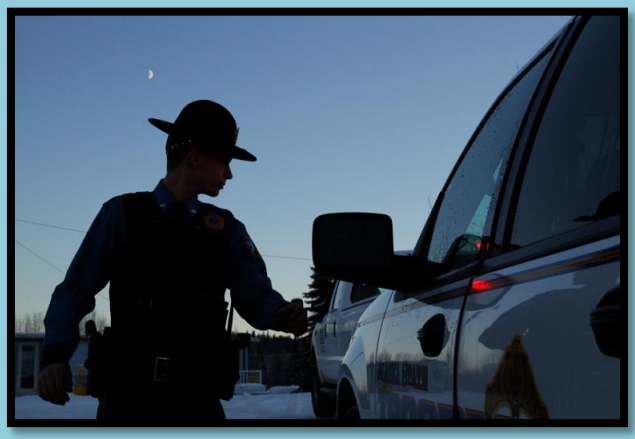
STATE OF ALASKA
DEPARTMENT OF TRANSPORTATION & PUBLIC FACILITIES

FEDERAL FISCAL YEAR 2010

ALASKA HIGHWAY SAFETY OFFICE ANNUAL REPORT



GOVERNOR SEAN PARNELL

COMMISSIONER LEO VON SCHEBEN

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Cover Photos Clockwise from Top Left: 1) Photo Courtesy of the Alaska State Troopers; 2) Photo Courtesy of the Juneau Police Department; 3) Photo by Scott Thomas, Alaska DOT&PF; 4) "*Parks Highway at Midnight*" Photo by Michael San Angelo, Alaska DOT&PF.

Letter from the Governor's Highway Safety Representative

December 1, 2010

I am pleased to present the state of Alaska's report of highway safety programs during the federal fiscal year 2010.The Annual Report is required by federal regulation, and describes the accomplishments of the Alaska Highway Safety Office between October 1, 2009 -September 30, 2010, compares the goals and performance measures in the Highway Safety Plan between October 1, 2009 -September 30, 2010, and provides the data used to measure Alaska's safety performance progress. We want our goals in FFY 2009 accomplished in FFY 2010, in accordance with the Alaska Strategic Highway Safety Plan.

Our mission is to enhance the health and well being of the people of Alaska through programs that save lives and prevents injuries on Alaska's highways. We provide federal transportation dollars and state safety corridor court fines to data driven programs that encourage safe driving behavior. The education and enforcement of impaired driving and seat belt laws remain our first two priorities, followed by aggressive driving, red light running, young drivers, safety corridors, and distracted driving. Educational programs which focus on distracted driving and young drivers have been expanded and the enforcement of the traffic laws within our safety corridors has been increased. These priorities were determined through an analysis of traffic crashes, including fatalities and serious injuries, enforcement efforts, survey results and demographic information. These multiple databases identify high-risk groups and dangerous locations.

We want to achieve the Strategic Highway Safety Plan goal of reducing traffic fatalities and injuries by one-third over the next decade. What does this mean? It means Alaska's traffic fatalities need to decline from 62 in 2008 to 41 in 2017 and serious traffic injuries from 391 in 2007 to 261 in 2017. Are we on our way to achieving this goal? Yes, we are; through increased and targeted education, enforcement and working with our partners in the engineering and emergency response fields.

We remain committed to supporting highway safety advocates through the Alaska Strategic Highway Safety Plan, the Alaska Traffic Records Coordinating Committee, the Alaska Motorcycle Safety Advisory Committee, the TraCS Steering Committee and the Law Enforcement Liaisons. An example of this commitment is the multi-jurisdictional collaboration of state and local law enforcement agencies to remove impaired drivers from our roads. Traffic crashes are prevented, and lives are saved, when dangerous drivers are not on our roads. Projects such as this one increase community ownership and prevent tragedies.

Sincerely,

Cindy L. Cashen
Governor's Representative
Alaska Highway Safety Office
Department of Transportation & Public Facilities

Alaska Crash Data Trends

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fatalities (Actual)	79	106	89	89	98	101	73	74	82	62	64	57
			1999-2001	**2000-2002**	**2001-2003**	**2002-2004**	**2003-2005**	**2004-2006**	**2005-2007**	**2006-2008**	**2007-2009**	**2008-2010**
3-Year Averages of Fatalities			91	95	92	96	91	83	76	73	69	61
	1999	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**
Fatality Rate /100 Million VMT	1.74	2.30	1.89	1.82	1.98	2.02	1.45	1.49	1.59	1.29	1.30	
# of Serious Injuries	425	414	433	664	655	584	580	437	433	391		
# of Fatalities Involving Driver or Motorcycle Operator w/ ≥ .08 BAC	33	49	42	30	29	27	29	19	25	21	20	
# of Unrestrained Passenger Vehicle Occupant Fatalities	33	45	35	24	30	34	22	17	31	24	12	11
# of Speeding-Related Fatalities	39	49	37	38	41	38	28	30	34	27	29	
# of Motorcyclist Fatalities	9	6	7	12	12	8	4	9	6	8	7	10
# of Un-helmeted Motorcyclist Fatalities	2	1	7	7	6	5	1	2	1	2	2	6
# of Drivers Age 20 or Younger Involved in Fatal Crashes	18	30	17	18	21	17	13	17	21	17	10	7
# of Pedestrian Fatalities	8	10	7	16	9	10	7	9	13	3	9	6
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	60.6%	61.3%	62.6%	65.8%	78.9%	76.7%	78.4%	83.2%	82.4%	84.9%	86.1%	86.8%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities									8104	4,145	3,905	
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities									1369	1,610	1,715	
# of Speeding Citations Issued During Grant-Funded Enforcement Activities									5002	3,354	3,207	
Novice Drivers Involved In Crashes (Age 14 - 15, GDL Learners Permit)	138	140	141	124	119	120	75	62	59	64		
Young Drivers Involved In Crashes (Age 16-17, GDL Provisional License)	1,667	1,767	1,900	1,680	1,648	1,466	1,267	1,031	1,008	987		
Safety Corridor (Seward & Parks Highways) Collisions	152	112	148	142	153	161	157	127	114	142		
Safety Corridor Fatalities	1	3	6	5	3	3	9	7	3	8	9	
Moose-Related Fatalities	1	1	3	1	3	2	0	1	6	0	1	1
Moose-Related Non-Fatal Injuries	151	155	155	116	121	164	117	124	138	84		

Note: Blue Fields Represent Data Not Available. 2010 Data are preliminary and subject to revision. Data from previous years have been revised where necessary.

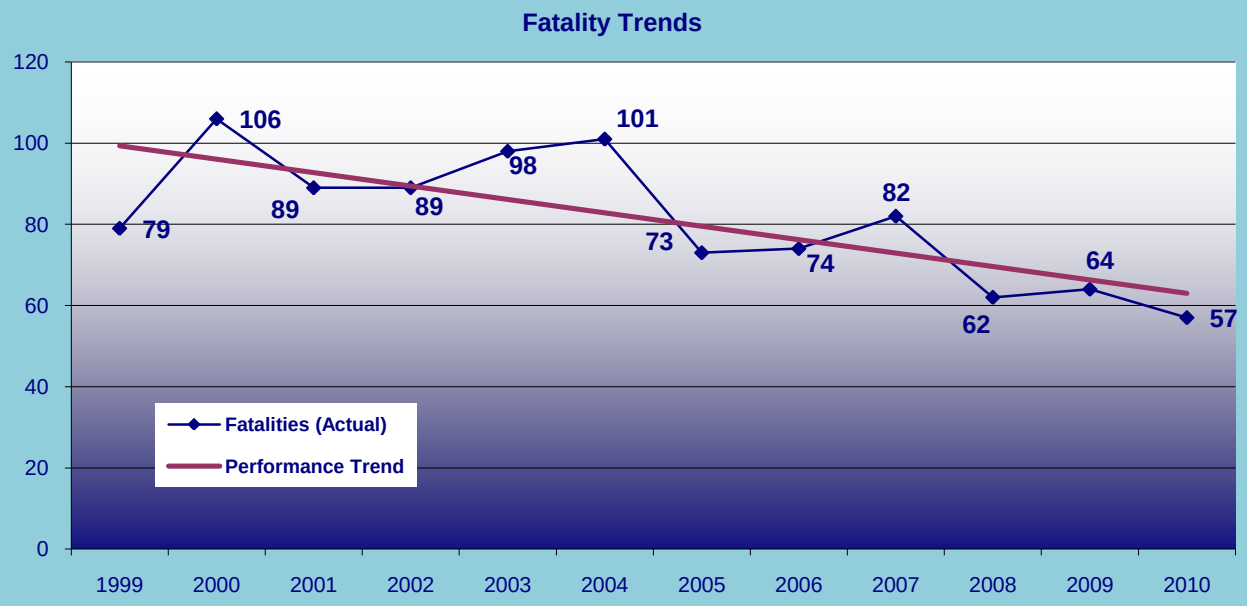
Sources: Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration, U.S. Department of Transportation; The State of Alaska, Department of Transportation and Public Facilities, Highway Analysis System (HAS); and the Alaska Injury Prevention Center, Alaska Seat Belt Observation Surveys.

