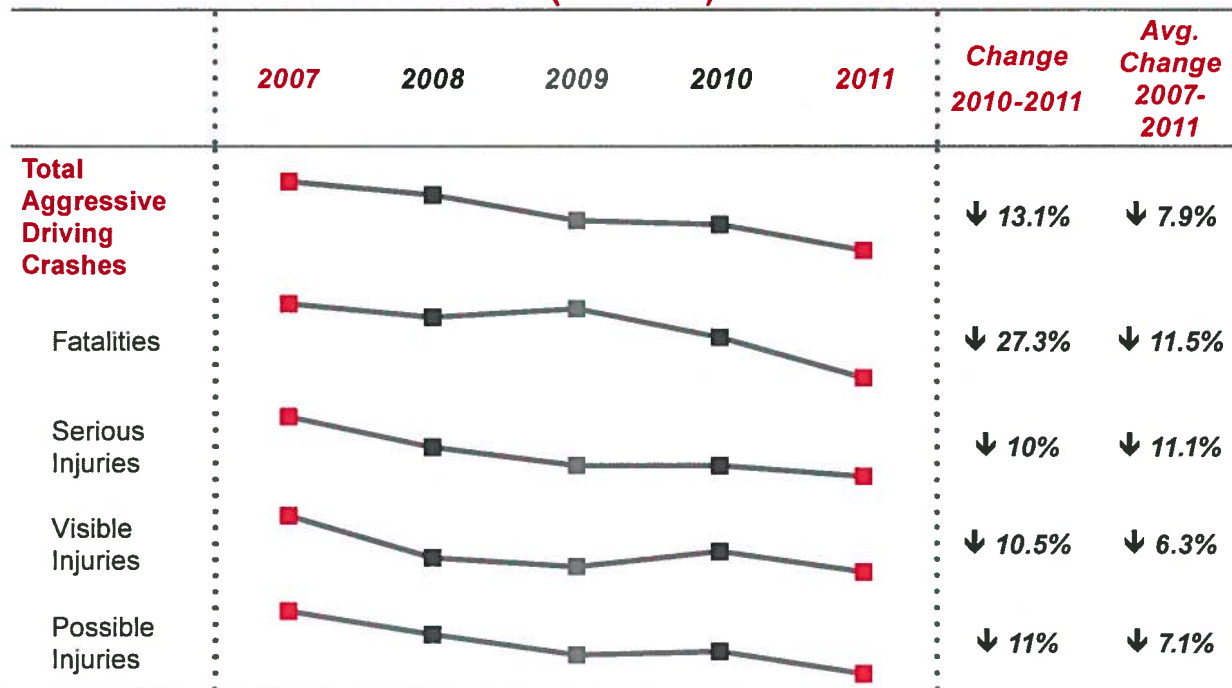
#### PUBLIC POLICY/OTHER

- Encourage more severe fines and penalties for aggressive driving violations.
- Research and encourage potential legislation regarding use of photography enforcement as it relates to aggressive driving.
- Evaluate statewide ability to use unmarked patrol vehicles.
- Utilize proactive approaches with prosecutors/judicial branch to address the use of aggressive driving penalties.

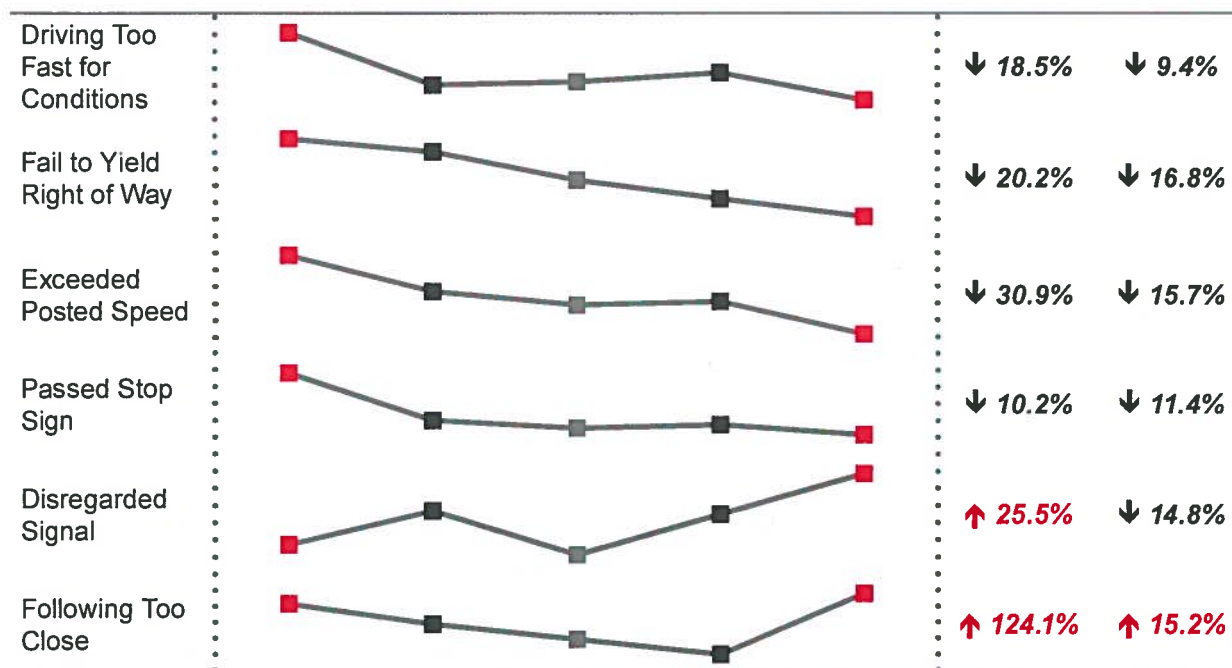




## AGGRESSIVE DRIVING CRASHES (2007-2011)



### Number of Traffic Fatalities and Serious Injuries Involving:\*



\* Three contributing circumstances possible per unit involved in each collision

### Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT



[Go to: Table of Contents](#)







## Emphasis Areas & Strategies



# DISTRACTED DRIVING

**GOAL:** Reduce the 5-year-average number of distracted driving related fatalities to 45 or fewer by 2015.

**DEFINITION:** Distraction occurs when drivers divert their attention away from the task of driving to focus on another activity. Distracting tasks can affect drivers in different ways and are categorized into the following three types:

1. **Visual** - taking your eyes off the road
2. **Manual** - taking your hands off the wheel
3. **Cognitive** - taking your mind off the road

## THE PROBLEM

- 25 percent of all fatalities and 24 percent of all crashes were caused by distracted driving.
- 75 percent of fatal distracted driving crashes occurred on rural roadways.
- 69 percent of all distracted driving crashes occurred on urban roadways.
- 167 people died in crashes, 1 in 4 were because of distracted driving.
- While youthful drivers under age 25 comprise only 15 percent of total licensed drivers, they account for 39 percent of all distracted driving crashes and 31 percent of fatal distracted driving crashes.
- Over the past five years, the economic cost of all crashes in Idaho averaged just over \$2.5 billion per year. Of that, distracted driving crashes comprised \$780.4 million per year.

## STRATEGIES

### EDUCATION

- Provide clear definitions of distracted driving to road users.
- Conduct awareness campaigns and provide education/outreach directed at target groups.
  - Create high school committees/task forces on distracted driving.
  - Support getting driver's education back in the school curriculum.
  - Involve school nurses/health classes to educate students regarding issues and consequences of distracted driving.
- Assist and encourage local law enforcement to provide education/outreach campaigns and activities to youthful drivers.
  - Recruit and train *Alive at 25* instructors in every county.
- Educate all roadway users and employers on the dangers of distracted and drowsy driving.

### ENFORCEMENT

- Enforce distracted driving laws including, but not limited to, no texting and inattention.
  - Create a training program for law enforcement with regard to distracted driving laws.
- Have a concerted effort between law enforcement and the Office of Highway Safety to collect detailed distracted driving information from crash and citation data.

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## ENGINEERING

- Where appropriate, install or enlarge shoulder, edge line and centerline/edge line rumble strips.
- Expand available parking in rest areas.
- Evaluate and encourage better road markings and signage in construction zones.
- Provide better media information and messaging about construction projects and traffic pattern changes.
- Use dynamic message boards over roadways to display "no distracted driving" messages.

## EMERGENCY RESPONSE

- Encourage the use of ICE (In Case of an Emergency) contact information for cell phone users.

## PUBLIC POLICY/OTHER

- Obtain Governor's Executive Order instructing all state employees to only use hands-free devices while driving.
- Build safety partnerships with other federal, state and local agencies.
- Seek legislation requiring hands-free devices in car (violation as a primary offense).
- Develop and promote public and corporate policies regarding the use of cell phones and electronic devices while driving.
- Seek legislation for a primary electronic device ban for all drivers under 18.
- Seek legislation to not allow unrestrained animals in vehicle.
- Seek legislation for enhanced penalties for inattentive driving crashes that result in great bodily harm, permanent disfigurement or permanent disability.
- Seek legislation to increase penalty for number of texting offenses.
- Provide better public information on costs of funding loss due to lack of statute regarding driver's test questions.
- Follow and support legislation to qualify for Federal Highway Bill funding.







### Emphasis Areas & Strategies

## DISTRACTED DRIVING CRASHES (2007-2011)

	2007	2008	2009	2010	2011	Change 2010-2011	Avg. Change 2007-2011
<b>Total Distracted Driving Crashes</b>						↓ 16.3%	↓ 10.1%
Fatalities						↓ 31.7%	↓ 14.3%
Serious Injuries						↓ 28%	↓ 13%
Visible Injuries						↓ 15.3%	↓ 7.3%
Possible Injuries						↓ 17.7%	↓ 9%
Distracted Driving Crashes as a % of All Crashes	<b>28.6%</b>	26.9%	26.7%	26.1%	<b>23.6%</b>	↓ 9.5%	↓ 4.6%
Distracted Driving Fatalities as a % of All Fatalities	<b>31.3%</b>	31%	26.5.7%	28.7%	<b>24.6%</b>	↓ 14.3%	↓ 5.4%
Distracted Driving Injuries as a % of All Injuries	<b>36.7%</b>	34.1%	34.5%	34.9%	<b>30.8%</b>	↓ 11.7%	↓ 4.2%
All Fatal and Injury Crashes						↓ 5.9%	↓ 5.1%
<b>Distracted Fatal/Injury Crashes</b>						↓ 15.9%	↓ 9.1%
% Distracted Driving	<b>35.4%</b>	33%	32.8%	32.9%	<b>29.4%</b>	↓ 10.6%	↓ 4.4%

## Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles of Travel

						↓ 27.7%	↓ 12.7%
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**DEFINITION:** Idaho's seat belt use law, effective July 1, 1986, requires seat belt use for front seat passengers and drivers, regardless of residency, in vehicles with a gross vehicle weight of 8,000 pounds or less that were manufactured with safety belts. The law is a "secondary" law and can only be enforced when someone is stopped for another traffic violation. The law was updated July 1, 2003. It now covers all seating positions and has enhanced penalties for drivers less than 18 years of age. Drivers and occupants, 18 years of age and older, receive separate tickets.

The National Highway Traffic Safety Administration (NHTSA) estimates seat belts are 50 percent effective in preventing fatalities and serious injuries.

- Over the past five years, unrestrained passenger motor vehicle occupants cost Idahoans just over an average of \$733 million. This represents 29 percent of the total economic cost of crashes.
- In 2011, 79 percent of Idahoans were using seat belts, based on seat belt survey observations.
- In 2011, seat belt usage varied by region around the state from a high of 93 percent in District 3 (southwestern Idaho) to a low of 61 percent in District 5 (southeastern Idaho).
- Only 32 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2011. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries.
- There were four children under the age of 7 killed (two were restrained) and 17 seriously injured (10 were restrained) while riding in passenger vehicles in 2011. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate, we can deduce that child safety seats saved four lives in 2011. Additionally, 22 serious injuries were prevented and five of the seven unrestrained serious injuries may have been prevented if they had all been properly restrained.

## EDUCATION

-





## Emphasis Areas & Strategies

- Spanish-speaking
- Parents
- Medicare and/or Medicaid recipients, if applicable (need to continue to research)
- Employers

- Educate parents, caregivers and grandparents regarding the proper selection and installation of child passenger safety restraints.
- Maintain current and increase the number of Child Passenger Safety (CPS) Technicians.

### ENFORCEMENT

- Increase enforcement of safety restraint laws through task forces.
- Increase education to law enforcement officers regarding safety restraint use (i.e. *Under 100* program).
- Educate and encourage a "No Tolerance" seat belt use policy for law enforcement.
- Advocate for officers and prosecutors to encourage *Alive at 25* with first-time seatbelt citations (waive tickets for attendance).

### ENGINEERING

- Continue use of dynamic message boards and signs by ITD and ISP to encourage safety restraint use.

### EMERGENCY RESPONSE

- Encourage the use of WHALE (We Have A Little Emergency) kits by educating law enforcement and emergency medical services workers.
- Create an outreach/education seatbelt kit to be used by EMS, law enforcement and other stakeholders.
- Include first responders from other disciplines in the SHSP.

### PUBLIC POLICY/OTHER

- Encourage legislation providing Idaho with an enforceable and effective primary seat belt law for drivers and passengers under the age of 18.
- Encourage legislation to remove the exemption for nursing a child or attending to other immediate physiological needs from the passenger safety for children law 49-672(1)(b).
- Encourage legislation to require booster seat use by children up to age 8.
- Encourage legislation to remove the portion of the code that reads: "failure to use a safety restraint shall not be considered under any circumstances as evidence of contributory or comparative negligence, nor shall such failure be admissible as evidence in any civil action with regard to negligence."
- Encourage public and private employers to enact policies to require safety restraint use in company vehicles or when driving on company or personal time.
- Encourage all State and local government contractors to maintain a seat belt policy in their safety plan.





## SAFETY RESTRAINTS (2007-2011)

	2007	2008	2009	2010	2011	Change 2010-2011	Avg. Change 2007-2011
<b>Observational Seat Belt Survey</b>							
District 1	<b>87%</b>	82%	77%	71%	72%	↑ 0.8%	↓ 4.8%
District 2	82%	85%	83%	<b>87%</b>	86%	↓ 1.4%	↑ 1.4%
District 3	87%	88%	91%	<b>93%</b>	<b>93%</b>	↑ 0.2%	↑ 1.8%
District 4	69%	<b>72%</b>	70%	71%	67%	↓ 6.1%	↓ 0.6%
District 5	62%	63%	<b>65%</b>	63%	61%	↓ 3.2%	↓ 0.6%
District 6	60%	60%	67%	64%	<b>68%</b>	↑ 5.8%	↓ 3.3%
<b>Statewide Average</b>	<b>78%</b>	<b>77%</b>	<b>79%</b>	<b>78%</b>	<b>79%</b>	↑ 1.5%	↑ 0.2%
<b>Seat Belt Use - Age 4 and Older* in Cars, Pickups, Vans and SUV's</b>							
In Fatal Crashes	<b>34.8%</b>	32.9%	41%	<b>46.7%</b>	31.7%	↓ 32.1%	↑ 0.3%
In Serious Injury Crashes	<b>66.1%</b>	64.6%	65.9%	65.4%	<b>66.2%</b>	↑ 1.2%	0%
<b>Self Reported Child Restraint Use*</b>							
Cars, Pickups, Vans and SUV's	<b>77.9%</b>	<b>81.6%</b>	78.6%	78%	80.8%	↑ 3.5%	↑ 0.9%

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



[Go to: Table of Contents](#)





**Emphasis  
Areas &  
Strategies**



## IMPAIRED DRIVING

**GOAL:** Reduce the 5-year-average number of fatalities involving drivers with a BAC of .08 or greater to 66 or fewer by 2015.