Measurable Progress

Federal regulations require the State Annual Evaluation Report to contain adequate project and system-specific information to demonstrate measureable progress, using performance-based measures. The Alaska Highway Safety Office is responsible for traffic fatality data and the Fatality Analysis Reporting System (FARS) for the National Highway Traffic Safety Administration (NHTSA). The DOT&PF Transportation Data Services Office is responsible for the Highway Analysis System (HAS) which houses all other motor vehicle traffic crash and traffic injury data. The following performance goals and measures are from the FFY 2010 Alaska Highway Safety Performance Plan. All 2010 data are preliminary only. Data from previous years have been revised where necessary.

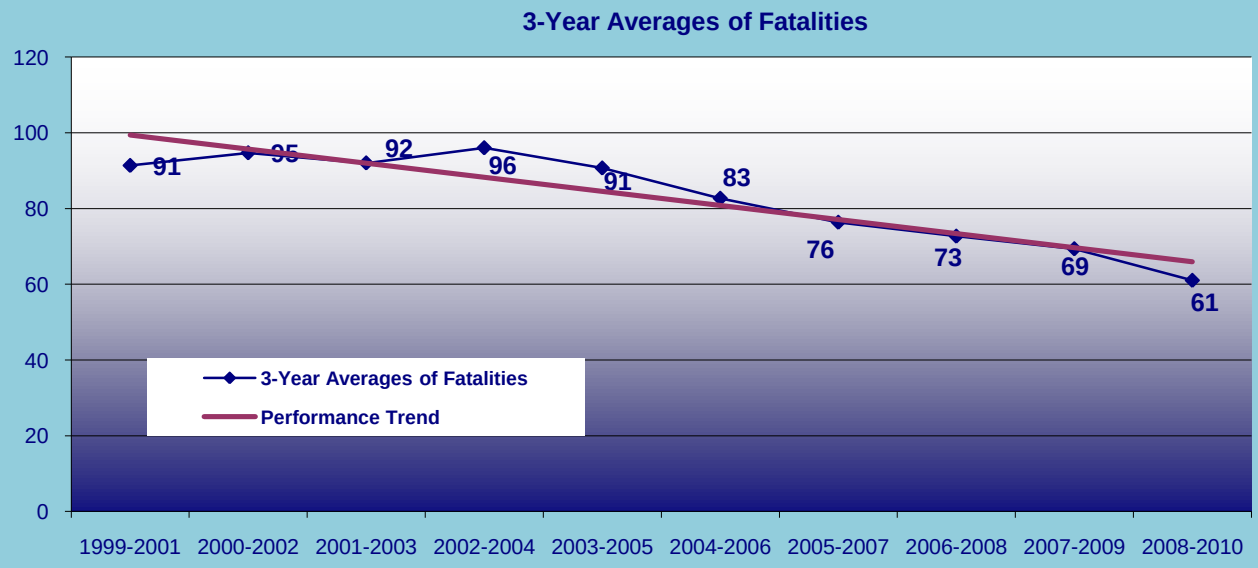
Anchorage School District Superintendant Carol Comeau assists a Crossing Guard. Photo courtesy of Jerrianne Lowther, Volunteer Coordinator Scenic Foothills Community Councils.

Goal: Reduce Fatalities from 62 in 2008 to 58 by 2010
Baseline: 2008 Calendar Year of 62 Fatalities



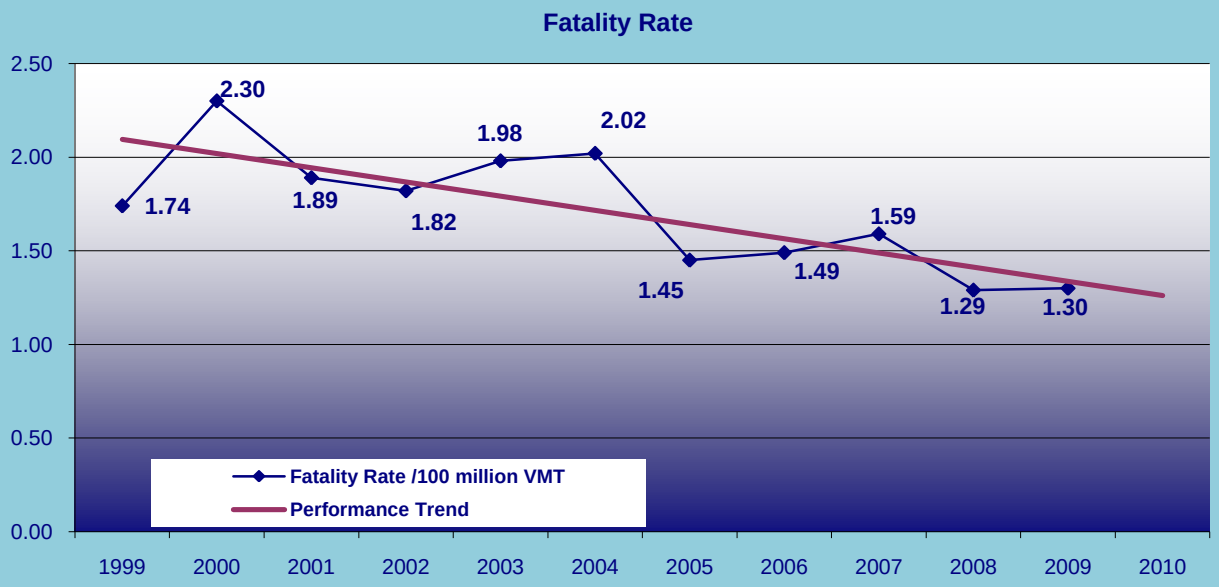
The original goal in the FFY2010 HSPP used a baseline of 63 fatalities in 2008; however the final count was 62 fatalities. The above goal and baseline are revised to reflect these changes. Alaska achieved the goal of decreasing the actual fatalities in Calendar Year 2010 to our preliminary total of 57 fatalities; one under the goal of 58.