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

### THE PROBLEM

- In 2011, impaired driving crashes decreased by almost 9 percent and fatalities resulting from impaired driving crashes decreased by 31 percent.
- Nearly 11 percent of all fatal and injury crashes involved an impaired driver, an impaired pedestrian or an impaired bicyclist. Just fewer than 40 percent of all fatalities were the result of an impaired driving crash.
- Only 14 percent of the passenger motor vehicle occupants killed in impaired driving crashes was wearing a seatbelt.
- Over the past five years, impaired driving crashes cost Idahoans an average of \$674.2 per year. This represents 27 percent of the total cost of economic crashes during that timeframe.
- In 2011, 66 fatalities resulted from impaired driving crashes. This represents 40 percent of all fatalities. Only nine (or 17 percent) of the 54 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt.
- Almost 14 percent of impaired drivers involved in crashes were under the age of 21 in 2011, even though they are too young to legally purchase alcohol.
- Of the 66 people killed in impaired driving crashes in 2011, 63 (or 95 percent) were impaired drivers, impaired pedestrians or persons riding with an impaired driver.
- In 2011, there were 9,686 driving under the influence (DUI) arrests statewide compared to 10,726 in 2010, a 9.7 percent decrease.

### STRATEGIES

#### EDUCATION

- Clarify and expand the definition of impairment to denote any substance which affects a person's ability to operate a vehicle safely.
- Improve the use of media in educating the public concerning the dangers of impaired driving.
- Continue the education, support and training of prosecutors and law enforcement in order to increase the amount and reliability of evidence for DUI convictions.
- Identify stakeholders outside of ITD and law enforcement and tailor education to them.
- Require eight hours of drug impairment training during Police Officer Standardized Training (POST)/Vo-tech basic training.
- Require Advanced Roadside Impaired Driving Enforcement (ARIDE) training for all patrol officers after a minimum of two years' service.
- Develop a database that contains competent repositories of drug impairing effects to assist law enforcement, prosecutors and Administrative License Suspension (ALS) hearing officers with impairment documentation.

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## ENFORCEMENT

- Continue to support five impaired driving high visibility enforcement campaigns each year.
- Increase the number of Drug Recognition Expert (DRE) officers.
- Continue to support efforts to establish more DUI Courts.
- Increase probation officer positions to adequately monitor DUI offenders, especially repeat offenders.
- Create new and continue to support existing multi-jurisdictional DUI task forces.
- Work with the State Alcohol Beverage Control to enforce laws concerning underage alcohol sales.
- Increase knowledge of judges, prosecutors and probation officers regarding existing ignition interlock laws.
- Expand statutory requirements to include interlock devices for all DUI offenders.
- Standardize ignition interlock orders and enforcement by requiring proof of installation for reinstatement of driver's license or to obtain restricted permit.
- Identify and retain more toxicology/pharmacology experts as resources for officers, prosecutors and hearing officers.

## EMERGENCY RESPONSE

- Encourage the use of ICE contact information for cell phone users.

## PUBLIC POLICY/OTHER

- Evaluate effectiveness of current DUI laws and recommend improvements.
- Identify stakeholders outside of ITD and law enforcement that will help fund impaired driving programs.

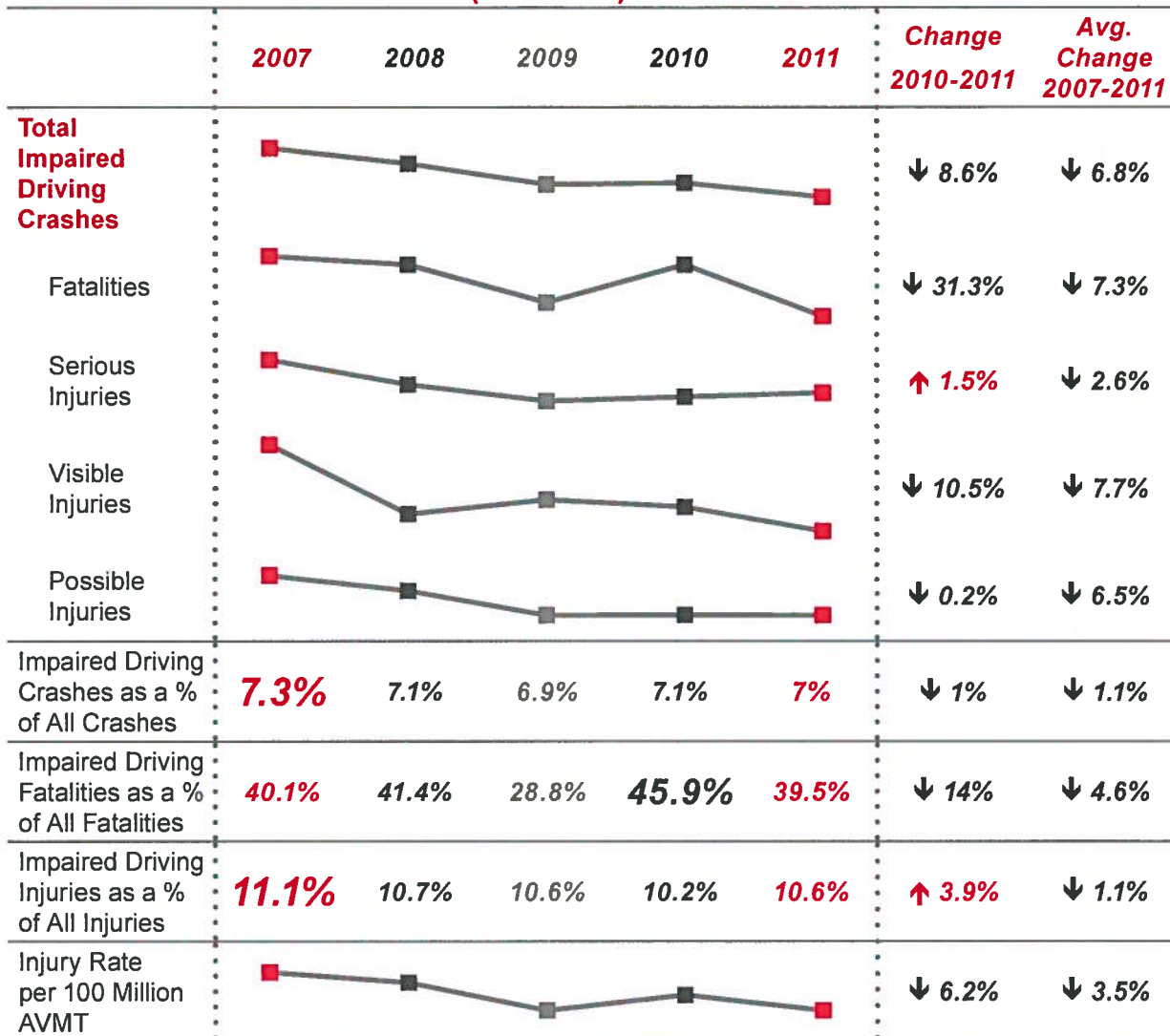




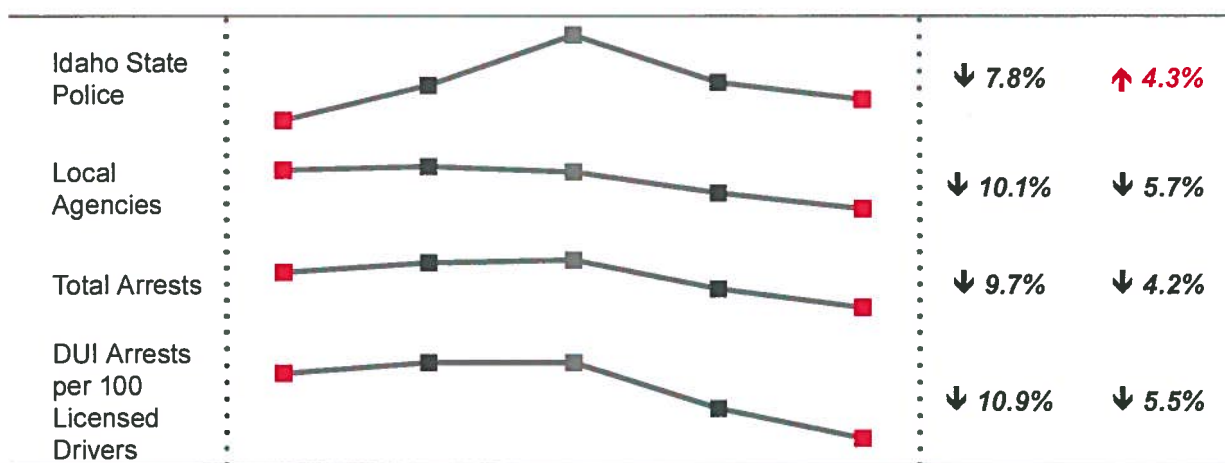


**Emphasis  
Areas &  
Strategies**

## IMPAIRED DRIVING CRASHES (2007-2011)



## Annual DUI Arrests by Agency\*



\* Source: Bureau of Criminal Identification, Idaho State Police

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## YOUTHFUL DRIVERS

**GOAL:** Reduce the 5-year-average number of drivers, ages 20 or younger, involved in fatal crashes to 36 or fewer by 2015.

**DEFINITION:** Youthful drivers are drivers age 15 to 19. Idaho is focusing its effort in the following priority areas to prevent motor-vehicle-related fatalities and injuries for teen drivers:

- ALIVE AT 25 PROGRAM
- Graduated Driver Licensing (GDL)
- Seat Belt Use
- Educational Campaigns
- Peer-to-Peer Education
- Driver's Education

### THE PROBLEM

- Drivers, ages 15 to 19, represented just under 6 percent of licensed drivers in Idaho during 2011, yet they represented nearly 11 percent of the drivers involved in fatal and serious injury crashes.
- In 2011, youthful drivers were involved in 2.5 times as many crashes as you would expect them to be, and were 2.8 times as likely as all other drivers to be involved in a crash. Youthful drivers were involved in more than 1 out of every 5 crashes.
- Of the 34 people killed in youthful driver crashes, 18 were the youthful drivers. The 34 people killed in youthful driver crashes were of all ages, not just youthful drivers.
- Only 5 of the 17 youthful passenger motor vehicle drivers killed (29 percent) were wearing seat belts. One of the youthful drivers killed was a motorcyclist.
- Additionally, there were nine teen passengers killed in motor vehicle crashes (6 of the 9 were killed in crashes involving youthful drivers). Of the nine teen passenger motor vehicle passengers killed in crashes, four (44 percent) were wearing seat belts.
- While 69 percent of all crashes involving youthful drivers occurred in urban areas, 78 percent of the fatal crashes involving youthful drivers occurred in rural areas.
- Over the past five years, the economic cost of crashes involving youthful drivers was an average \$517.5 million per year. This represents 21 percent of the total cost of crashes for that timeframe.
- In 2011, drivers age 15 to 19 constituted 10 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.

### STRATEGIES

#### EDUCATION

- Educate young and inexperienced drivers up to age 18, through grade 12 (or successfully completing the G.E.D.) on traffic safety issues.
- Strengthen partnerships with various stakeholders interested in teen traffic safety issues, as well as youth and community groups.
- Require teenagers under age 18 complete an *Alive at 25* class before obtaining a license.
- Maintain a standard and uniform education curriculum for all driver education programs.
- Research and utilize appropriate assessment and evaluation tools for driver education.







## Emphasis Areas & Strategies

- Encourage parents to attend a class and/or accompany their teen driver during the driver education class and road practice. Provide interpreters for non-English speaking parents for understanding of GDL and youthful driver laws and traffic safety issues.
- Increase on-the-road practice hours for driver education programs.
- Increase on-the-road practice hours for GDL.
- Establish peer-to-peer education opportunities, including a summit on traffic safety.
- Provide driving simulators for driver education students.

### ENFORCEMENT

- Continue encouraging enforcement of youthful traffic safety issues.
- Encourage zero tolerance for current laws on texting, seat belt use and underage youthful offenders of alcohol and drugs violations.
- Encourage enforcement of current GDL laws.

### ENGINEERING

- Reduce lane departure crashes of youthful drivers.

### EMERGENCY RESPONSE

- Encourage the use of ICE contact information for cell phone users.
- Coordinate efforts with the existing statewide trauma system.

### PUBLIC POLICY / OTHER

- Evaluate current laws relating to youthful drivers for weaknesses and develop potential revisions to the law, such as raising the driving age to obtain a license.
- Request and support legislation requiring teenagers younger than 18 attend a defensive class, such as *Alive at 25*, before obtaining a license.
- Request and support legislation to set a uniform and standard curriculum for offering driver education.
- Request and support primary seat belt legislation for drivers under age 18.
- Request and support legislation to strengthen GDL laws, such as increasing the number of hours for the supervised driving period.
- Request and support legislation for harsher technology laws as they relate to driving with electronic devices, such as cell phones and ipods.
- Strengthen penalties for impaired driving.
- Request and support legislation for requiring driver education to age 18, or when high school/ GDL is completed.
- Request Department of Motor Vehicles (DMV) add text elements rather than codes to the license in assisting law enforcement enforcing GDL restrictions.

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**Go to: Table of Contents**





## Emphasis Areas & Strategies



## BICYCLISTS AND PEDESTRIANS

**BICYCLE GOAL:** Reduce the 5-year-average number of bicyclist fatalities to three or fewer by 2015.

**PEDESTRIAN GOAL:** Reduce the 5-year-average number of pedestrian fatalities to nine or fewer by 2015.

**OVERALL GOAL:** Increase bicycling and walking statewide.

**DEFINITION:** In Idaho, the statewide goal is to increase bicycling and walking while reducing injuries and deaths. The SHSP sets a goal of decreasing crashes, while increasing the amount of biking and walking. This plan also establishes strategies, objectives and performance measures specifically for pedestrians and bicyclists.

While the numbers are improving in Idaho and on a national scale, the vulnerability of this population continues to be a top priority.

### THE BICYCLE PROBLEM

- The percentage of bicyclists involved in crashes that were wearing helmets continues to remain very low at 24 percent. However, 42 percent of bicyclists 35 years of age and older involved in crashes were wearing helmets while only 18 percent of bicyclists under age 35 were wearing helmets.
- Over the past five years, the economic cost of crashes involving bicyclists was an average \$52.2 million per year. This represents 2 percent of the total cost of Idaho crashes.
- Of the bicyclists involved in crashes in 2011, 96 percent received some degree of injury.
- Of all bicyclists involved in crashes in 2011, 22 percent were between the ages of 4 and 14.
- The number of bicycle crashes remained virtually unchanged in 2011, however, there were no bicyclists killed. This is one of the few emphasis areas that crashes haven't been decreasing over the past three years.

### THE PEDESTRIAN PROBLEM

- Crashes involving pedestrians increased by almost 11 percent in 2011 while the number of pedestrians killed in motor vehicle crashes remained unchanged.
- Of all pedestrians involved in crashes in 2011, 93 percent received some degree of injury. Of the pedestrians killed in motor vehicle crashes in 2011, one was 8 years of age, one was 22 years of age, and the other eight were 34 years of age or older.
- Impaired pedestrians were involved in 7 percent of all pedestrian crashes and 18 percent of fatal pedestrian crashes.
- Over the past five years, the economic cost of crashes involving pedestrians was an average \$96.3 million per year. This represents 4 percent of the total cost of Idaho crashes in that timeframe.
- In 2011, 10 pedestrians and no bicyclists were killed in traffic crashes. The 10 pedestrians killed represented 6 percent of all fatalities in Idaho.

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- Children, age 4 to 14, accounted for 16 percent of the fatalities and injuries sustained in pedestrian crashes and 22 percent of the fatalities and injuries sustained in bicycle crashes.
- Over the past five years, crashes involving pedestrians and bicyclists cost Idahoans an average of \$148.5 million per year. This represents 6 percent of the total economic cost of crashes.

## BICYCLE/PEDESTRIAN STRATEGIES

### EDUCATION

- Increase knowledge of and compliance with policies, laws, programs and procedures related to mobility and safety strategies.
- Support training to educate planners, engineers and decision-makers on community and infrastructure design that enhances use of transportation alternatives (e.g., Livable Communities and Context Sensitive [Design] solutions).
- Encourage communities to conduct bicycle safety rodeos/events for children.
- Improve awareness of, and visibility between, motor vehicles and pedestrians and bicyclists.
- Increase public/private partnerships to increase the education component of bicycle/pedestrian safety.
- Add a section on the state drivers test and within the driver's education program that teaches and tests on how to drive safely when bicycle and pedestrian road users are present.