Goal: Reduce 3-Year Average Fatalities from 73 in 2006-2008 to 67 in 2008-2010
Baseline: 2006-2008 Calendar Years Average of 73 Fatalities



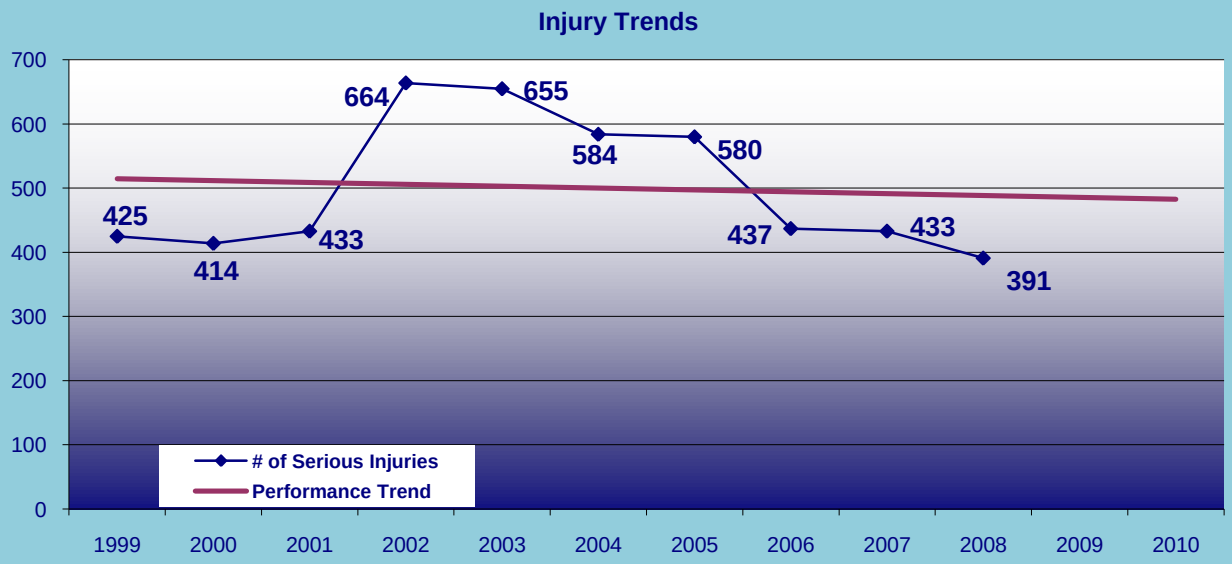
This goal was not included in the FFY2010 HSPP, however it is presented here as a federal requirement. Alaska achieved the goal of decreasing the actual 3-Year Average of fatalities to 61 in 2008-2010; well under the goal of 67.

Goal: Decrease Fatality Rate per 100 Million VMT from 1.29 in 2008 to 1.19 by 2010
Baseline: 2008 Calendar year of 1.29



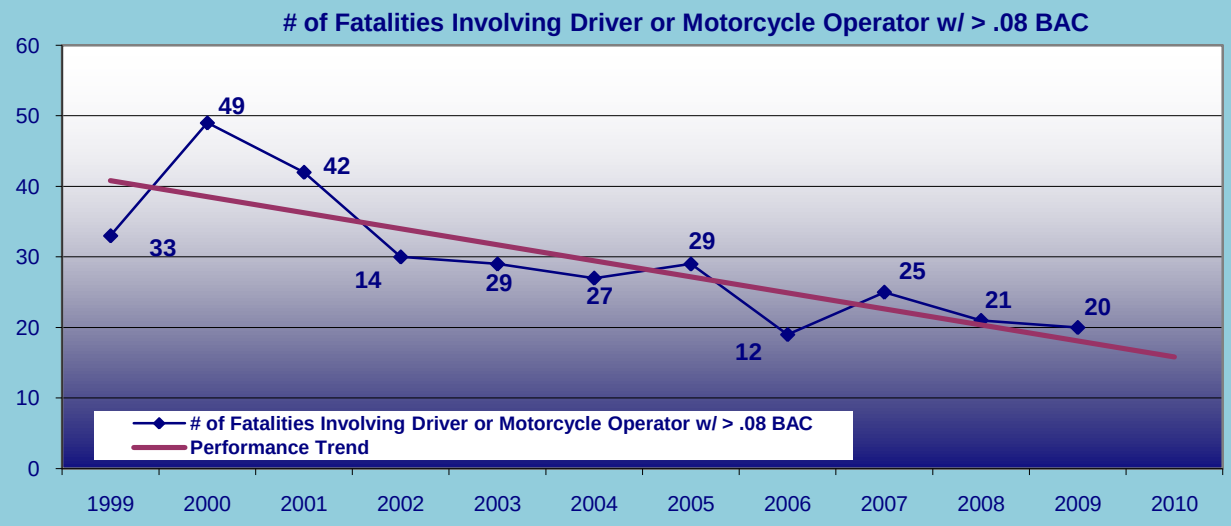
Although we do not know the estimated VMT for 2010 by which to compare this goal, the actual 2009 fatality rate per 100 Million VMT increased to 1.30. However the actual fatalities declined from 62 in 2008 to 57 in 2010, suggesting the possibility of meeting this goal. As of this publication, the attainment is not yet known.

Goal: Decrease Serious Injuries from 433 in 2007 to 385 by 2010
Baseline: 2007 Calendar Year of 433 Serious Injuries



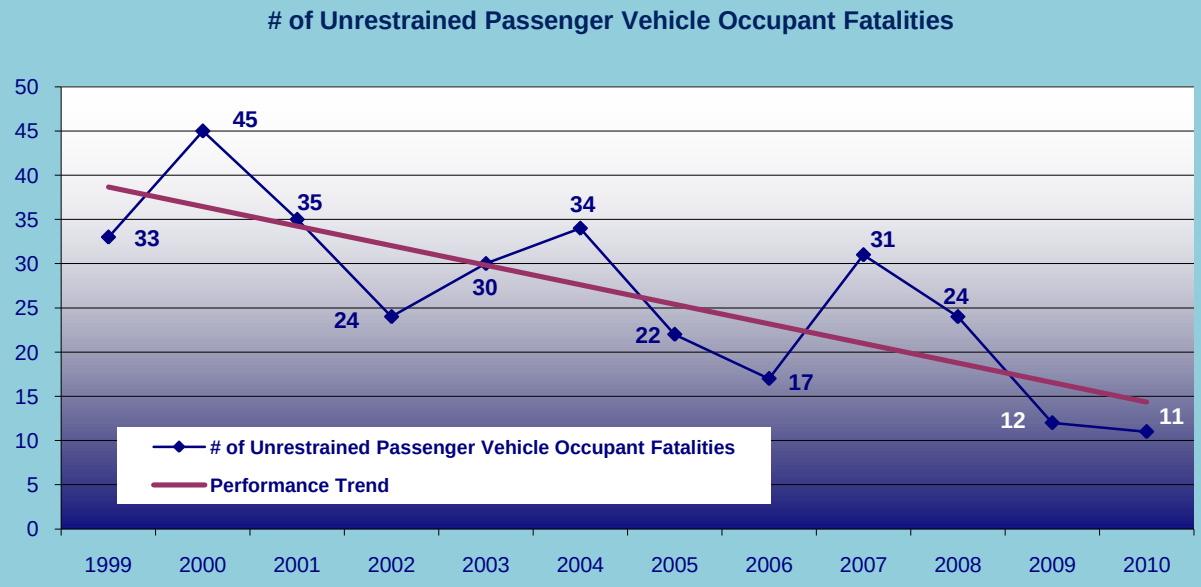
The goal to reduce serious injuries is unknown at this time because of the lack of non-fatal injury crash data. However Alaska has decreased the actual number of serious injuries from 433 in 2007 to 391 in 2008. This number of serious injuries comes close to the 2010 goal of 385; two years early. If this downward trend continues, the goal will likely be attained.

Goal: Decrease Fatalities at .08 or Above from 21 in 2008 to 18 by 2010
Baseline: 2008 Calendar Year of 21 Fatalities