### ENFORCEMENT

- Encourage strict enforcement of speed limits in school zones and in areas frequented by pedestrians.
- Explore the feasibility of red light camera installation at key intersections.
- Increase outreach and education with law enforcement, prosecutors and judges for enforcing traffic laws relating to pedestrians and cyclists.
- Institute a statewide program of ticketing bicyclists and pedestrians for good behavior (coupons, incentives, etc.).

### ENGINEERING

- Enhance partnerships and coordination statewide with local pedestrian and bicycle advisory/user groups, planners, engineers and transportation professionals to ensure appropriate provision and maintenance of roads for pedestrians and bicyclists.
- Increase implementation of innovative intersection design options, such as roundabouts, bulb outs, elimination of free-right turns, and restricted turning movements, to minimize conflict severity.
- Through transportation planning and design, include provisions for bicycle/pedestrian/multimodal facilities on all projects.
- Reduce pedestrian risks at street crossing locations.
- Introduce a continuing education series for engineers and planners on innovative, best-practice standards for design of roadways that serve all users well.
- Develop a program of increasing the level of infrastructure improvements at crossings on ITD facilities.

### EMERGENCY RESPONSE

- Encourage and educate the use of ICE contact information for cell phone users.







**Emphasis  
Areas &  
Strategies**

**PUBLIC POLICY/OTHER**

- Improve on bicycle/pedestrian crash data through innovative technological use (GIS, map-based systems, etc.) and medical partnerships.
- Review data to find contributing circumstances for pedestrian crashes.
- Review data, develop, implement and evaluate countermeasures for the highest crash locations involving pedestrians and cyclists on all public roads, and provide the analysis to law enforcement to support more focused enforcement efforts.
- Continue to develop and implement the *Safe Routes to School* program.
- Increase collaboration between local communities and decision makers on speed-zoning decisions.

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## BICYCLISTS IN CRASHES (2007-2011)

	2007	2008	2009	2010	2011	Change 2010-2011	Avg. Change 2007-2011
<b>Bicycle Crashes</b>						↑ 0.3%	↑ 2%
Fatalities						↓ 100%	↑ 26.8%
Serious Injuries						↑ 4.7%	↑ 8.9%
Visible Injuries						↑ 4.2%	↑ 2.2%
Possible Injuries						↓ 3.3%	↓ 0.9%
Bicyclists in Crashes						0%	↑ 1.2%
<b>Bicycle Fatal and Serious Injuries</b>						↓ 4.3%	↑ 7.8%
% of All Fatal & Serious Injuries	1.8%	3%	3.8%	2.9%	3.1%	↑ 5.3%	↑ 19%
<b>Bicyclists Wearing Helmets in Collisions</b>						↑ 31.7%	↑ 10.2%
% of Bicyclists Wearing Helmets	17.4%	16.5%	15.4%	18.1%	23.8%	↑ 31.7%	↑ 9.3%
<b>Impaired Bicyclist F&amp;SI</b>						↓ 50%	↑ 54.2%
% of Bicycle F&SI - Impaired	8.1%	5.8%	3.2%	8.5%	4.4%	↓ 47.8%	↑ 68%



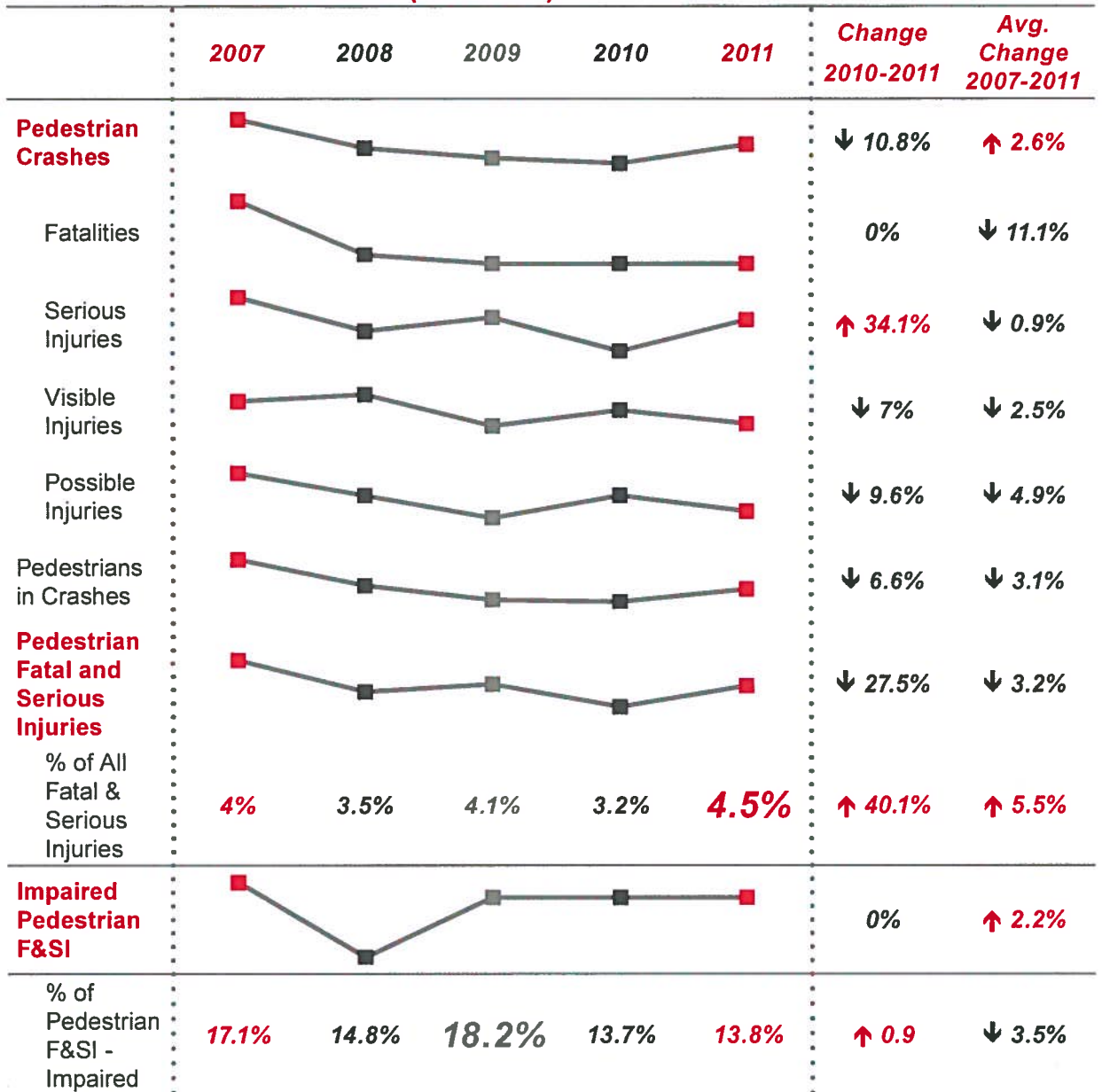
[Go to: Table of Contents](#)





**Emphasis  
Areas &  
Strategies**

## PEDESTRIANS IN CRASHES (2007-2011)



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## SENIOR DRIVERS

**GOAL:** Reduce the 5-year-average number of drivers, ages 65 and older, involved in fatal crashes to 36 or fewer by 2015.

**DEFINITION:** Senior drivers involve those individuals age 65 or older. We recognize that we would like to broaden the focus to drivers who are medically challenged rather than simply meeting an age threshold. However, at this time, there is no way to accurately collect crash data on those who are medically challenged and/or persons with disabilities. While the name of the emphasis area is Seniors Drivers, the strategies will certainly address the safety challenges that face many drivers, not simply those over 65.

### THE PROBLEM

- Over the past five years, crashes involving drivers, age 65 or older, cost Idahoans an average of \$403 million per year. This represents 16 percent of the total economic cost of crashes.
- Seniors drivers were involved in 3,076 crashes in 2011. This represents almost 15 percent of the total number of crashes. Fatalities resulting from crashes involving senior drivers represented 22 percent of the total number of fatalities in 2011. Of the 36 people killed in crashes with seniors drivers, 21 (58 percent) were the senior drivers themselves.
- Seniors drivers are under-represented in fatal and injury crashes. Seniors drivers represent 17 percent of licensed drivers, but represent 10 percent of drivers involved in fatal and injury crashes.
- National research indicates drivers and passengers over the age of 75 are more likely than younger drivers to sustain injuries or death in traffic crashes due to their physical fragility.
- Only 10 percent of Idaho's fatal single-vehicle crashes involve senior drivers.
- Only 16 percent of the senior-driver fatal crashes involve a single vehicle.

### STRATEGIES

#### EDUCATION

- Educate health care professionals, law enforcement, driver examiners and family members about Idaho's laws regarding the medical review process.
- Educate older drivers and their family/friends about driving assessment tools (e.g. American Automobile Association Roadwise Review, CarFit, We Need to Talk, etc.).
- Educate seniors about available refresher courses and course benefits.
- Provide data and other information to policy makers and elected officials regarding senior driving challenges and opportunities.
- Educate healthcare professionals, law enforcement officers, senior advocacy groups and other stakeholder groups about available public transportation services.
- Provide education of mobility options for seniors that ensure an independent lifestyle.
- Extract current data from the Idaho Trauma Registry (ITR) and aggregate it with the Idaho Highway Safety database to help determine priority areas.
- Develop a statewide public awareness campaign that highlights resources for seniors and families facing transportation challenges (511, 211, I-way, Aging and Disability resource center).
- Develop and strategically distribute educational marketing materials.







- Develop a trusted, credible and comprehensive resource guide (electronic/print).
- Partner with local advocacy groups for the promotion of local volunteer opportunities.
- Promote and develop travel-trainer programs.

**ENFORCEMENT**

- Develop a process to gather more accurate data from law enforcement agencies that reflects the number of crashes that result from visual, cognitive and/or physical impairment.

**ENGINEERING**

- Maintain, expand and improve roadway visibility features (including, but not limited to, evaluation of sign placement, improvement of roadway markings, and increasing sizing and visibility of roadway regulation signage).

**EMERGENCY RESPONSE**

- Encourage the use of ICE contact information for cell phone users.
- Implement a "Yellow Dot Program."

**PUBLIC POLICY/OTHER**

- Improve interagency collaboration that includes healthcare professionals, law enforcement agencies, senior advocacy groups and insurance agencies for message delivery.
- Assess current available resources for alternative transportation choices and assessment tools and educate the public about their use.
- Support state funding for public transportation.
- Develop a statewide transit mobility pass.
- "Day on the Hill" to provide opportunities for local elected officials and stakeholders to engage about senior transportation challenges and opportunities.
- Develop "Mobility for Seniors" conference.





## SENIOR DRIVERS IN CRASHES (2007-2011)

	2007	2008	2009	2010	2011	Change 2010- 2011	Avg. Change 2007- 2011
<b>Total Senior Driver Crashes</b>						↓ 3.5%	↓ 1.7%
Fatalities						↓ 5.3%	↑ 0.5%
Serious Injuries						↓ 8.2%	↓ 3.8%
Visible Injuries						↑ 6.5%	↑ 1.2%
Possible Injuries						↓ 2.4%	↓ 0.8%
Senior Drivers in Fatal & Injury Crashes						↓ 0.2%	↓ 0.7%
% of All Drivers in Fatal & Injury Crashes	8.3%	8.1%	8.8%	9.3%	9.8%	↑ 5.7%	↑ 4.4%
<b>Licensed Drivers 65 &amp; Older</b>						↑ 4.5%	↑ 4%
% of Total Licensed Driver	14.9%	15.2%	15.6%	16%	16.5%	↑ 3.1%	↑ 2.6%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes						↑ 2.4%	↑ 1.8%
<b>Senior Drivers-Fatal Crashes</b>						↓ 13.2%	↓ 1.1%
Senior Drivers-Impaired Fatal Crashes						↑ 33.3%	↑ 8.3%
% Fatal Impaired Crashes	9.5%	7.1%	4.7%	7.9%	12.1%	↑ 53.5%	↑ 15.8%

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



[Go to: Table of Contents](#)





## Emphasis Areas & Strategies



## COMMERCIAL MOTOR VEHICLES

**GOAL:** *Reduce the 5-year-average number of fatalities involving commercial motor vehicles (CMV) to 24 or fewer by 2015.*

**DEFINITION:** Commercial motor vehicles are any self-propelled or towed motor vehicle used on a highway in interstate commerce to transport passengers or property when the vehicle –

1. Has a gross vehicle weight rating or gross combination weight rating, or gross vehicle weight or gross combination weight, of 4,536 kg (10,001 pounds) or more, whichever is greater; or
2. Is designed or used to transport more than eight passengers (including the driver) for compensation; or
3. Is designed or used to transport more than 15 passengers, including the driver, and is not used to transport passengers for compensation; or
4. Is used in transporting material found by the Secretary of Transportation to be hazardous under 49 U.S.C. 5103 and transported in a quantity requiring placarding under regulations prescribed by the Secretary under 49 CFR, subtitle B, chapter I, subchapter C.

### THE PROBLEM

- In 2011, 56 percent of all crashes and 86 percent of fatal crashes involving CMVs occurred on rural roadways. Rural roadways are defined as any roadway located outside the city limits of cities with a population of 5,000 or more.
- The largest percentage of all CMV crashes (42 percent) occurred on local roads, while the largest percentage of fatal CMV crashes (59 percent) took place on U.S. and State highways.
- In 2011, there were 4,260 people involved in CMV crashes. Of those crashes, 26 people died. This represents 16 percent of all motor vehicle fatalities in Idaho. Of all those individuals killed in crashes with CMVs, 69 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.
- Over the past five years, the economic cost of crashes involving CMVs was an average of \$232.7 million per year. This represents 9 percent of the total cost of Idaho crashes.

### STRATEGIES

#### EDUCATION

- Partner with local agencies to identify available educational resources, develop new resources and suggest improvements for the Commercial Driver's License (CDL) manual.
- Establish training programs for new CDL Drivers, agriculture and non-CDL drivers who operate CMVs.
- Partner with driver education classes, insurance companies and traffic schools to educate drivers on the dangers of driving around CMVs.
- Continue partnership of ISP, ITD, the Idaho Trucking Association and stakeholders on media campaigns.

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- Establish a statewide CMV orientation training program to provide education and presentations to companies, schools and community groups.

## ENFORCEMENT

- Continue partnership of ISP, ITD and local agencies for the "Leave More Room for Trucks" aggressive driving enforcement project.
- Increase partnerships while focusing on safety restraint enforcement and work zone safety grants.
- Establish orientation training for local law enforcement officers during basic POST.
- Continue enforcement to address illegal overweight/oversize CMVs.

## ENGINEERING

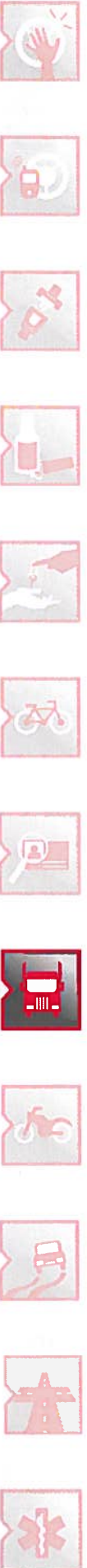
- Continue partnership between ISP and the ITD Port of Entry to have access to additional mobile scales.
- Continue to improve signage for traffic congestion/detours and adverse weather conditions.
- Improve railroad crossings and signage.
- Evaluate roadway design to accommodate for CMVs (i.e., establishing center and right turn lanes in high-congested areas, adding more traffic lanes where needed, and designing roundabouts to accommodate longer vehicles).

## EMERGENCY RESPONSE

- Encourage the use of ICE contact information for cell phone users.

## PUBLIC POLICY/OTHER

- Develop a list of recommendations for the ITD Board regarding infrastructure policies. (Examples include straightening curves for longer/standard trailers, establishing truck-only lanes and establishing truck lanes for congested/urban areas).
- Review state law for intrastate CMV exemptions and recommend removal of exemption so all commercial vehicles must comply with safety regulations.
- Suggest policy changes to ensure safer travel for all motorists.