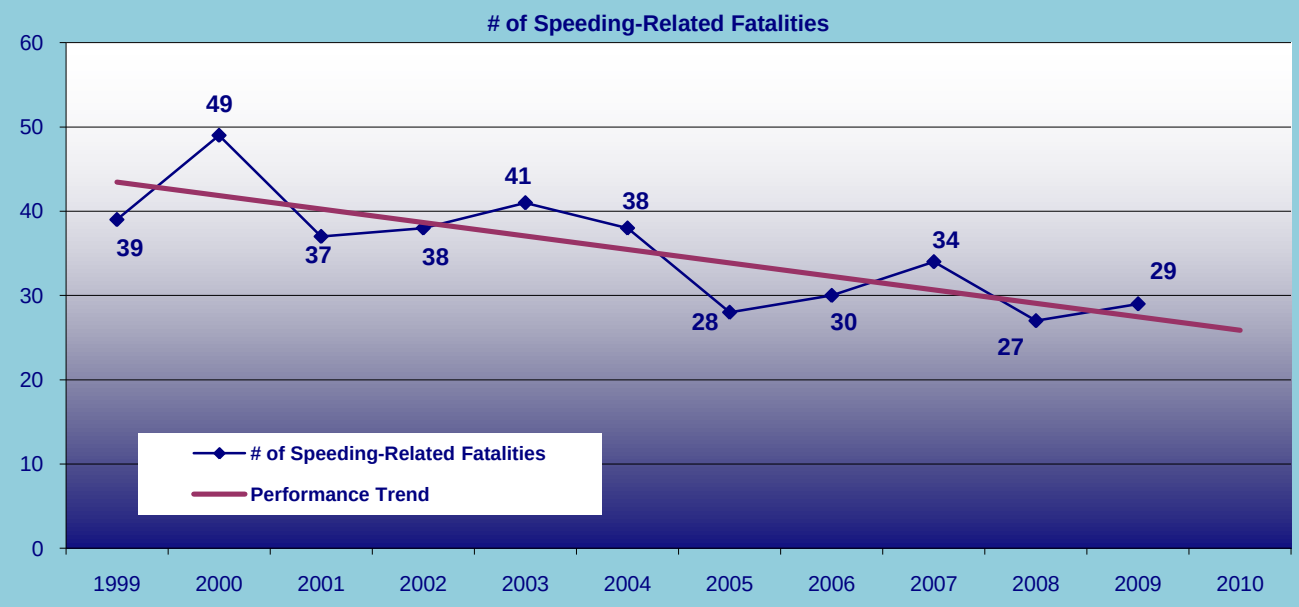
The original goal in the FFY2010 HSPP used a baseline of 19 fatalities in 2008; however the final count was 21 fatalities. The above goal and baseline are revised to reflect these changes. The goal to decrease fatalities at .08 or above is unknown at this time, due to lack of confirmed BAC results for 2010. In 2009 Alaska decreased this figure by one fatality.

Goal: Decrease Unrestrained Fatalities from 24 in 2008 to 22 by 2010
Baseline: 2008 Calendar Year of 24 Fatalities



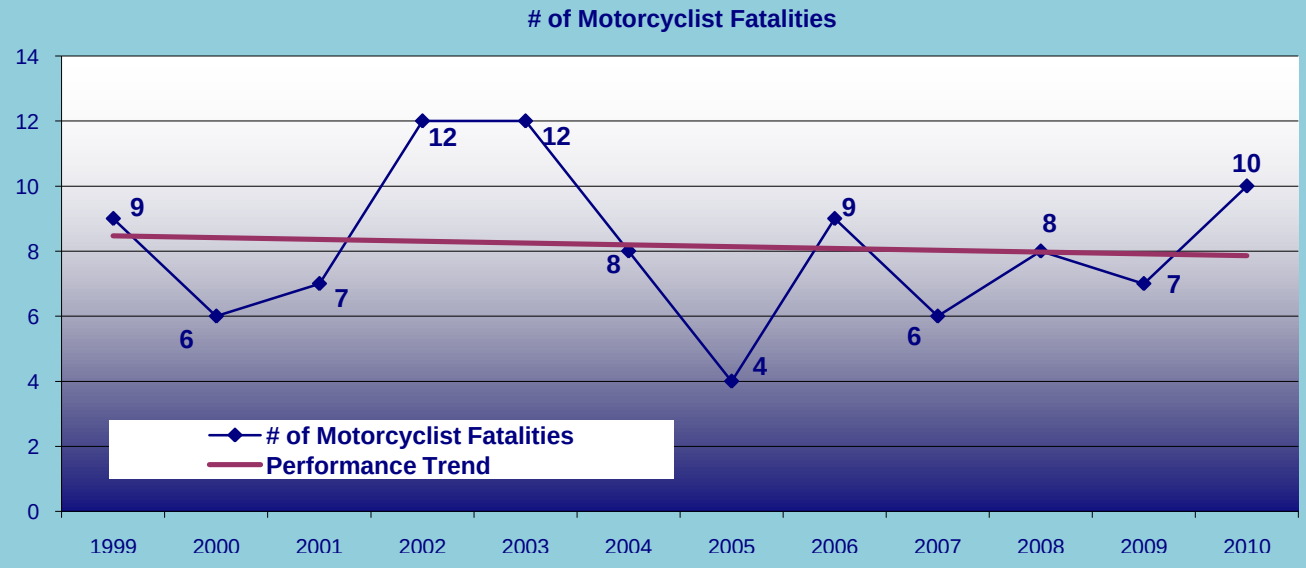
Not only has this goal been achieved, Alaska has cut the goal of 22 in half. Preliminary 2010 reports show the actual number of decreased unrestrained fatalities as 11.

Goal: Reduce Speeding-Related Fatalities from 27 in 2008 to 24 in 2010
Baseline: 2008 Calendar Year of 27 Fatalities



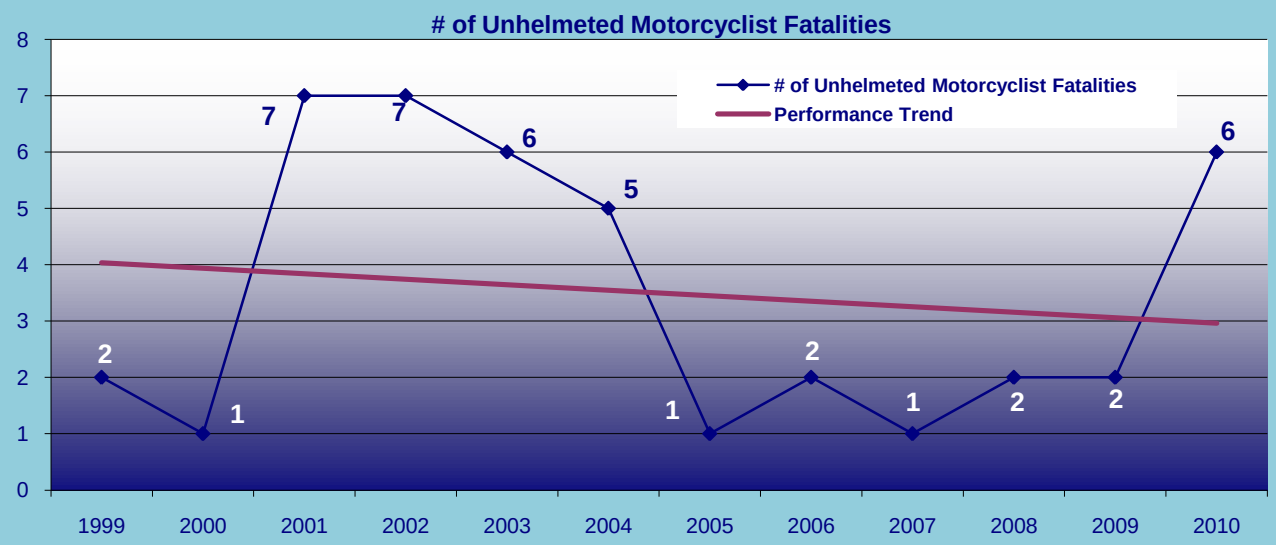
The original goal in the FFY2010 HSPP used a baseline of 26 fatalities in 2008; however the final count was 27 fatalities. The above goal and baseline are revised to reflect these changes. The goal to reduce Speeding-Related Fatalities in 2010 is unknown at this time. However in 2009 the actual number increased by two fatalities. The problem of speeding continues to be a priority of the Highway Safety Office.