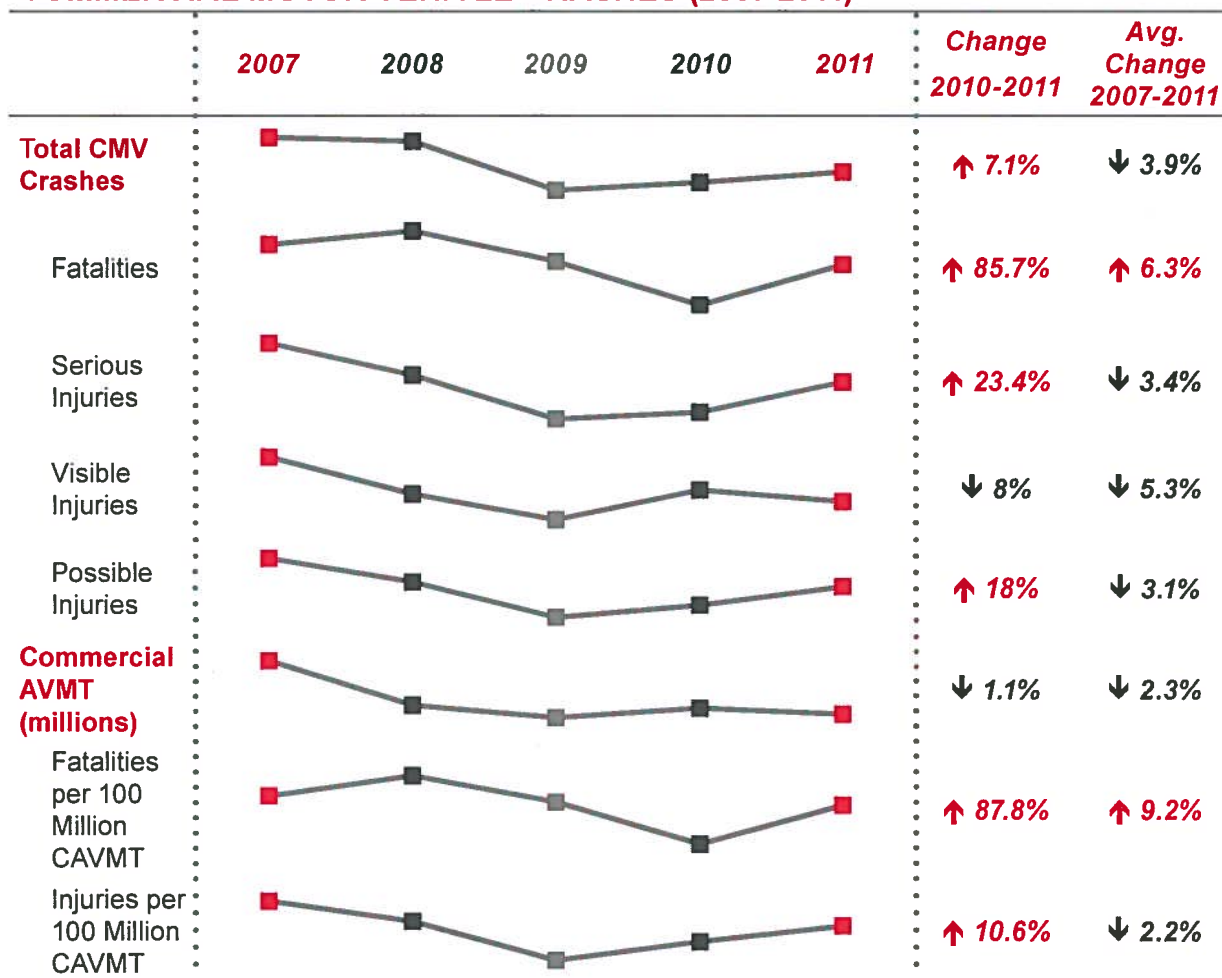






**Emphasis  
Areas &  
Strategies**

## COMMERCIAL MOTOR VEHICLE CRASHES (2007-2011)



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## MOTORCYCLISTS

**GOAL:** *Reduce the 5-year-average number of motorcyclist fatalities to 25 or fewer by 2015.*

**DEFINITION:** Motorcycle safety is the elimination of fatalities and serious injuries involving motorcyclists. Emphasis areas include, but are not limited to, motorcycle rider skills/strategies, motorist awareness and impaired riding.

### THE PROBLEM

- Of the 489 motorcycle involved crashes in 2011, there were 17 fatalities and 153 serious injuries.
- In 2011, motorcycle crashes represented 2 percent of all traffic crashes and 12 percent of the total fatal and serious injuries from all traffic crashes.
- Of all motorcyclists involved in crashes in 2011, 85 percent received some degree of injury and 10 percent involved impairment.
- A review of Idaho fatal motorcycle crashes for the years 2009-2011 revealed that almost 75 percent of fatal crashes were associated with motorcycle rider error, 72 percent involved cruiser or touring bikes, 68 percent involved drivers over 40 years old, 43 percent involved running off the road in a corner, 33 percent involved alcohol or drugs, 18 percent involved motorcyclists under 30 years of age, 17 percent involved a car violating a motorcyclists' right of way, and 16 percent involved sport bikes. In addition, 84 percent had not passed a rider training course.
- It is estimated that over the past five years, motorcycle crashes cost Idahoans an average of nearly \$245 million per year. This represents 10 percent of the total economic cost of all traffic crashes statewide.
- Idaho code requires all motorcycle riders and passengers under the age of 18 to wear a helmet. In 2011, 5 of the 11 (44 percent) motorcycle riders and passengers under the age of 18 involved in crashes were not wearing helmets.
- Of the 79 motorcycle fatalities in Idaho for the years 2009-2011, 33 (42 percent) wore helmets and 45 (57 percent) didn't wear a helmet.
- Of the 59 Idaho licensed motorcycle fatalities for the years 2009-2011, 23 (47 percent) did not have a valid motorcycle endorsement.
- There is a lack of information regarding the use rates of riding gear (helmets, jackets, etc.) among riders.
- There is a lack of information regarding exposure (miles traveled) among riders.
- State skills testing (Alternate Motorcycle Operators Safety Test) is in need of review/updating.

### STRATEGIES

#### EDUCATION

- Increase capacity and demand for motorcycle rider training.
- Reduce impaired riding by conducting impaired riding intervention programs statewide.
- Increase motorist awareness of motorcycle riders.
- Continue to encourage the use of personal protective equipment (helmets, jackets, reflective material, etc.).
- Increase percentage of motorcycle riders who are properly licensed.







## Emphasis Areas & Strategies

- Pursue methods to reach motorcycle riders with safety messages using seminars, newsletters, social media, etc.
- Expand awareness to include family-values messaging about how motorcyclists can reduce crash risks.

### ENFORCEMENT

- Educate law enforcement personnel regarding motorcycle-specific violations.
- Partner with ITD's Office of Highway Safety to target aggressive and impaired riders as part of statewide enforcement campaigns.
- Partner with law enforcement to improve relationships between law enforcement and the motorcycle community.

### ENGINEERING

- Recommend signage to inform riders of potentially hazardous road conditions (including construction).
- Encourage the continuation of the placement of rumble strips for maintenance lanes.
- Partner with local engineers to ensure that the use of roadway marking paint is implemented to improve traction for motorcyclists.

### EMERGENCY RESPONSE

- Encourage motorcyclists to carry medical information and emergency contact information.

### PUBLIC POLICY/OTHER

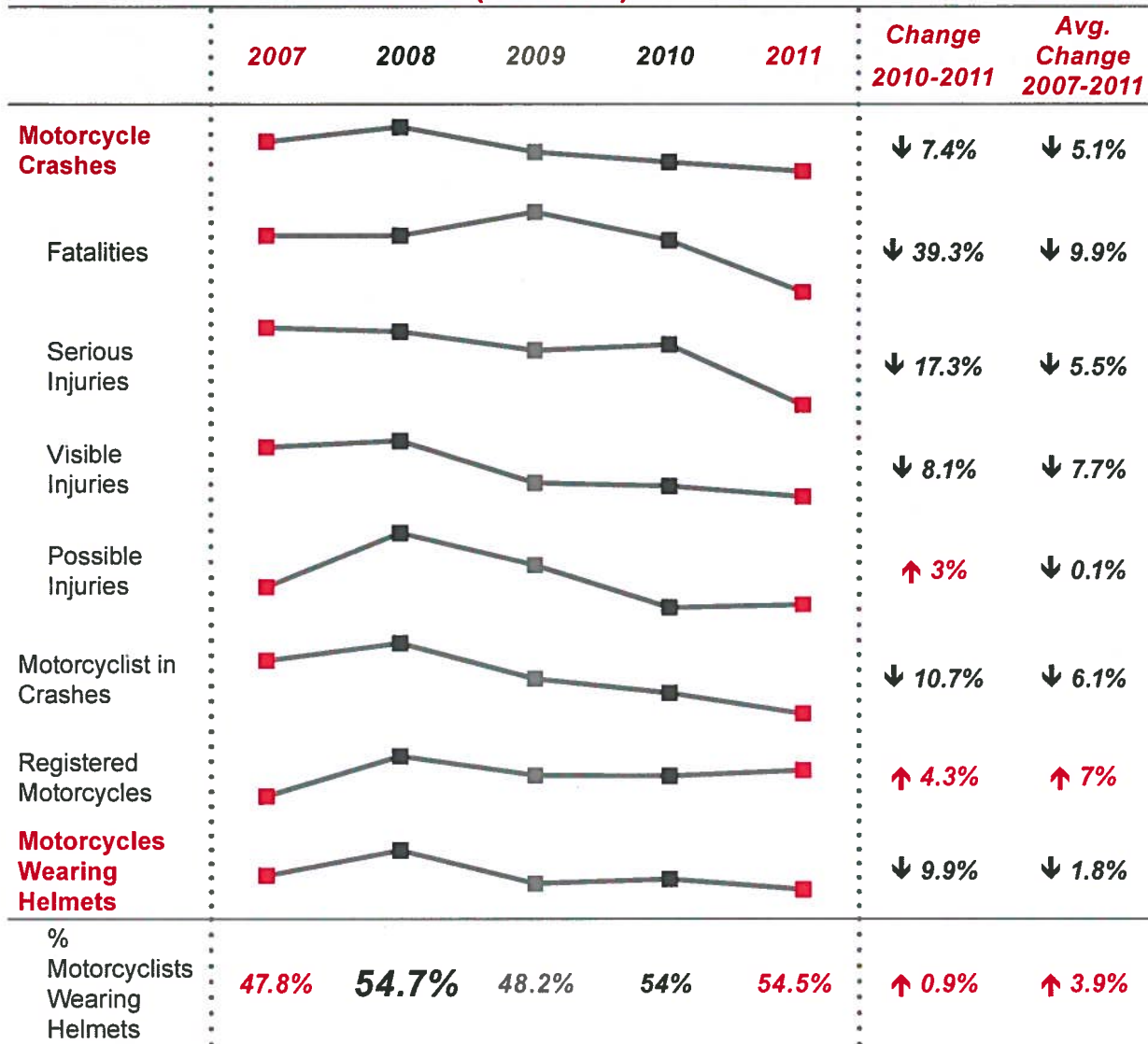
- Continue to review/revise state endorsement skills test.
- Pursue court-imposed rider training as a judicial option for motorcycle specific traffic violations.
- Gather data regarding the use of personal protective equipment (including helmets).
- Gather data regarding rider exposure (miles traveled).
- Review DMV motorcycle manual and exam for crash prevention and avoidance information (based on data).
- Continue to develop and analyze motorcycle crash data.

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## MOTORCYCLISTS IN CRASHES (2007-2011)



[Go to: Table of Contents](#)





## Emphasis Areas & Strategies



## LANE DEPARTURE CRASHES

**HEAD-ON SIDE-SWIPE GOAL:** *Reduce the 5-year-average number of fatalities resulting from head-on or side-swipe opposite crashes to 31 or fewer by 2015.*

**SINGLE-VEHICLE RUN-OFF-ROAD GOAL:** *Reduce the 5-year-average number of fatalities resulting from single-vehicle run-off-road crashes to 98 or fewer by 2015.*

**DEFINITION:** A lane departure crash is defined as a non-Intersection-Related crash which occurs after a vehicle crosses an edge line, a center line, or otherwise leaves the anticipated travel lane. Lane departure crash incidents primarily include single-vehicle run-off-road, head-on, and side-swipe crashes.

### THE HEAD-ON SIDE-SWIPE PROBLEM

- Over the past five years, head-on and side-swipe opposite direction crashes cost Idahoans more than an average of \$282 million per year. This represents 11 percent of the total economic cost of crashes.
- In 2011, just 3 percent of all crashes were a head-on or side-swipe opposite direction crash, while 24 percent of fatalities were the result of a head-on or a side-swipe opposite direction.
- While 60 percent of all head-on and side-swipe opposite crashes occurred on rural roadways in 2011, 67 percent of the fatal head-on and side-swipe opposite crashes occurred on rural roadways.
- In 2011, 75 percent of serious injury head-on and side-swipe opposite crashes occurred on rural roadways.
- Drivers involved in a head-on or side-swipe opposite crash that drove left of center were primarily just driving straight ahead (58 percent), while another 24 percent were negotiating a curve.
- Of the 20 people killed in head-on or side-swipe opposite crashes, 18 were passenger motor vehicle occupants. Of the 18 passenger motor vehicle occupants, nine (50 percent) were not restrained.

### THE SINGLE-VEHICLE RUN-OFF-ROAD PROBLEM

- Over the past five years, single-vehicle run-off-road crashes cost Idahoans an average of \$990.6 million per year. This represents 39 percent of the total cost of economic cost of crashes.
- In 2011, 21 percent of all crashes involved a single-vehicle leaving the roadway. The majority of these crashes (75 percent) occurred on rural roadways.
- 84 percent of the fatal crashes and 80 percent of the serious injury crashes occurred on rural roads.
- Single-vehicle run-off-road crashes resulted in 57 percent of all fatalities in Idaho. Aggressive driving was a factor in 32 percent of the 87 fatal single-vehicle run-off-road crashes. Impaired driving was a factor in 53 percent of the 87 fatal single-vehicle run-off-road crashes.
- Overturning was attributed as the most harmful event in 51 percent of the fatal single-vehicle run-off-road crashes. Rollovers were responsible for 54 percent of the single-vehicle run-off-road fatalities and nearly one-third of all fatalities in 2011.
- Of the 53 people killed in single-vehicle run-off-road rollovers, 42 were not wearing a seatbelt.

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# STRATEGIES

## EDUCATION

- Support driver education on how to recover from run-off-road events.
- Interview targeted safety practitioners for development of additional lane departure strategies.
- Promote safety countermeasure training for locals to help them assess their own roadway departure issues.
- Promote public service announcements (PSAs) for rural run-off-road countermeasures, seat belt use, fatality and serious injury statistics.
- Promote development of one-page SHSP focus group fact sheets for inclusion in the Idaho Driver Education manual and course curriculum.
- Promote awareness of engineering countermeasures/behavioral issues for inclusion in the Idaho Driver Education manual and course curriculum.
- Promote the presentation of lane departure media messages in the Idaho Driver Education manual and course curriculum.
- Research whether gravel on roadway shoulders contributes to increased lane departure crashes.
- Promote Highway Safety Improvement Program (HSIP) and hazard elimination funding eligibility and requirements to rural communities.
- Develop lane departure safety messages and articles for distribution via "Quick Notes" and the Local Highway Technical Assistance Council (LHTAC) monthly newsletter.
- Audit the Road Safety 365 T2 Center Training Course for possible lane departure strategies.

## ENFORCEMENT

- Conduct rural, high-visibility enforcement campaigns to reduce the incidence of aggressive driving, distracted driving, impaired driving and lack of safety restraint use, the primary contributors to lane departure fatalities on high-incident corridors.
- Work with local law enforcement officers on targeted signs to address minimizing lane departure crashes.