Goal: Reduce Motorcyclist Fatalities from 8 in 2008 to 7 by 2010
Baseline: 2008 Calendar Year of 8 Fatalities



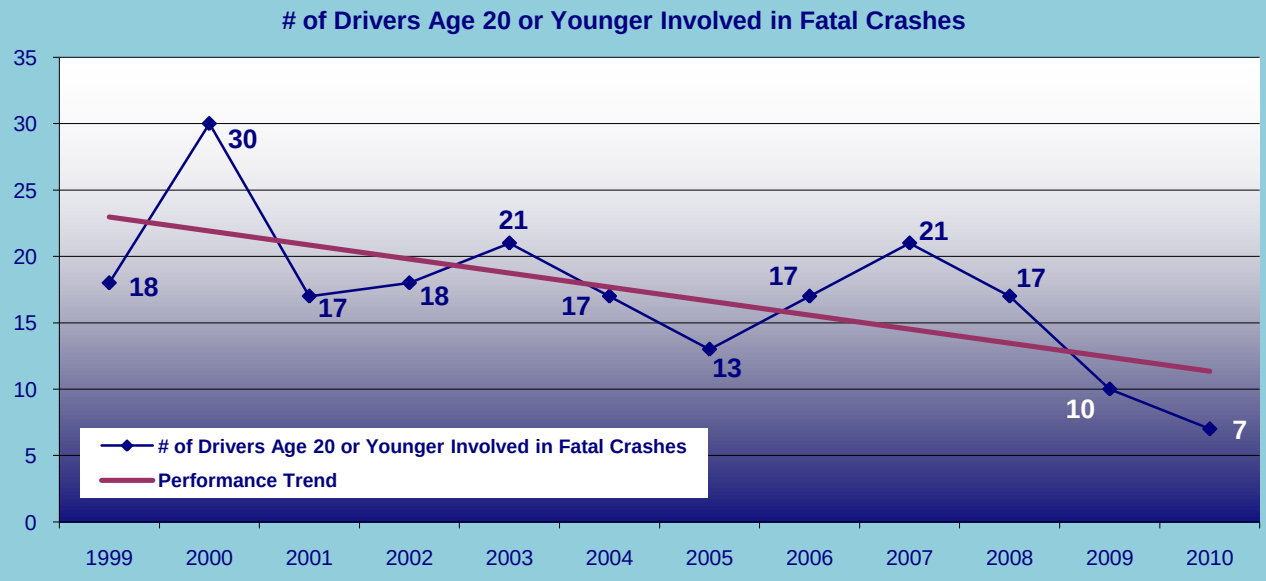
The goal to reduce motorcyclist fatalities was not achieved in 2010, as Alaska increased the number by two fatalities.

Goal: Maintain Un-helmeted Motorcyclist Fatalities at 2 by 2010
Baseline: 2008 Calendar year of 2 Fatalities



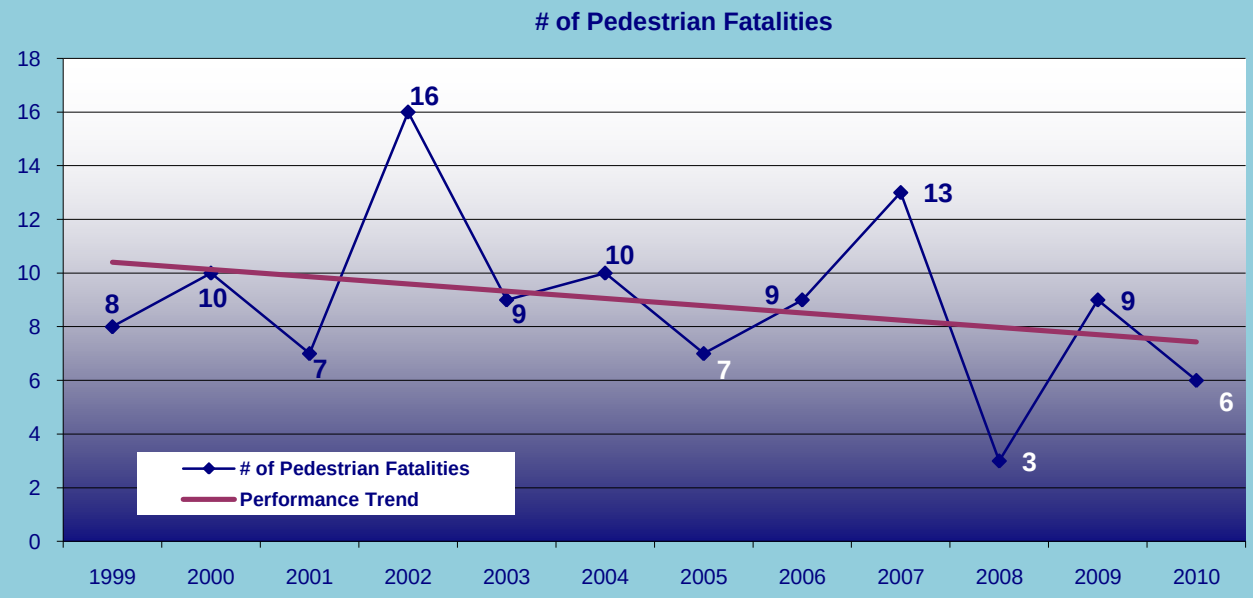
The original goal in the FFY2010 HSPP used a baseline of 4 fatalities in 2008; however the final count was 2 fatalities. The above goal and baseline are revised to reflect these changes. The goal to maintain un-helmeted motorcyclist fatalities was not met in 2010, as the actual number increased to 6. Sixty percent of Alaska's motorcyclist fatalities in 2010 were not wearing a helmet when they crashed.

Goal: Reduce Drivers 20 or Under Involved in Fatal Crashes from 17 in 2008 to 16 by 2010
Baseline: 2008 Calendar Year of 17 Drivers



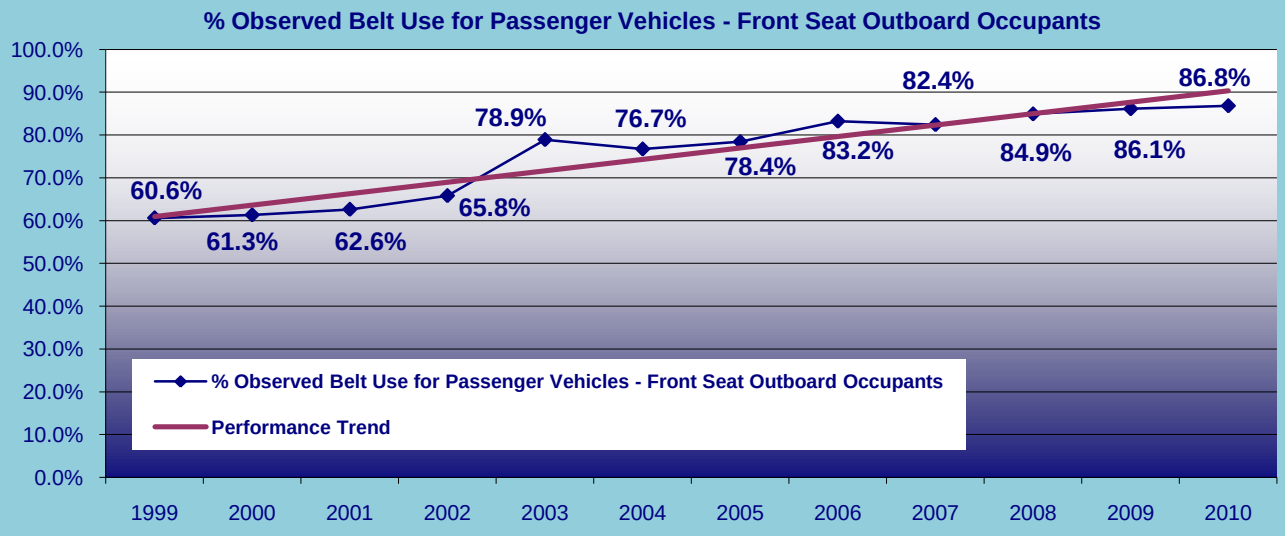
Alaska has achieved this goal with the actual numbers dropping from 17 in 2008 to 7 in 2010. Fewer young drivers have been involved in fatal traffic crashes than ever before in Alaska.