## ENGINEERING

- Support the continued use of engineering and roadway visibility features to minimize fatalities and serious injuries from run-off-road crashes through installing centerline and shoulder rumble strips/stripes, providing adequate clear zones, removing roadside obstacles, upgrading guardrail and barriers, pavement markings, chevrons, and other regulatory signs where feasible.
- Support improved shoulder widths and removal of edge drop-offs through continued use of the Idaho Slope Shoe and FHWA Safety Edge on ITD and local highway agency projects.
- Assess random contract documents for potential improvements in addressing lane departure issues.
- Promote additional pilot projects related to utilizing 6" pavement markings and 11' lanes with wider shoulders to minimize lane departures in rural areas.
- Promote longer lasting pavement markings and 4" rumble stripes on rural roads.
- Promote implementation of fatality awareness signs along rural roadway corridors with high fatality and serious injury crash rates.
- Data mine ITD's Pavement and Maintenance Management Systems for possible lane departure strategies and crash data.
- Participate in rural lane departure focus group "Corridor Field Reviews" with stakeholders focusing on development of recommendations for education, enforcement, engineering, emergency response and behavioral countermeasures for safety-related systematic improvements.





**Emphasis  
Areas &  
Strategies****EMERGENCY RESPONSE**

- Support scene management education for EMS personnel to ensure safety of first responders and the traveling public at run-off-road crash locations.
- Research whether increasing the number of EMS stations in rural areas is feasible for lowering fatality rates.
- Promote better cell phone coverage in rural locations to minimize EMS response times.
- Promote additional training for volunteer EMS responders in rural communities.

**PUBLIC POLICY/OTHER**

- Support local safety coalitions/committees in addressing lane departure safety issues and concerns.
- Prepare guidance for HSIP applications with a lane departure focus.
- Promote district engineer performance measures for implementation of safety countermeasures.
- Support adoption of primary seat belt law in Idaho.
- Support increased fines for not wearing seat belts.
- Review, analyze and implement other state DOT SHSP lane departure strategies where applicable.

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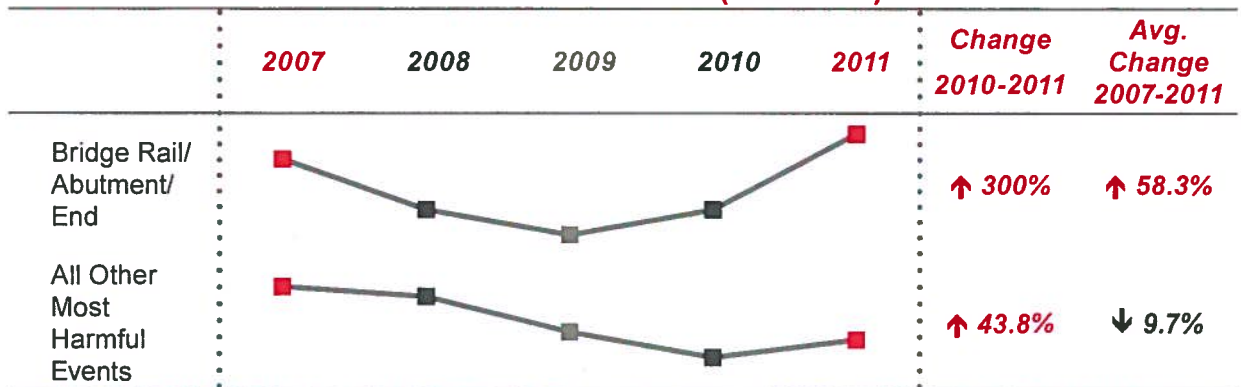




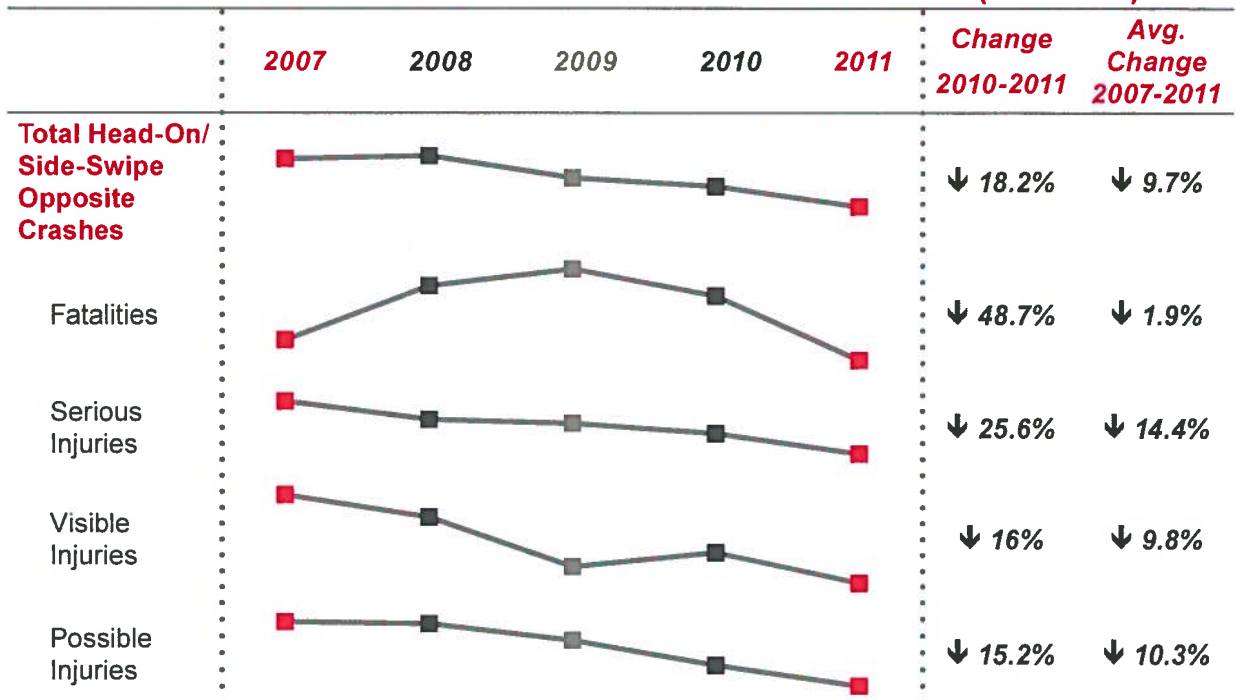


**Emphasis  
Areas &  
Strategies**

### SINGLE-VEHICLE RUN-OFF-ROAD CRASHES (2007-2011)



### HEAD-ON AND SIDE-SWIPE OPPOSITE DIRECTION CRASHES (2007-2011)



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An intersection is one of the most complex traffic situations that users encounter. To improve safety at an intersection, it is necessary to reduce conflicting vehicle, pedestrian and bicycle movements. This can be accomplished through simplifying or separating these movements as well as reducing the speed at which these movements occur. Education and enforcement encourages users to make better decisions and reduce crashes.

- Over the past five years, intersection-related crashes cost Idahoans an average \$732.3 million per year. This represents 29 percent of the total economic cost of crashes.
- In 2011, 37 percent of all crashes occurred at or were related to an intersection, while 19 percent of fatal crashes occurred at or were related to an intersection.
- The majority of all intersection crashes (82 percent) occurred on urban roadways in 2011, while 66 percent of the fatal intersection-related crashes occurred on rural roadways.
- Total Intersection-Related crashes were fairly evenly split among intersections with stop signs, signals and no control; 66 percent of fatal intersection crashes occurred at intersections with stop signs, 7 percent at intersections with traffic signals, and 14 percent at intersections with no control.
- Of the 31 people killed in crashes at intersections, 25 were passenger motor vehicle occupants, three were motorcyclists, two were pedestrians, and one was a commercial motor vehicle occupant. Of the 25 passenger motor vehicle occupants, 10 (40 percent) were not restrained.
- Pedestrian and school safety at intersections is a common concern; severity of accidents tends to be much greater with pedestrians and bicyclists (non-motorized users).

- Develop a toolbox for local road agencies showing examples of best practices available for rural intersections. Expand LHTAC's Idaho Transportation Investment Program (ITIP) safety outreach to each district.
- Promote a culture of safety by proactively addressing the cause of crashes and implementing improvements. In addition, an education component of intersection safety can promote defensive driving.
- Wherever there is innovation, implement education.







## Emphasis Areas & Strategies

### ENFORCEMENT

- Conduct high-visibility enforcement campaigns to reduce the incidence of red-light-running, other aggressive driving behaviors, distracted driving, impaired driving and lack of safety restraint use.
- Support targeted enforcement on high-incident intersections.

### ENGINEERING

- Develop a High Accident Location (HAL) process for local agency use, to include:
  - Support for traffic data collection (traffic counts) at locations of concern.
  - An analysis tool that processes traffic data and crash information to assist with HAL prioritization, including the use of the road safety audit process and Highway Safety Manual (HSM).
  - A compilation of low-cost safety countermeasures that can be applied to high-accident intersections.
- Accelerate implementation of 2009 Manual on Uniform Traffic Control Devices (MUTCD) updates, applying a corridor approach whenever feasible.
- Address safety issues for all modes of transportation (bicycle, pedestrian, motorcycle, etc.)
- Improve motorist intersection awareness:
  - Maintain stop approach rumble strips.
  - Improve signage and intersection visibility.
  - Improve sight distance and reduce sight obstructions.
  - Install dynamic flashing beacons.
  - Install or enhance intersection lighting.
- Implement innovative engineering designs
  - Install roundabouts
  - Adaptive signal systems
  - Enhanced pedestrian treatments (Pedestrian Hybrid Beacons, Rectangular Rapid Flashing Beacons, etc.)
  - Use traffic calming strategies (narrowing lanes, etc.)
- Evaluate/add turn lanes, especially left turn lanes, at uncontrolled intersection approaches.

### PUBLIC POLICY/OTHER

- Develop and work with local safety coalitions/committees to address roadway safety issues, concerns and potential safety corridors.





[illegible]





**Emphasis  
Areas &  
Strategies**



## EMERGENCY RESPONSE

**DEFINITION:** The availability and quality of services provided by local EMS agencies is the difference between life and death for someone injured in a traffic crash. Improved post-crash victim care reduces the severity of trauma incurred by crash victims. The sooner someone receives appropriate medical care, the better the chances of recovery. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.

**ITD SEEKS TO ADDRESS THE FOLLOWING:**

- Quick and effective response to address care of crash victims
- Safety of emergency responders, incident victims and the public
- Appropriate training and equipment to provide the most effective extrication and medical care
- Re-opening of roadway as quickly as possible
- Provide for accurate crash data (accurate investigation must not be compromised)
- Provide for latest technology tools to enhance patient care and survivability
- Improved collaboration between emergency responders

### THE PROBLEM

- The availability and quality of services provided by local EMS agencies is the difference between life and death for someone injured in a traffic crash. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.
- Multi-agency and jurisdictional collaboration between emergency responders for initial response and scene coordination is paramount to patient outcome.
- Incident detection and information is often lacking, causing delayed response by appropriate emergency responders.

### STRATEGIES

#### EDUCATION

- Increase emergency scene safety through multi-jurisdictional collaborative training, ensuring that everyone goes home alive.
- Fund training for emergency response personnel to include improving crash investigation accuracy, extrication for big rigs, patient care, emergency scene management and quick response time. Construction pre-planning conferences and standardization of emergency response.
- Implement the following public education/public service announcement campaigns:
  - Incident Reporting
    - Location
    - Lane blockage
    - Observe and describe
  - Driving Awareness
    - Improve "Steer It/Clear It" campaign message

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- Be aware of emergency responder (move to the right)
- Move away from shoulder when there is activity
- Public awareness/preparation
  - ICE cell phone application
  - “Save My Life” card
- Provide highest level of EMS care practical in rural communities.
- Provide law enforcement with cross training in emergency medical care.

## ENFORCEMENT

- Partner with law enforcement agencies to establish emergency scene management utilizing Best Management Practices (BMP).
- Increase law enforcement for protection of EMS services on roads.
- Provide EMS and fire response personnel the same authority to cite vehicles for violations the same as school bus drivers.

## ENGINEERING

- Provide safe stopping and emergency cross-over locations for law enforcement and emergency services personnel. Locations are responder-driven.
- Intelligent Transportation Systems (DMS, HAR, CCTV, etc.)

## EMERGENCY RESPONSE

- Develop and implement performance measures and data collection methodologies pertaining to restoration of traffic flow.
- Provide scene photographs as capable to first receivers (hospital emergency departments).

## PUBLIC POLICY/OTHER

- Adopt and implement the National Unified Goal for Traffic Incident Management and Idaho Traffic Incident Management Plan.
- Develop mutual and cooperative response agreements for the sharing of supplies, equipment, personnel and information across political borders and enhance partnerships among all response agencies.
- Research areas where emergency communications are hampered due to lack of technology.
- Continue funding of emergency response equipment related to improving patient care and fast/effective turn-around time.
- Establish requirements for Emergency Medical Dispatch in Public Safety Answer Points (PSAP).
- Standardize PSAP.







**Emphasis  
Areas &  
Strategies**

## EMERGENCY RESPONSE IN IDAHO (2007-2011)

	2007	2008	2009	2010	2011	Change 2010-2011	Avg. Change 2007-2011
<b>EMS Total Crashes</b>						↓ 7.6%	↓ 5.8%
EMS Response to Fatal & Injury Crashes						↓ 8.4%	↓ 4.5%
% of Fatal & Injury Crashes	68.5%	69%	69.1%	69.1%	67.2%	↓ 2.7%	↓ 0.4%
<b>Persons Injured in Crashes</b>						↓ 7.5%	↓ 5%
Injured Transported from Rural Areas						↓ 15.6%	↓ 7.7%
Injured Transported from Urban Areas						↓ 5.8%	↓ 5.7%
Total Transported by EMS						↓ 10.9%	↓ 6.8%
% of Injured Transported	44%	42.9%	43.3%	42.3%	40.7%	↓ 3.7%	↓ 1.9%
Trapped and Extricated						↓ 11.8%	↓ 4.7%
Fatal/Serious Injuries Transported by Helicopter						↓ 15.8%	↓ 9.5%

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PROPOSED FUNDING

The success of Idaho's Toward Zero Deaths Strategic Highway Safety Plan is dependent on adequate funding to address key strategies. This document must be used as a tool to direct resources or allocate additional funding to emphasis areas and strategies outlined in this document. More importantly, funding and resources must be leveraged across jurisdictional boundaries so implementing the SHSP becomes everyone's responsibility. Coordinating funds from many agencies to expand the scope of a single, larger safety initiative such as a statewide public information and education campaign is strongly encouraged.

EVALUATION

The impact of the SHSP will be evaluated through both impact and process evaluation. Ultimately, the key measure will be the reduction in the number of traffic deaths to fewer than 200 by 2015. Secondary measures include 5-year fatality and serious injury rate reductions to not more than 1.25 average fatalities per 100 million annual vehicle miles traveled by 2013, and 1,356 average serious injuries by 2015. Impact evaluation will be tracked annually for each of the emphasis areas.

In addition, the process will be evaluated by tracking the progress made on the emphasis area strategies by the teams working the issues.

CONCLUSIONS

Shared responsibility and partnerships are critical elements in meeting our fatality reduction goal. Effective communication, coordination and utilization of resources by state, regional and local agencies; safety organizations; and safety advocates will guide the implementation and deployment of the strategies outlined in the SHSP.

*Note: All tables, charts and graphs were produced by the Idaho Transportation Department, Office of Highway Safety.*







## Glossary of Terms

**Bicycle (Pedacycle):** Every vehicle propelled exclusively by human power upon which any person may ride, having two tandem wheels, except scooters and similar devices.

**Child Safety Seat:** A car safety seat that meets the requirements of Federal Motor Vehicle Standard 213. As of July 1, 2005, every child under the age of seven that is transported in a motor vehicle must be properly restrained in such a seat.

**CDL (Commercial Drivers License):** A CDL allows an individual to legally drive a commercial motor vehicle.

**CMV (Commercial Motor Vehicle):** Any vehicle with a gross vehicle weight rating greater than 10,000 pounds (no matter what the vehicle body type), small buses (9-15 passengers including driver), buses (16 or more passengers including driver), and any vehicle that displays a hazardous materials placard.

**Crash (Traffic):** An unintended event that causes a death, injury, or damage and involves a motor vehicle on a public roadway.