Goal: Maintain Pedestrian Fatalities at 3 by 2010
Baseline: 2008 Calendar year of 3 Fatalities



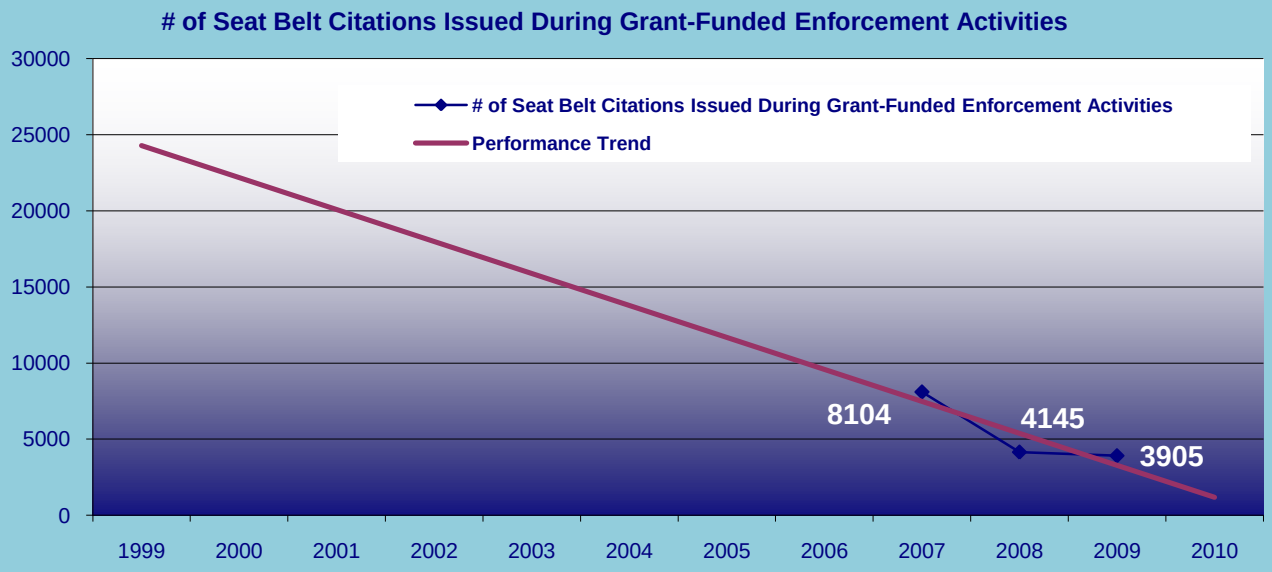
The goal to maintain Alaska's pedestrian fatalities at 3 by 2010 was not achieved. In 2010 the pedestrian fatality count doubled the goal number to 6. This is a decrease however from the tripled number of 9 pedestrian fatalities in 2009.

Goal: Increase Observed Belt Use from 84.9% in 2008 to 85.0% in 2009
Baseline: 2008 Calendar Year of 84.9%



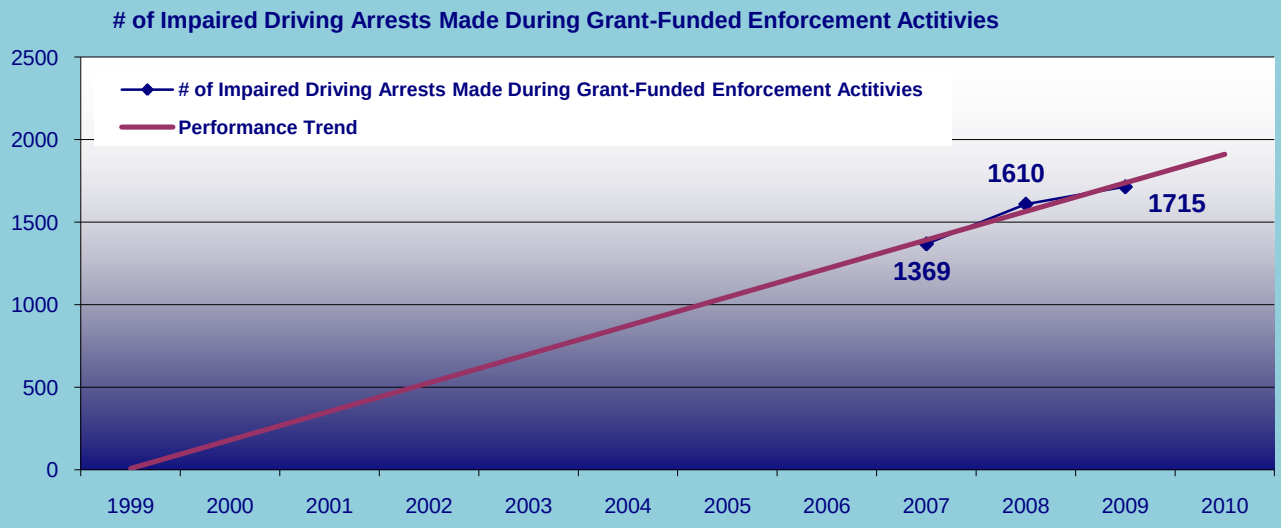
This goal was achieved as Alaska's actual observed belt use rate increased to 86.1% in 2009 and further to 86.8% in 2010.

Goal: Increase Seat Belt Citations by 10% from 4145 in 2008 to 4560 Citations in 2010
Baseline 2008 Calendar Year of 4145 Citations



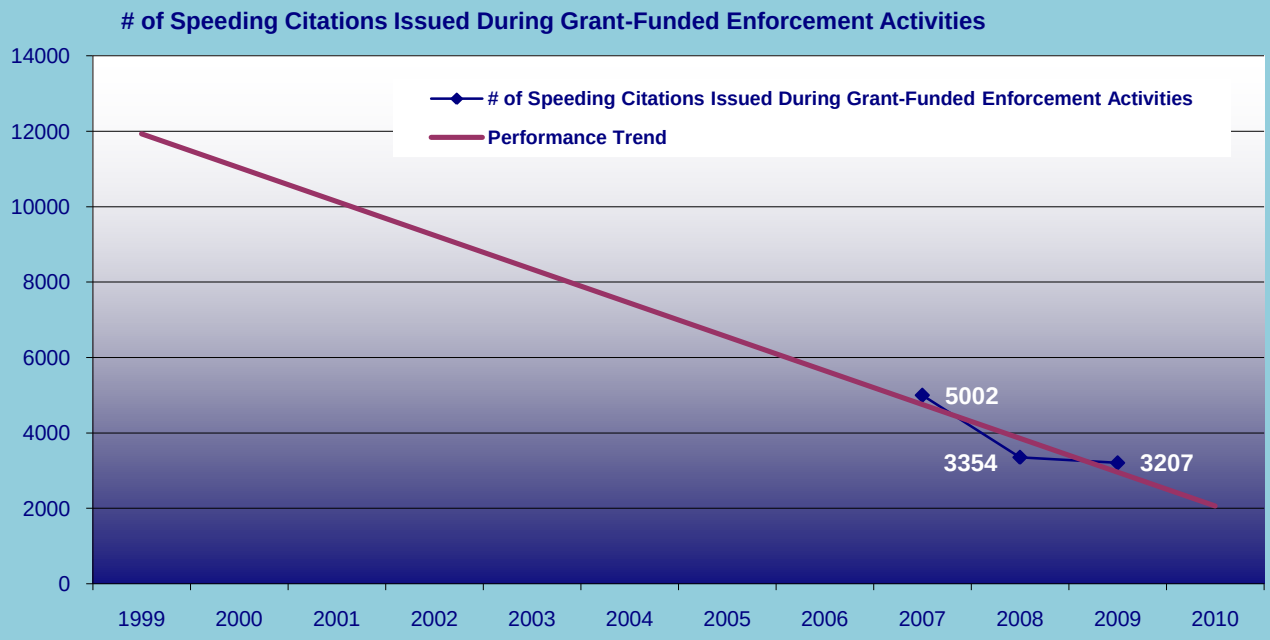
The goal to increase the seat belt citations by 10% during grant funded enforcement activities is unknown at this time due to lack of reported citation data for the calendar year 2010. However 2009 data suggests Alaska is on a downward trend.

Goal: Increase Impaired Driving Arrests by 10% from 1610 Arrests in 2008 to 1771 Arrests in 2010
Baseline: 2008 Calendar Year of 1610 Arrests



The original goal in the FFY2010 HSPP used a baseline of 1606 arrests in 2008; however the final count was 1610 arrests. The above goal and baseline are revised to reflect these changes. The goal to increase the number of impaired driving arrests by 10% during grant funded enforcement activities is unknown at this time due to lack of reported arrest data for calendar year 2010. However 2009 data suggests meeting this goal is imminent.

Goal: Increase Speeding Citations by 10% from 3354 Citations in 2008 to 3689 Citations in 2010
Baseline: 2008 Calendar Year of 3354 Citations



The original goal in the FFY2010 HSPP used a baseline of 3353 citations in 2008; however the final count was 3354 citations. The above goal and baseline are revised to reflect these changes. The goal to increase speeding citations by 10% during grant funded enforcement activities is unknown at this time due to lack of reported citation data for calendar year 2010. However 2009 data suggests Alaska may not meet the desired goal.

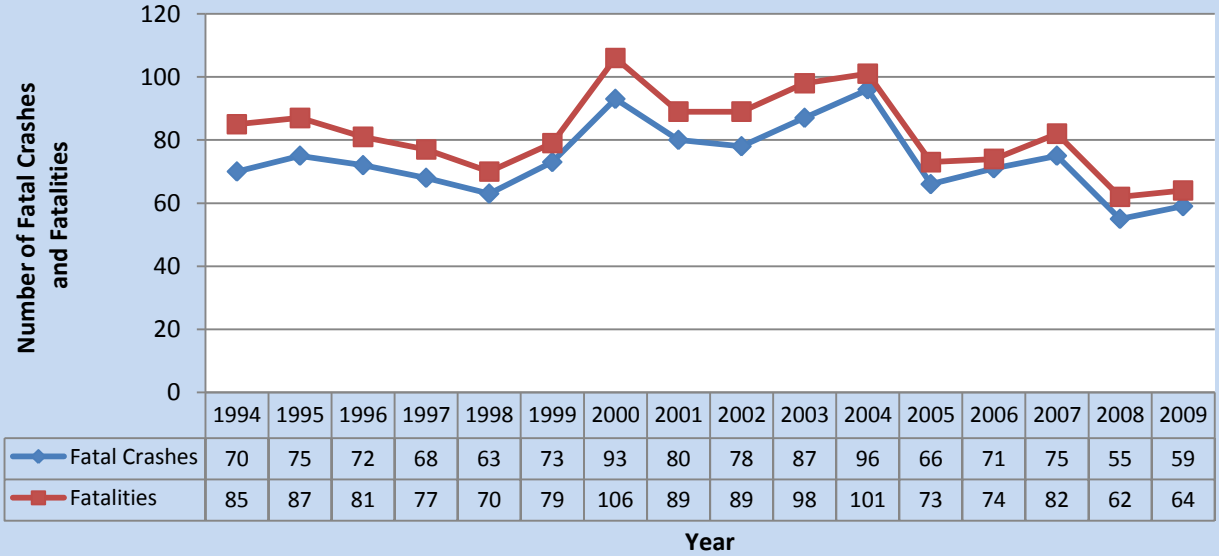
Trooper Matthew Wertanen stops a driver for a quick lesson in proper driving behavior. Photo courtesy of the Alaska State Troopers.

The U.S. National Fatality Rate:	
2004:	1.44 fatalities per 100 Million VMT
2005:	1.46 fatalities per 100 Million VMT
2006:	1.42 fatalities per 100 Million VMT
2007:	1.36 fatalities per 100 Million VMT
2008:	1.26 fatalities per 100 Million VMT
2009:	1.13 fatalities per 100 Million VMT

Alaska Fatality Rate:	
2004:	2.02 fatalities per 100 Million VMT
2005:	1.45 fatalities per 100 Million VMT
2006:	1.49 fatalities per 100 Million VMT
2007:	1.59 fatalities per 100 Million VMT
2008:	1.29 fatalities per 100 Million VMT
2009:	1.30 fatalities per 100 Million VMT

In 2008 there were 11,624 reported traffic collisions on Alaska's roads, in which 62 people lost their lives. 391 people suffered from major traffic-related injuries, and 4,251 people walked away with minor traffic-related injuries. There were 8,331 collisions in which property damage only was reported.

VMT = Vehicle Miles Traveled.
For every 100 Million vehicle miles traveled, there were 1.30 fatalities on Alaska's roads in 2009.



	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatal Crashes	70	75	72	68	63	73	93	80	78	87	96	66	71	75	55	59
Fatalities	85	87	81	77	70	79	106	89	89	98	101	73	74	82	62	64

Source: The Fatality Analysis Reporting System, National Highway Traffic Safety Administration, U.S. Department of Transportation

Regional Fatality Rate Per 100 Million VMT, 2008	
Alaska	1.29
Idaho	1.52
Oregon	1.24
Montana	2.12
Washington	0.94

Regional Motor Vehicle Crash Fatalities, 2008	
Alaska	62
Idaho	232
Oregon	416
Montana	229
Washington	521

Accomplishments

- Alaska's seat belt usage increased from 86.1 percent in 2009 to 86.8 percent in 2010, according to the National Occupant Protection Usage Survey (NOPUS).
- Alaska's motor vehicle traffic fatality count has steadily declined from 101 in 2004 to 64 in 2009. The Alaska Highway Safety Office is home to the Analyst responsible for the Fatality Analysis Reporting System (FARS) for NHTSA.
- Preliminary reports show that in 2010 Alaska had 57 traffic fatalities in 53 fatal crashes. This is the lowest in Alaska since FARS began in 1975.
- There were 82 reported traffic fatalities in 2007, 62 in 2008, and 64 in 2009.
- The number of alcohol related traffic fatalities declined from 35 in 2007 to 27 in 2008 and 26 in 2009.
- The number of unbelted traffic fatalities sharply declined from 31 in 2007 to 24 in 2008 and 13 in 2009.
- Between 09/30/00 and 09/30/10 fatal and major injury crashes on the four designated Safety Corridors declined by 48 percent (Central Region Traffic Safety Office).

Impaired driving and not wearing a seatbelt resulted in this fatality.
Photo courtesy of APD Officer Steve Buchta.

Successful Legislation:

HB 262, "An Act establishing the month of May as Motorcycle and Motor Scooter Awareness Month" was sponsored by Representative Wes Kelly and signed into law by Governor Parnell on May 1, 2010 at the annual Bike Blessing in Anchorage:

Section 1. AS 44.12 is amended by adding a new section to article 2 to read: Sec. 44.12.115. Motorcycle and Motor Scooter Awareness Month. The month of May each year is established as Motorcycle and Motor Scooter Awareness Month. Motorcycle and Motor Scooter Awareness Month may be observed by schools, community groups, and other public and private agencies and individuals with appropriate activities that increase the public's awareness of the presence of motorcycles and motor scooters on roads and highways in the state and that remind motor vehicle drivers to be aware of the presence of motorcycles and motor scooters when driving.

"I encourage Alaskans to drive safely, which means maintaining an awareness of everyone who shares the roadways, including motorcyclists," Governor Parnell said, "Safe, courteous driving is a quality-of-life issue. Indeed, it can be a life-or-death issue." (Office of Governor Sean Parnell)

Representative Wes Keller with Governor Sean Parnell at the annual "Bike Blessing".
Photo courtesy of the Office of the Governor

Challenges

The Alaska Highway Safety Office identified the following priorities in 2010:

1. **Impaired Driving**
2. **Seat Belt Usage**
3. **Aggressive Driving**
4. **Red Light Running**
5. **Young Drivers**
6. **Safety Corridors**
7. **Distracted Driving**

1. Impaired Driving

Alcohol impaired driving-related fatalities statewide have decreased; 37% in 2008 to 31% in 2009. There were 62 traffic crash fatalities in 2008, 23 of them involved impaired drivers. In 2009 there were 64 traffic crash fatalities, of which 20 involved at least one impaired driver.

- In 2008 alcohol was involved in 705 traffic crashes on Alaska's roads, accounting for 6.0% of the total reported traffic crashes for 2008.
- In 2008 alcohol was also involved in 27 of the 62 traffic fatalities in Alaska, accounting for 44% of the total traffic fatalities in 2008.
- In 2008 police in Alaska reported 705 crashes involving a driver or pedestrian with a positive Blood Alcohol Content (BAC). These crashes killed 27 and injured an estimated 521 people.
- In 2008 drivers in Alaska with reported BACs of .10+ were involved in an estimated 343 crashes that killed 19 and injured 223.
- Alaska drivers with BACs between .08 - .09 were involved in an estimated 32 crashes that killed 0 and injured 30.
- Positive reported BACs below .08 were involved in an estimated 48 crashes that killed 9 and injured 45.