**Delineator:** A retroreflective device mounted on the roadway surface or at the side of the roadway in a series to indicate the alignment of the roadway, especially at night or in adverse weather.

**Driver (Operator):** Every person who is in actual physical control of a motor vehicle upon a highway.

**Dynamic Flashing Beacons:** A flashing red or yellow light used to capture motorists' attention and warn them about an unusual condition. A dynamic flashing beacon is only flashing when the unusual condition is present.

**EMS:** A critical component of the emergency and trauma care system that provides response and medical transport to the sick and injured. EMS is a crucial link to survival in the chain of care.

**Fatal Crash:** Any motor vehicle crash that resulted in the death of one or more persons due to injuries received from the crash within 30 days of the crash.

**Fatality:** An individual involved in a motor vehicle crash who died within 30 days of the crash as a result of injuries sustained in the crash.

**Heavy Truck:** A motor vehicle exceeding 8,000 pounds gross weight; has two or more wheels per axle or has more than two axles; and is designed, used, or maintained primarily for the transportation of property.

**Impaired Driving Crash:** Any crash in which an officer indicated on the crash report that alcohol or drugs were used, or were a contributing factor in the crash.

**ICE:** In Case of Emergency, enables first responders to identify victims and reach their emergency contacts; people enter the information into their cell phone address book under the name ICE.

**Injury:** Bodily harm to a person as a result of a motor vehicle crash.

**Injury Severity:**

**Fatal Injury (Death):** Any injury that results in the death of a person within 30 days of the crash in which the injury was sustained.

**Serious Injury (Incapacitating Injury):** Any injury, other than a fatal injury, which prevents the injured person from walking, driving, or normally continuing the activities the person was capable of performing before the injury occurred.

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**Visible Injury (Non-Incapacitating, Evident Injury):** Any injury, other than a fatal injury or incapacitating injury, which is evident to observers at the scene of the crash in which the injury occurred.

**Possible Injury:** Any injury reported or claimed which is not a fatal injury, incapacitating injury, or non-incapacitating, evident injury.

**Licensed Driver:** A person who is licensed by a State to operate a motor vehicle on public highways. In Idaho, a person who has reached the age of 15 years, and who has successfully completed an approved driver's training course, may apply for a class "D" license. Driving privileges are restricted to daylight hours only until the age of 16.

**Local Road:** Any road other than an Interstate, U.S., or State Highway.

**Motor Vehicle:** Every motorized vehicle which is self-propelled or propelled by electric power obtained from overhead trolley wires but not operated upon rails except motorized wheelchairs.

**Occupant:** A person who is in or on a motor vehicle.

**Passenger:** Any occupant of a vehicle other than its driver.

**Pedestrian:** Any person afoot and any person operating a wheelchair or motorized wheelchair.

**Property Damage Only:** Any crash in which there was property damage of \$751 or more to any one person but no injuries or fatalities prior to 2006. The threshold was increased to \$1,501 or more in 2006 and later.

**Rumble Strips:** Rumble strips alert drivers by causing a vibration and rumbling sound, transmitted through the wheels into the car body. A series of rumble strips is usually either applied in the direction of travel along an edge- or centerline to alert drivers when they drift from their lane.

**Rumble Stripes:** Rumble stripes are rumble strips that have pavement marking material (i.e. paint) placed over them. This increases the visibility of the pavement marking when the road is wet.

**Rural:** All areas, incorporated and unincorporated, with a population of less than 5,000 people.

**Seat Belt:** A device designed to hold the occupant of a motor vehicle in the seat of a vehicle that was manufactured with safety belts in compliance with Federal Motor Vehicle safety standard number 208. Each occupant of a motor vehicle which has a gross vehicle weight of not more than 8,000 pounds, and so manufactured, shall have a seat belt properly fastened about his body at all times when the vehicle is in motion.

**State Highway System:** Includes all Interstate, U.S. and State highways (i.e. I-84, US 95, SH 75)

**STEP:** Selective Traffic Enforcement Program which allows law enforcement officers to be dedicated to traffic enforcement only.

**Transverse Rumble Strips:** Transverse rumble strips are rumble strips that are applied across the direction of travel to warn drivers that they will be required to take action (stop ahead, turn ahead, etc.)

**Urban:** Any incorporated area with a population of 5,000 or more.

**Vehicle:** Every device in, upon, or by which any person or property is or may be transported or drawn upon a highway, excepting devices used exclusively upon stationary rails or tracks.

**Violation:** A conviction of a misdemeanor charge involving a moving traffic violation, or an admission or judicial determination of the commission of an infraction involving a moving traffic infraction, except bicycle infractions.

**VMT (Vehicle Miles Traveled):** The total number of miles driven by vehicles within a given time period and geographic area; influenced by factors such as population, the number of vehicles per household, the number of vehicle trips per day and distance traveled.





**Theme:** Toward Zero Deaths, Every Life Counts

**Overall Goal:** Fewer than 200 annual traffic deaths on Idaho roadways by 2015.

## Addendum

SHSP EMPHASIS AREAS	% of Idaho Economic Costs of Crashes (2007-2011)
Aggressive Driving	48%
Distracted Driving	31%
Safety Restraints	29%
Impaired Driving	27%
Vulnerable Users (bike 2%, pedestrian 4%, senior 16%)	22%
Youthful Drivers	21%
Motorcyclists	10%
Commercial Motor Vehicles	9%
<b>Infrastructure</b>	
Lane Departure Crashes (single-vehicle run-off-road 39%, head-on/side-swipe 11%)	50%
Intersection Crashes	29%
<b>Other</b>	
Emergency Response	While this is not a crash category or a preventative measure, EMS is important in addressing injuries sustained in motor vehicle crashes and getting the injured medical attention as soon as possible, primarily by funding extrication equipment from the EMS agencies.

## KEY ELEMENTS TO ACHIEVE GOALS

- Continued focus on behavioral safety utilizing programs proven to be effective
- Development of the Idaho Highway Safety Coalition (IHSC) – a network of individuals, organizations and agencies throughout Idaho who are working together to create a culture of safety on Idaho's roads. With the overarching guidance from the Strategic Highway Safety Plan (SHSP), the IHSC will work on the ground level to implement activities, projects and educational components that support the SHSP goals and objectives. The combined planning of the SHSP at a policy level and the IHSC at the local level will increase program effectiveness. See <http://idahohighwaysafety.org/>
- Improve safety with infrastructure improvements including the following elements
  - Road Safety Audit Program
  - Address high crash collisions
  - Implementation of Local Safety Corridors – develop data driven safety corridors.
  - Utilize a system-wide approach to infrastructure safety by implementing low cost near term improvements
- Marketing – increase visibility of all partner's efforts to reduce traffic deaths and serious injuries by tagging events and programs with Toward Zero Deaths, Every Life Counts.

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## STATEWIDE FATALITY INFORMATION

Idaho Transportation Department, Office of Highway Safety  
3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Total Fatalities	252	232	226	209	167	1,086
Fatality Rate	16.81	15.22	14.62	13.40	10.54	14.08
Aggressive Driving Fatalities	108	100	106	88	64	466
Aggressive Driving Fatality Rate	7.20	6.56	6.86	5.64	4.04	6.04
% of Fatalities from Aggressive Driving	43%	43%	47%	42%	38%	43%
Distracted Driving Fatalities	79	72	60	60	41	312
Distracted Driving Fatality Rate	5.27	4.72	3.88	3.85	2.59	4.04
% of Fatalities from Inattentive Driving	31%	31%	27%	29%	25%	29%
Unrestrained PMV Fatalities	119	107	88	73	78	465
Unrestrained PMV Fatality Rate	7.94	7.02	5.69	4.68	4.92	6.03
% of Fatalities that were Unrestrained PMV Occupants	47%	76%	39%	35%	47%	43%
Impaired Driving Fatalities	101	97	74	96	66	434
Impaired Driving Fatality Rate	6.74	6.37	4.79	6.15	4.16	5.63
% of Fatalities from Impaired Driving	40%	42%	33%	46%	40%	40%
Fatalities involving Youthful Drivers	42	39	43	31	34	189
Youthful Driver Fatality Rate	2.80	2.56	2.78	1.99	2.15	2.45
% of Fatalities involving Youthful Drivers	17%	17%	19%	15%	20%	17%
Fatalities involving Senior Drivers	42	30	46	38	38	192
Senior Driver Fatality Rate	2.80	1.97	2.98	2.44	2.27	2.49
% of Fatalities involving Senior Drivers	17%	13%	20%	18%	22%	18%
Pedestrian Fatalities	17	11	10	10	10	58
Pedestrian Fatality Rate	1.13	0.72	0.65	0.64	0.63	0.75
% of Fatalities that were Pedestrians	7%	5%	4%	5%	6%	5%
Bicyclist Fatalities	2	2	7	4	0	15
Bicyclist Fatality Rate	0.13	0.13	0.45	0.26	0.00	0.19
% of Fatalities that were Bicyclists	1%	1%	3%	2%	0%	1%
Motorcyclist Fatalities	29	29	34	17	137	
Motorcyclist Fatality Rate	1.93	1.90	2.20	1.80	1.07	1.78
% of Fatalities that were Motorcyclists	12%	13%	15%	13%	10%	13%
Fatalities involving Commercial Motor Vehicles	32	36	27	14	26	135
Commercial Motor Vehicle Fatality Rate	2.13	2.36	1.75	0.90	1.64	1.75
% of Fatalities involving Commercial Motor Vehicles	13%	16%	12%	7%	16%	12%
Single-Vehicle Run-Off-Road Fatalities	132	117	103	108	96	556
Single-Vehicle Run-Off-Road Fatality Rate	8.80	7.68	6.66	6.92	6.06	7.21
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	52%	50%	46%	52%	57%	51%
Head-On/Side-Swipe Opposite Fatalities	26	42	47	39	20	174
Head-On/Side-Swipe Opposite Fatality Rate	1.73	2.76	3.04	2.50	1.26	2.26
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	10%	18%	21%	19%	12%	16%
Intersection-Related Fatalities	48	37	40	37	31	193
Intersection-Related Fatality Rate	3.20	2.43	2.59	2.37	1.96	2.50
% of Fatalities from Intersection-Related Crashes	19%	16%	18%	18%	19%	18%

[Go to: Table of Contents](#)





## Addendum

## ITD DISTRICT 1 FATALITY INFORMATION

Idaho Transportation Department, Office of  
Highway Safety 3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Total Fatalities	31	41	26	28	26	152
Fatality Rate	14.87	19.35	12.17	13.01	12.11	14.29
Aggressive Driving Fatalities	18	18	13	13	7	69
Aggressive Driving Fatality Rate	8.64	8.50	6.08	6.04	3.26	6.49
% of Fatalities from Aggressive Driving	58%	44%	50%	46%	27%	45%
Distracted Driving Fatalities	15	14	7	7	4	47
Distracted Driving Fatality Rate	7.20	6.61	3.28	3.25	1.86	4.42
% of Fatalities from Inattentive Driving	48%	34%	27%	25%	15%	31%
Unrestrained PMV Fatalities	15	14	10	7	7	53
Unrestrained PMV Fatality Rate	7.20	6.61	4.68	3.25	3.26	4.98
% of Fatalities that were Unrestrained PMV Occupants	48%	34%	38%	25%	27%	35%
Impaired Driving Fatalities	17	18	10	14	14	73
Impaired Driving Fatality Rate	8.16	8.50	4.68	6.51	6.52	6.86
% of Fatalities from Impaired Driving	55%	44%	38%	50%	54%	48%
Fatalities involving Youthful Drivers	5	3	1	4	4	17
Youthful Driver Fatality Rate	2.40	1.42	0.47	1.86	1.86	1.60
% of Fatalities involving Youthful Drivers	16%	7%	4%	14%	15%	11%
Fatalities involving Senior Drivers	4	9	8	5	4	30
Senior Driver Fatality Rate	1.92	4.25	3.74	2.32	1.86	2.82
% of Fatalities involving Senior Drivers	13%	22%	31%	18%	15%	20%
Pedestrian Fatalities	1	0	1	1	0	3
Pedestrian Fatality Rate	0.48	0.00	0.47	0.46	0.00	0.28
% of Fatalities that were Pedestrians	3%	0%	4%	4%	0%	2%
Bicyclist Fatalities	0	0	0	1	0	1
Bicyclist Fatality Rate	0.00	0.00	0.00	0.46	0.00	0.09
% of Fatalities that were Bicyclists	0%	0%	0%	4%	0%	1%
Motorcyclist Fatalities	3	5	3	7	5	23
Motorcyclist Fatality Rate	1.44	2.36	1.40	3.25	2.33	2.16
% of Fatalities that were Motorcyclists	10%	12%	12%	25%	19%	15%
Fatalities involving Commercial Motor Vehicles	3	11	1	1	4	20
Commercial Motor Vehicle Fatality Rate	1.44	5.19	0.47	0.46	1.86	1.88
% of Fatalities involving Commercial Motor Vehicles	10%	27%	4%	4%	15%	13%
Single-Vehicle Run-Off-Road Fatalities	15	17	10	14	18	74

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Highway  
Safety





## ITD DISTRICT 1 FATALITY INFORMATION

Idaho Transportation Department, Office of Highway Safety  
3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Single-Vehicle Run-Off-Road Fatality Rate	7.20	8.02	4.68	6.51	8.39	6.96
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	48%	41%	38%	50%	69%	49%
Head-On/Side-Swipe Opposite Fatalities	1	11	12	6	3	33
Head-On/Side-Swipe Opposite Fatality Rate	0.48	5.19	5.62	2.79	1.40	3.10
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	3%	27%	46%	21%	12%	22%
Intersection-Related Fatalities	3	7	2	4	3	19
Intersection-Related Fatality Rate	1.44	3.30	0.94	1.86	1.40	1.79
% of Fatalities from Intersection-Related Crashes	10%	17%	8%	14%	12%	13%





## Addendum

## ITD DISTRICT 2 FATALITY INFORMATION

Idaho Transportation Department, Office of  
Highway Safety 3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Total Fatalities	21	23	19	21	28	112
Fatality Rate	20.51	22.53	18.18	19.92	26.36	21.51
Aggressive Driving Fatalities	7	9	12	8	10	46
Aggressive Driving Fatality Rate	6.84	8.61	11.48	7.59	9.41	8.64
% of Fatalities from Aggressive Driving	33%	39%	63%	38%	36%	41%
Distracted Driving Fatalities	12	14	4	9	8	47
Distracted Driving Fatality Rate	11.72	13.71	3.83	8.54	7.53	9.03
% of Fatalities from Inattentive Driving	57%	61%	21%	43%	29%	42%
Unrestrained PMV Fatalities	8	9	12	8	15	52
Unrestrained PMV Fatality Rate	7.81	8.81	11.48	7.59	14.12	9.99
% of Fatalities that were Unrestrained PMV Occupants	38%	39%	63%	38%	54%	46%
Impaired Driving Fatalities	5	10	7	7	11	40
Impaired Driving Fatality Rate	4.88	9.79	6.70	6.6	10.36	7.68
% of Fatalities from Impaired Driving	24%	43%	37%	33%	39%	36%
Fatalities involving Youthful Drivers	2	2	3	2	7	16
Youthful Driver Fatality Rate	1.95	1.96	2.87	1.90	6.59	3.07
% of Fatalities involving Youthful Drivers	10%	9%	16%	10%	25%	14%
Fatalities involving Senior Drivers	4	7	5	6	5	27
Senior Driver Fatality Rate	3.91	6.86	4.78	5.69	4.71	5.19
% of Fatalities involving Senior Drivers	19%	30%	26%	29%	18%	24%
Pedestrian Fatalities	2	0	0	0	5	7
Pedestrian Fatality Rate	1.95	0.00	0.00	0.00	4.71	1.34
% of Fatalities that were Pedestrians	10%	0%	0%	0%	18%	6%
Bicyclist Fatalities	0	0	0	0	0	0
Bicyclist Fatality Rate	0.00	0.00	0.00	0.00	0.00	0.00
% of Fatalities that were Bicyclists	0%	0%	0%	0%	0%	0%
Motorcyclist Fatalities	3	4	2	3	0	12
Motorcyclist Fatality Rate	2.93	3.92	1.91	2.85	0.00	2.30
% of Fatalities that were Motorcyclists	14%	17%	11%	14%	0%	11%
Fatalities involving Commercial Motor Vehicles	1	2	0	4	2	9
Commercial Motor Vehicle Fatality Rate	0.98	1.96	0.00	3.79	1.88	1.73
% of Fatalities involving Commercial Motor Vehicles	5%	9%	0%	19%	7%	8%
Single-Vehicle Run-Off-Road Fatalities	10	11	9	11	16	57

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Highway  
Safety





## ITD DISTRICT 2 FATALITY INFORMATION

Idaho Transportation Department, Office of Highway Safety  
3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Single-Vehicle Run-Off-Road Fatality Rate	9.77	10.77	8.61	10.44	15.06	10.95
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	48%	48%	47%	52%	57%	51%
Head-On/Side-Swipe Opposite Fatalities	7	7	6	5	3	28
Head-On/Side-Swipe Opposite Fatality Rate	6.84	6.86	5.75	4.74	2.82	5.38
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	33%	30%	32%	24%	11%	25%
Intersection-Related Fatalities	2	0	1	4	5	12
Intersection-Related Fatality Rate	1.95	0.00	0.96	3.79	4.71	2.30
% of Fatalities from Intersection-Related Crashes	10%	0%	5%	19%	18%	11%





## Addendum

## ITD DISTRICT 3 FATALITY INFORMATION

Idaho Transportation Department, Office of  
Highway Safety 3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Total Fatalities	87	71	75	58	47	338
Fatality Rate	13.14	10.53	11.02	8.46	6.71	9.93
Aggressive Driving Fatalities	38	33	34	22	20	147
Aggressive Driving Fatality Rate	5.74	4.89	5.00	3.21	2.86	4.32
% of Fatalities from Aggressive Driving	44%	46%	45%	38%	43%	43%
Distracted Driving Fatalities	21	14	19	9	8	71
Distracted Driving Fatality Rate	3.17	2.08	2.79	1.31	1.14	2.09
% of Fatalities from Inattentive Driving	24%	20%	25%	16%	17%	21%
Unrestrained PMV Fatalities	32	35	24	15	15	121
Unrestrained PMV Fatality Rate	4.83	5.19	3.53	2.19	2.14	3.56
% of Fatalities that were Unrestrained PMV Occupants	37%	49%	32%	26%	32%	36%
Impaired Driving Fatalities	27	32	22	33	16	130
Impaired Driving Fatality Rate	4.08	4.75	3.23	4.81	2.28	3.82
% of Fatalities from Impaired Driving	31%	45%	29%	57%	34%	38%
Fatalities involving Youthful Drivers	16	11	20	10	10	67
Youthful Driver Fatality Rate	2.42	1.63	2.94	1.46	1.43	1.97
% of Fatalities involving Youthful Drivers	15%	15%	27%	17%	21%	20%
Fatalities involving Senior Drivers	13	7	16	9	15	60
Senior Driver Fatality Rate	1.96	1.04	2.35	1.31	2.14	1.76
% of Fatalities involving Senior Drivers	15%	10%	21%	16%	32%	18%
Pedestrian Fatalities	9	2	4	4	1	20
Pedestrian Fatality Rate	1.36	0.30	0.59	0.58	0.14	0.59
% of Fatalities that were Pedestrians	10%	3%	5%	7%	2%	6%
Bicyclist Fatalities	2	0	4	1	0	7
Bicyclist Fatality Rate	0.30	0.00	0.59	0.15	0.00	0.21
% of Fatalities that were Bicyclists	2%	0%	5%	2%	0%	2%
Motorcyclist Fatalities	11	13	12	7	8	51
Motorcyclist Fatality Rate	1.66	1.93	1.76	1.02	1.14	1.50
% of Fatalities that were Motorcyclists	13%	18%	16%	12%	17%	15%
Fatalities involving Commercial Motor Vehicles	14	8	7	1	5	35
Commercial Motor Vehicle Fatality Rate	2.12	1.19	1.03	0.15	0.71	1.03
% of Fatalities involving Commercial Motor Vehicles	16%	11%	9%	2%	11%	10%
Single-Vehicle Run-Off-Road Fatalities	42	37	29	27	25	160

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Highway  
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## ITD DISTRICT 3 FATALITY INFORMATION

Idaho Transportation Department, Office of Highway Safety  
3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Single-Vehicle Run-Off-Road Fatality Rate	6.35	5.49	4.26	3.94	3.57	4.70
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	48%	52%	39%	47%	53%	47%
Head-On/Side-Swipe Opposite Fatalities	9	9	14	16	6	54
Head-On/Side-Swipe Opposite Fatality Rate	1.36	1.33	2.06	2.33	0.86	1.59
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	10%	13%	19%	28%	13%	16%
Intersection-Related Fatalities	17	13	22	12	12	76
Intersection-Related Fatality Rate	2.57	1.93	3.23	1.75	1.71	2.23
% of Fatalities from Intersection-Related Crashes	20%	18%	29%	21%	26%	22%





## Addendum

## ITD DISTRICT 4 FATALITY INFORMATION

Idaho Transportation Department, Office of  
Highway Safety 3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Total Fatalities	57	46	42	39	26	210
Fatality Rate	32.75	26.08	23.33	21.39	13.90	23.34
Aggressive Driving Fatalities	28	22	17	16	12	95
Aggressive Driving Fatality Rate	16.09	12.47	9.44	8.77	6.42	10.56
% of Fatalities from Aggressive Driving	49%	48%	40%	41%	46%	45%
Distracted Driving Fatalities	14	15	14	11	8	62
Distracted Driving Fatality Rate	8.04	8.50	7.78	6.03	4.28	6.89
% of Fatalities from Inattentive Driving	25%	33%	33%	28%	31%	30%
Unrestrained PMV Fatalities	40	21	19	13	13	106
Unrestrained PMV Fatality Rate	22.98	11.90	10.56	7.13	6.95	11.78
% of Fatalities that were Unrestrained PMV Occupants	70%	46%	45%	33%	50%	50%
Impaired Driving Fatalities	32	20	17	15	9	93
Impaired Driving Fatality Rate	18.38	11.34	9.44	8.23	4.81	10.34
% of Fatalities from Impaired Driving	56%	43%	40%	38%	35%	44%
Fatalities involving Youthful Drivers	10	12	7	8	4	41
Youthful Driver Fatality Rate	5.75	6.80	3.89	4.39	2.14	4.56
% of Fatalities involving Youthful Drivers	18%	26%	17%	21%	15%	20%
Fatalities involving Senior Drivers	9	4	2	6	10	31
Senior Driver Fatality Rate	5.17	2.27	1.11	3.29	5.35	3.45
% of Fatalities involving Senior Drivers	16%	9%	5%	15%	38%	15%
Pedestrian Fatalities	2	5	3	3	1	14
Pedestrian Fatality Rate	1.15	2.83	1.67	1.65	0.53	1.56
% of Fatalities that were Pedestrians	4%	11%	7%	8%	4%	7%
Bicyclist Fatalities	0	1	2	1	0	4
Bicyclist Fatality Rate	0.00	0.57	1.11	0.55	0.00	0.44
% of Fatalities that were Bicyclists	0%	2%	5%	3%	0%	2%
Motorcyclist Fatalities	3	2	5	3	3	16
Motorcyclist Fatality Rate	1.72	1.13	2.78	1.65	1.60	1.78
% of Fatalities that were Motorcyclists	5%	4%	12%	8%	12%	8%
Fatalities involving Commercial Motor Vehicles	10	9	10	3	10	42
Commercial Motor Vehicle Fatality Rate	5.75	5.10	5.56	1.65	5.35	4.67
% of Fatalities involving Commercial Motor Vehicles	18%	20%	24%	8%	38%	20%
Single-Vehicle Run-Off-Road Fatalities	32	25	19	17	13	106

Office of  
Highway  
Safety





## ITD DISTRICT 4 FATALITY INFORMATION

<i>Idaho Transportation Department, Office of Highway Safety 3/29/2011</i>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
Single-Vehicle Run-Off-Road Fatality Rate	18.38	14.17	10.56	9.32	6.95	11.78
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	56%	54%	45%	44%	50%	50%
Head-On/Side-Swipe Opposite Fatalities	6	5	10	8	2	31
Head-On/Side-Swipe Opposite Fatality Rate	3.45	2.83	5.56	4.39	1.07	3.45
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	11%	11%	24%	21%	8%	15%
Intersection-Related Fatalities	14	8	8	3	6	39
Intersection-Related Fatality Rate	8.04	4.54	4.44	1.65	3.21	4.33
% of Fatalities from Intersection-Related Crashes	25%	17%	19%	8%	23%	19%





## Addendum

## ITD DISTRICT 5 FATALITY INFORMATION

<i>Idaho Transportation Department, Office of Highway Safety 3/29/2011</i>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
Total Fatalities	29	19	34	34	21	137
Fatality Rate	18.11	11.76	20.67	20.41	12.55	16.71
Aggressive Driving Fatalities	8	5	9	18	4	44
Aggressive Driving Fatality Rate	5.00	3.09	5.47	10.81	2.39	5.37
% of Fatalities from Aggressive Driving	28%	26%	26%	53%	19%	32%
Distracted Driving Fatalities	7	3	10	17	8	45
Distracted Driving Fatality Rate	4.37	1.86	6.08	10.21	4.78	5.49
% of Fatalities from Inattentive Driving	24%	16%	29%	50%	38%	33%
Unrestrained PMV Fatalities	9	14	16	18	13	70
Unrestrained PMV Fatality Rate	5.62	8.66	9.72	10.81	7.77	8.54
% of Fatalities that were Unrestrained PMV Occupants	31%	74%	47%	53%	62%	52%
Impaired Driving Fatalities	8	7	13	16	12	56
Impaired Driving Fatality Rate	5.00	4.33	7.90	9.61	7.17	6.83
% of Fatalities from Impaired Driving	28%	37%	38%	47%	57%	41%
Fatalities involving Youthful Drivers	4	4	7	2	5	22
Youthful Driver Fatality Rate	2.50	2.48	4.25	1.20	2.99	2.68
% of Fatalities involving Youthful Drivers	14%	21%	21%	6%	24%	16%
Fatalities involving Senior Drivers	3	1	6	8	1	19
Senior Driver Fatality Rate	1.87	0.62	3.65	4.80	0.60	2.32
% of Fatalities involving Senior Drivers	10%	5%	18%	24%	5%	14%
Pedestrian Fatalities	2	0	2	1	2	7
Pedestrian Fatality Rate	1.25	0.00	1.22	0.60	1.20	0.85
% of Fatalities that were Pedestrians	7%	0%	6%	3%	10%	5%
Bicyclist Fatalities	0	0	0	0	0	0
Bicyclist Fatality Rate	0.00	0.00	0.00	0.00	0.00	0.00
% of Fatalities that were Bicyclists	0%	0%	0%	0%	0%	0%
Motorcyclist Fatalities	7	3	4	4	0	18
Motorcyclist Fatality Rate	4.37	1.86	2.43	2.40	0.00	2.19
% of Fatalities that were Motorcyclists	24%	16%	12%	12%	0%	13%
Fatalities involving Commercial Motor Vehicles	3	2	3	0	3	11
Commercial Motor Vehicle Fatality Rate	1.87	1.24	1.82	0.00	1.79	1.34
% of Fatalities involving Commercial Motor Vehicles	10%	11%	9%	0%	14%	8%
Single-Vehicle Run-Off-Road Fatalities	15	13	21	23	12	84

Office of  
Highway  
Safety





## ITD DISTRICT 5 FATALITY INFORMATION

Idaho Transportation Department, Office of Highway Safety  
3/29/2011

	2007	2008	2009	2010	2011	5-Year Total
Single-Vehicle Run-Off-Road Fatality Rate	9.37	8.04	12.76	13.81	7.17	10.24
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	52%	68%	62%	68%	57%	61%
Head-On/Side-Swipe Opposite Fatalities	0	3	1	0	4	8
Head-On/Side-Swipe Opposite Fatality Rate	0.00	1.86	0.61	0.00	2.39	0.98
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	0%	16%	3%	0%	19%	6%
Intersection-Related Fatalities	5	2	3	9	1	20
Intersection-Related Fatality Rate	3.12	1.24	1.82	5.40	0.60	2.44
% of Fatalities from Intersection-Related Crashes	17%	11%	9%	26%	5%	15%





## Addendum

## ITD DISTRICT 6 FATALITY INFORMATION

<i>Idaho Transportation Department, Office of Highway Safety 3/29/2011</i>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
Total Fatalities	27	32	30	29	19	137
Fatality Rate	14.03	16.20	14.82	14.18	9.08	13.61
Aggressive Driving Fatalities	9	13	21	11	11	65
Aggressive Driving Fatality Rate	4.68	6.58	10.37	5.38	5.26	6.46
% of Fatalities from Aggressive Driving	33%	41%	70%	38%	58%	47%
Distracted Driving Fatalities	10	12	6	7	5	40
Distracted Driving Fatality Rate	5.20	6.07	2.96	3.42	2.39	3.98
% of Fatalities from Inattentive Driving	37%	38%	20%	24%	26%	29%
Unrestrained PMV Fatalities	15	14	7	12	15	63
Unrestrained PMV Fatality Rate	7.79	7.09	3.46	5.87	7.17	6.26
% of Fatalities that were Unrestrained PMV Occupants	56%	44%	23%	41%	79%	46%
Impaired Driving Fatalities	12	10	5	11	4	42
Impaired Driving Fatality Rate	6.23	5.06	2.47	5.38	1.91	4.17
% of Fatalities from Impaired Driving	44%	31%	17%	38%	21%	31%
Fatalities involving Youthful Drivers	5	7	5	5	4	26
Youthful Driver Fatality Rate	2.60	3.54	2.47	2.45	1.91	2.58
% of Fatalities involving Youthful Drivers	19%	22%	17%	17%	21%	19%
Fatalities involving Senior Drivers	9	2	9	4	1	25
Senior Driver Fatality Rate	4.68	1.01	4.45	1.96	0.48	2.48
% of Fatalities involving Senior Drivers	33%	6%	30%	14%	5%	18%
Pedestrian Fatalities	1	4	0	1	1	7
Pedestrian Fatality Rate	0.52	2.02	0.00	0.49	0.48	0.70
% of Fatalities that were Pedestrians	4%	13%	0%	3%	5%	5%
Bicyclist Fatalities	0	1	1	1	0	3
Bicyclist Fatality Rate	0.00	0.51	0.49	0.49	0.00	0.30
% of Fatalities that were Bicyclists	0%	3%	3%	3%	0%	2%
Motorcyclist Fatalities	2	2	8	4	1	17
Motorcyclist Fatality Rate	1.04	1.01	3.95	1.96	0.48	1.69
% of Fatalities that were Motorcyclists	7%	6%	27%	14%	5%	12%
Fatalities involving Commercial Motor Vehicles	1	4	6	5	2	18
Commercial Motor Vehicle Fatality Rate	0.52	2.02	2.98	2.45	0.96	1.79
% of Fatalities involving Commercial Motor Vehicles	4%	13%	20%	17%	11%	13%
Single-Vehicle Run-Off-Road Fatalities	18	14	15	16	12	75

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## ITD DISTRICT 6 FATALITY INFORMATION

<i>Idaho Transportation Department, Office of Highway Safety 3/29/2011</i>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
Single-Vehicle Run-Off-Road Fatality Rate	9.35	7.09	7.41	7.82	5.73	7.45
% of Fatalities from Single-Vehicle Run-Off-Road Crashes	67%	44%	50%	56%	63%	55%
Head-On/Side-Swipe Opposite Fatalities	3	7	4	4	2	20
Head-On/Side-Swipe Opposite Fatality Rate	1.56	3.54	1.98	1.96	0.96	1.99
% of Fatalities from Head-On/Side-Swipe Opposite Crashes	11%	22%	13%	14%	11%	15%
Intersection-Related Fatalities	7	7	4	5	4	27
Intersection-Related Fatality Rate	3.64	3.54	1.98	2.45	1.91	2.68
% of Fatalities from Intersection-Related Crashes	26%	22%	13%	17%	21%	20%





## Addendum

## STATE HIGHWAY SYSTEM FATALITIES VERSUS OFF SYSTEM

## TOTAL FATALITIES

	2007	2008	2009	2010	2011	5-Year Total
District 1	31	41	26	28	26	152
District 2	21	23	19	21	28	112
District 3	87	71	75	58	47	338
District 4	57	46	42	39	46	210
District 5	29	19	34	34	21	137
District 6	27	32	30	29	19	137
Statewide	252	232	226	209	167	1,086

## STATE HIGHWAY SYSTEM FATALITIES

	2007	2008	2009	2010	2011	5-Year Total
District 1	22	29	19	14	20	104
District 2	11	15	15	16	12	69
District 3	57	41	45	36	27	206
District 4	30	28	27	24	12	85
District 5	21	13	20	19	12	85
District 6	17	21	16	16	8	78
Statewide	158	147	142	125	91	663

## PERCENT OF FATALITIES ON THE STATE HIGHWAY SYSTEM

	2007	2008	2009	2010	2011	5-Year Total
District 1	71%	71%	73%	50%	77%	68%
District 2	52%	65%	79%	76%	43%	62%
District 3	66%	58%	60%	62%	57%	61%
District 4	53%	61%	64%	62%	46%	58%
District 5	72%	68%	59%	56%	57%	62%
District 6	63%	66%	53%	55%	42%	57%
Statewide	63%	63%	63%	60%	54%	61%

## FATALITY RATE PER 100,000 POPULATION BY DISTRICT

	2007	2008	2009	2010	2011	5-Year Total
District 1	14.87	19.5	12.17	13.01	12.11	14.29
District 2	20.51	22.53	18.18	19.92	26.36	21.51
District 3	13.14	10.53	11.02	8.46	6.71	9.93
District 4	32.75	26.08	23.33	21.39	13.90	23.34
District 5	18.11	11.76	20.67	20.41	12.55	16.71
District 6	14.03	16.20	14.82	14.18	9.08	13.61
Statewide	16.81	15.22	14.62	13.40	10.54	14.08

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## AGGRESSIVE DRIVING FATALITY RATE

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
District 1	8.64	8.50	6.08	6.04	3.26	6.49
District 2	6.84	8.81	11.48	7.59	9.41	8.85
District 3	5.74	4.89	5.00	3.21	2.86	4.32
District 4	16.09	12.47	9.44	8.77	6.42	10.56
District 5	5.00	3.09	5.47	10.81	2.39	5.37
District 6	4.68	6.58	10.37	5.38	5.26	6.46
Statewide	7.20	6.56	6.86	5.64	4.04	6.04

## DISTRACTED DRIVING FATALITY RATE

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
District 1	7.20	6.61	3.28	3.25	1.86	4.42
District 2	11.72	13.71	3.83	8.54	7.53	9.03
District 3	3.17	2.08	2.79	1.31	1.14	2.09
District 4	8.04	8.50	7.78	6.03	4.28	6.89
District 5	4.37	1.86	6.08	10.21	4.78	5.49
District 6	5.20	6.07	2.96	3.42	2.39	3.98
Statewide	5.27	4.72	3.88	3.85	2.59	4.04

## UNRESTRAINED PMV DRIVING FATALITY RATE

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
District 1	7.20	6.61	4.68	3.25	3.26	4.98
District 2	7.81	8.81	11.48	7.59	14.12	9.99
District 3	4.83	5.19	3.53	2.19	2.14	6.56
District 4	22.98	11.90	10.56	7.13	6.95	11.78
District 5	5.62	8.66	9.72	10.81	7.77	8.54
District 6	7.79	7.09	3.46	5.87	7.17	6.26
Statewide	7.94	7.02	5.69	4.68	4.92	6.03

## IMPAIRED DRIVING FATALITY RATE

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>5-Year Total</b>
District 1	8.16	8.50	4.68	6.51	6.52	6.86
District 2	4.88	9.79	6.70	6.64	10.36	7.68
District 3	4.08	4.75	3.23	4.81	2.28	3.82
District 4	18.38	11.34	9.44	8.23	4.81	10.34
District 5	5.00	4.33	7.90	9.61	7.17	6.83
District 6	6.23	5.06	2.47	5.38	1.91	4.17
Statewide	6.74	6.37	4.79	6.15	4.16	5.63

[Go to: Table of Contents](#)





## Addendum

## YOUTHFUL DRIVER FATALITY RATE

	2007	2008	2009	2010	2011	5-Year Total
District 1	2.40	1.42	0.47	1.86	1.86	1.60
District 2	1.95	1.96	2.87	1.90	6.59	3.07
District 3	2.42	1.63	2.94	1.46	1.43	1.97
District 4	5.75	6.80	3.89	4.39	2.14	4.56
District 5	2.50	2.48	4.25	1.20	2.99	2.68
District 6	2.60	3.54	2.47	2.45	1.91	2.58
Statewide	2.80	2.56	2.78	1.99	2.15	2.45

## SENIOR DRIVER FATALITY RATE

	2007	2008	2009	2010	2011	5-Year Total
District 1	1.92	4.25	3.74	2.32	1.86	2.82
District 2	3.91	6.86	4.78	5.69	4.71	5.19
District 3	1.96	1.04	2.35	1.31	2.14	1.76
District 4	5.17	2.27	1.11	3.29	5.35	3.45
District 5	1.87	0.62	3.65	4.80	0.60	2.32
District 6	4.68	1.01	4.45	1.96	0.48	2.48
Statewide	2.80	1.97	2.98	2.44	2.27	2.49

## COMMERCIAL MOTOR VEHICLE FATALITY RATE

	2007	2008	2009	2010	2011	5-Year Total
District 1	1.44	5.19	0.47	0.46	1.86	1.88
District 2	0.98	1.96	0.00	3.79	1.88	1.73
District 3	2.12	1.19	1.03	0.15	0.71	1.03
District 4	5.75	5.10	5.56	1.65	5.35	4.67
District 5	1.87	1.24	1.82	0.00	1.79	1.34
District 6	0.52	2.02	2.96	2.45	0.96	1.79
Statewide	2.13	2.36	1.75	0.90	1.64	1.75

## SINGLE VEHICLE RUN-OFF-ROAD FATALITY RATE

	2007	2008	2009	2010	2011	5-Year Total
District 1	7.20	8.02	4.68	6.51	8.39	6.96
District 2	9.77	10.77	8.61	10.44	15.06	10.96
District 3	6.36	5.49	4.26	3.94	3.57	4.70
District 4	18.38	14.17	10.56	9.32	6.95	11.78
District 5	9.37	8.04	12.76	13.81	7.17	10.24
District 6	9.35	7.09	7.41	7.82	5.73	7.45
Statewide	8.80	7.68	6.66	6.92	6.06	7.21

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## HEAD-ON SIDE-SWIPE OPP FATALITY RATE

	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>	<i><b>5-Year Total</b></i>
District 1	0.48	5.19	5.62	2.79	1.40	3.10
District 2	6.84	6.86	5.74	4.74	2.82	5.38
District 3	1.36	1.33	2.06	2.33	0.86	1.59
District 4	3.45	2.83	5.56	4.39	1.07	3.45
District 5	0.00	1.86	0.61	0.00	2.39	0.98
District 6	1.56	3.54	1.98	1.96	0.96	1.99
Statewide	1.73	2.76	3.04	2.50	1.26	2.26

## INTERSECTION FATALITY RATE

	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>	<i><b>5-Year Total</b></i>
District 1	1.44	3.30	.94	1.86	1.40	1.79
District 2	1.95	0.00	0.96	3.79	4.71	2.30
District 3	2.57	1.93	3.23	1.75	1.71	2.23
District 4	8.04	4.54	4.44	1.65	3.21	4.33
District 5	3.12	1.24	1.82	5.40	0.60	2.44
District 6	3.64	3.54	1.98	2.45	1.91	2.68
Statewide	3.20	2.43	2.59	2.37	1.96	2.50





## Addendum

## STATE HIGHWAY SYSTEM CRASH INFORMATION BY DISTRICT

<i><b>District 1</b></i>	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>
Fatal Crashes	18	25	17	13	19
Fatalities	22	29	19	14	20
Injury Crashes	587	540	499	508	505
Injuries	915	850	753	773	772
Total Crashes	1,718	1,660	1,497	1,413	1,499
AVMT	1,330,277,175	1,267,720,190	1,296,539,860	1,296,711,045	1,298,234,555
Fatality Rate	1.65	2.29	1.47	1.08	1.54
Injury Rate	68.78	67.05	58.08	59.61	59.47

<i><b>District 2</b></i>	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>
Fatal Crashes	10	13	10	16	11
Fatalities	11	15	15	16	12
Injury Crashes	278	225	224	238	261
Injuries	403	332	299	334	380
Total Crashes	798	690	639	692	686
AVMT	534,036,245	515,150,050	527,593,265	530,978,275	536,428,090
Fatality Rate	2.06	2.91	2.84	3.01	2.24
Injury Rate	75.46	64.45	56.67	62.90	70.84

<i><b>District 3</b></i>	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>
Fatal Crashes	46	36	40	31	23
Fatalities	57	41	45	38	27
Injury Crashes	1,596	1,330	1,275	1,321	1,275
Injuries	2,417	1,946	1,942	2,064	1,912
Total Crashes	4,244	3,716	3,389	3,365	3,206
AVMT	2,979,314,325	2,797,659,665	2,839,218,930	2,823,198,715	2,822,918,030
Fatality Rate	1.91	1.47	1.58	1.35	0.96
Injury Rate	81.13	69.56	58.40	73.11	67.73

<i><b>District 4</b></i>	<i><b>2007</b></i>	<i><b>2008</b></i>	<i><b>2009</b></i>	<i><b>2010</b></i>	<i><b>2011</b></i>
Fatal Crashes	26	26	23	20	11
Fatalities	30	28	27	23	12
Injury Crashes	489	466	436	430	444
Injuries	788	684	727	678	666
Total Crashes	1,324	1,354	1,207	1,219	1,150
AVMT	1,434,406,565	1,350,236,105	1,383,948,965	1,422,701,380	1,419,818,610
Fatality Rate	2.09	2.07	1.95	1.62	.85
Injury Rate	54.94	50.66	52.53	47.66	46.91

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<b><i>District 5</i></b>	<b><i>2007</i></b>	<b><i>2008</i></b>	<b><i>2009</i></b>	<b><i>2010</i></b>	<b><i>2011</i></b>
Fatal Crashes	18	13	17	14	8
Fatalities	21	13	20	19	12
Injury Crashes	480	458	489	495	416
Injuries	759	707	756	825	652
Total Crashes	1,436	1,482	1,482	1,591	1,246
AVMT	1,269,925,155	1,223,316,480	1,266,649,280	1,267,098,595	1,252,930,025
Fatality Rate	1.65	1.06	1.58	1.50	0.96
Injury Rate	59.77	57.79	59.69	65.11	52.04
<b><i>District 6</i></b>	<b><i>2007</i></b>	<b><i>2008</i></b>	<b><i>2009</i></b>	<b><i>2010</i></b>	<b><i>2011</i></b>
Fatal Crashes	15	20	16	15	8
Fatalities	17	21	16	16	8
Injury Crashes	448	430	378	390	336
Injuries	723	706	589	594	486
Total Crashes	1,348	1,401	1,202	1,258	1,087
AVMT	1,017,621,825	987,357,120	997,463,240	1,008,926,430	977,190,775
Fatality Rate	1.67	2.13	1.60	1.59	0.82
Injury Rate	71.05	71.50	59.05	58.87	49.73



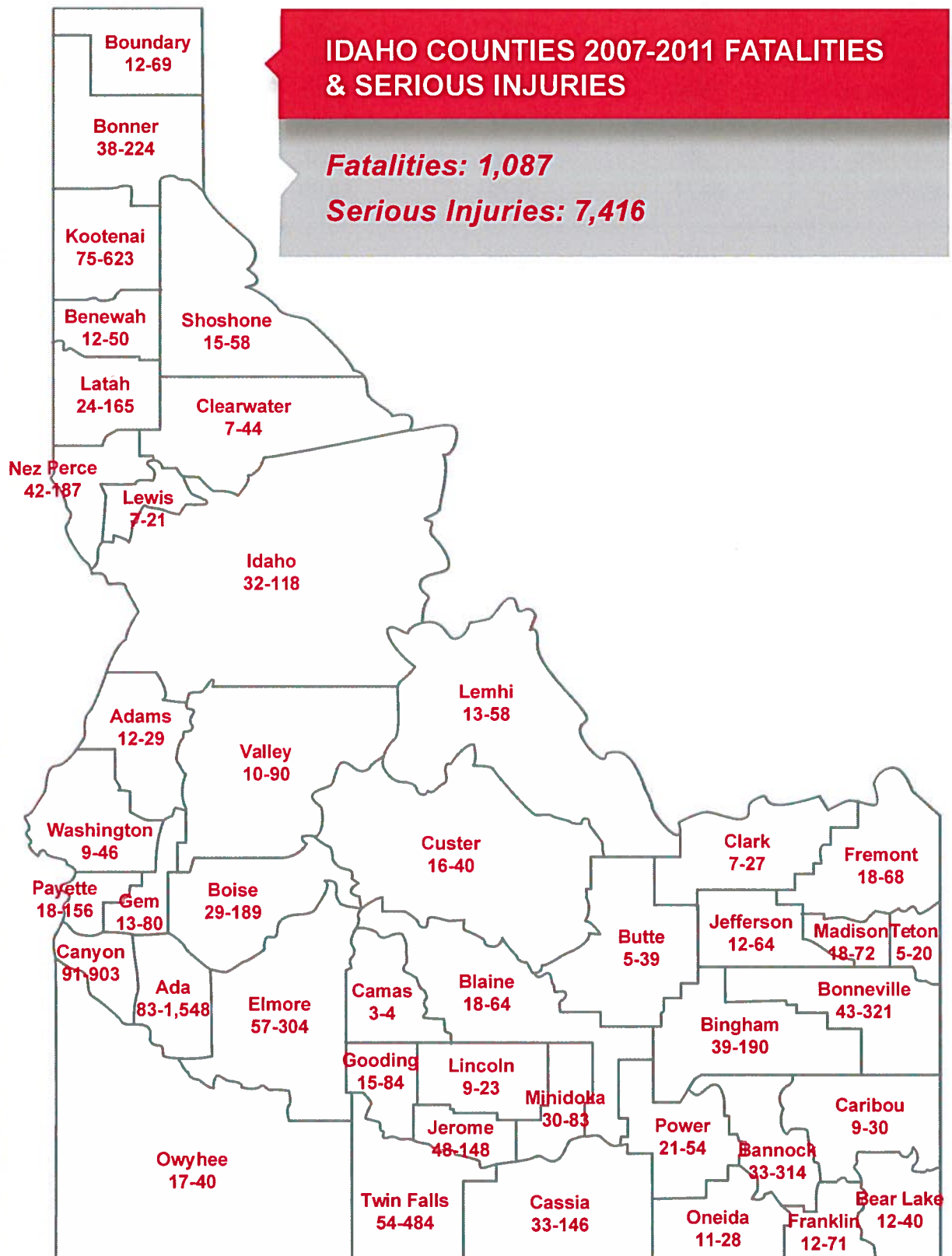


## Addendum

## IDAHO COUNTIES 2007-2011 FATALITIES & SERIOUS INJURIES

**Fatalities: 1,087**

**Serious Injuries: 7,416**



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## IDAHO 2011 CRASH CLOCK

A traffic crash occurred every **25 MINUTES**

A person was killed in a traffic crash every **52 HOURS**

An unbelted passenger motor vehicle occupant was killed every **4.7 DAYS**

A person was killed in an impaired driving crash every **5.5 DAYS**

A person was injured in a traffic crash every **48 MINUTES**

A motorcyclist was injured in a traffic crash every **20 HOURS**

A bicyclist was injured in a traffic crash every **26 HOURS**

A person was killed in an aggressive driving crash every **5.7 DAYS**

A pedestrian was injured in a traffic crash every **44 HOURS**