Source: Highway Analysis System (HAS) State of Alaska Department of Transportation and Public Facilities, and the Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration.

2. <u>Seat Belt Usage</u>

Seatbelt usage is on the rise in Alaska. Each year less people are dying on Alaska's roads due to not buckling up. A seatbelt can mean the difference between a fatal crash and an injury crash.

- Of the 56 traffic related fatalities in seatbelt equipped vehicles in 2007, 31 were not wearing a seatbelt (55%)
- Of the 44 traffic-related fatalities in seatbelt equipped vehicles in 2008, 24 were not wearing a seatbelt (55%)
- Of the 40 traffic-related fatalities in seatbelt equipped vehicles in 2009, 12 were not wearing a seatbelt (30%)
- In preliminary reports from 2010, 11 of the 37 traffic-related fatalities in seatbelt equipped vehicles had not buckled up (29.7%).

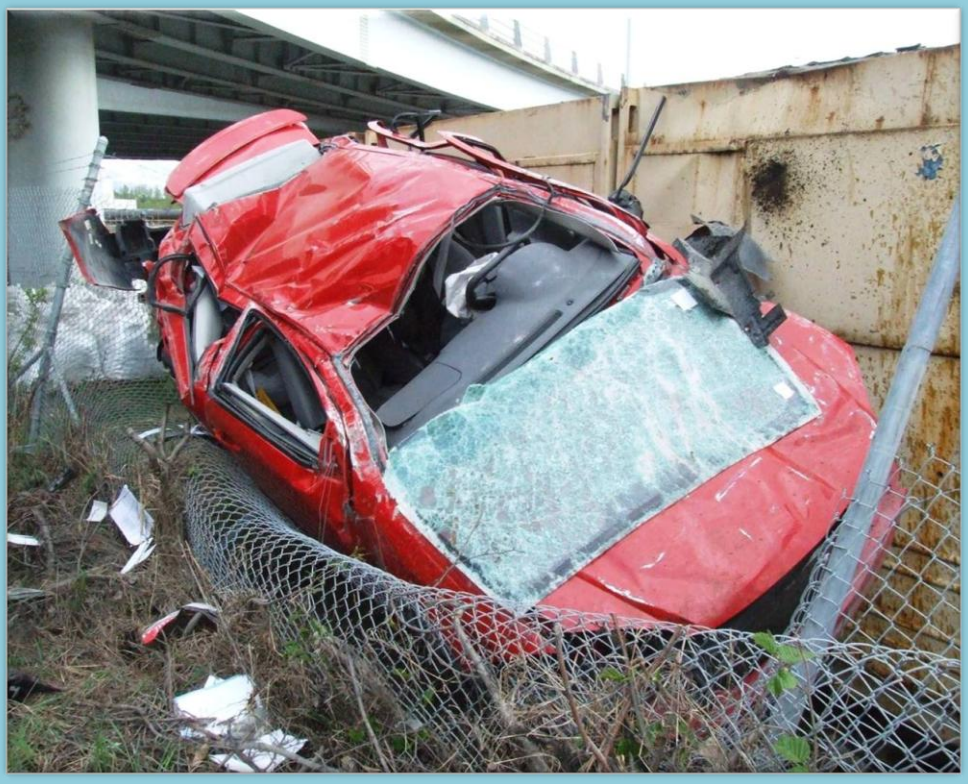


Photo courtesy of Anchorage Police Department Officer Michael Busey

3. Aggressive driving

These types of crashes may involve speeding and their deadly outcomes surpass the crashes, fatalities and serious injuries of impaired driving.

- Out of all motor vehicle traffic crashes in 2008, there were 705 crashes with alcohol involved, in which there were 373 impaired drivers (.08+) total.
- In contrast, in all motor vehicle traffic crashes in 2008, there were 1,540 crashes with speeding involved, in which there were 1,555 drivers who were driving an unsafe speed.
- The number of major injuries due to unsafe speed has increased from 85 in 2007, to 95 in 2008.
- Alaska has also increased the number of crashes involving unsafe speed from 1,401 in 2007 to 1,540 in 2008.

Fatalities and Major Injuries Involving Speeding, 2003-2009

	2004	2005	2006	2007	2008	2009
Speeding Fatalities	38	28	30	34	27	29
Speeding Major Injuries	157	157	114	85	95	***
Speeding Fatalities as a Percent of All Fatalities	38%	38%	41%	41%	44%	45%
Speeding Major Injuries as a Percent of All Major Injuries	27%	27%	26%	20%	24%	***

*** Data not available

Source: Fatal data are from the Fatality Analysis Reporting System (FARS) National Highway Traffic Safety Administration, U.S. Department of Transportation. Major Injury data are from the Highway Analysis System (HAS), Department of Transportation and Public Facilities, State of Alaska.

4. Red light Running

In 2008 as many as 266 crashes, 224 injuries and 2 fatalities in Alaska involved red light violations. Nationally public costs for red light running crashes exceed $14 billion per year. In Alaska and across the nation more than half of the deaths in red light running crashes occur to other motorists and pedestrians rather than the offender, so there is no debate that red light runners are dangerous drivers who irresponsibly put others at risk.

The problem in Alaska's larger communities is even greater, as red light running is among the leading causes of urban automobile crashes. In many larger communities, the yellow light has come to symbolize "hurry up" instead of "slow down."

The estimated number of lives saved and major injuries prevented in one year following implementation at 10 locations, using a 10 percent reduction factor would be 15 major injuries per year, with the number of fatalities unpredicted due to a small data source.

The AKDOT&PF Research project "The Frequency and Potential Severity of Red Light Running in Anchorage" is a Countermeasure in the Alaska Strategic Highway Safety Plan (SHSP)

The project is scheduled to begin this winter and include the furnishing and installing video cameras and recording equipment at the following five Anchorage Intersections, which experience the city's highest violation rates:

1. 6th Avenue @ C Street
2. Benson Boulevard @ Seward Highway
3. 36th Avenue @ Seward Highway
4. Benson Boulevard @ C Street
5. Benson Boulevard @ Spenard Road

Most Dangerous Driver:
Male driver, ages 45-54, in a standard pickup truck
In 2009, 65 male drivers, compared to 24 female drivers, were involved in motor vehicle crashes that resulted in fatal injuries. The largest driver age groups involved in fatal crashes were male drivers between the ages of 45-54 (18 drivers), and male drivers ages 25-34 (15 drivers). Twenty-five standard pickup trucks were involved in fatal crashes.

Most Dangerous Trafficway
Seward Highway
In 2009 the Seward Highway reported 9 fatal crashes with 12 fatalities.

Source: Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration, U.S. Department of Transportation.

5. Young Drivers

Every year teens account for approximately 20% of the fatalities and major injuries that occur on Alaska's roads and highways. Nearly half of these deaths can usually be prevented by simply buckling-up or not drinking and driving.

Young Drivers

- A recent study compared Alaska's 1995-1999 minor consuming cases with 1995-2006 DUI court cases and "found that 24.4 percent of youth with minor consuming arrests go on to have DUI offenses before their 31st birthday" (Hamilton, 2008).
- According to the National Highway Traffic Safety Administration (NHTSA), Motor Vehicle traffic crashes are the leading cause of death in the United States for young people 15-20 years of age. Teenagers are involved in three times as many fatal crashes as all other drivers.
- In 2008 there were 3,672 drivers between the ages of 14-21 involved in motor vehicle crashes in Alaska.
- In 2008 there were 178 drivers that were involved in incapacitating injury crashes under the age of 26. One hundred forty-two were between 18-25 years old, twenty-three were between 16-17 years old, four were between 14-15 years old, and nine were under age 14.
- In 2008, 24% (171) of Alaska's alcohol-related crashes also involved unsafe speed, and 21% (13) of all fatal crashes involved both alcohol and unsafe speed. In 2008, 39% (145) of alcohol impaired drivers (.08+) and 46% (715) of speeding drivers were under 26 years of age.
- In 2008, 54% of drivers who were both impaired and speeding at the time of a fatal crash were between 18-25 years of age. Forty-four percent of drivers who were both impaired and speeding at the time of an incapacitating injury crash were between 18-25 years of age.
- In 2008, 35% of drivers who were both impaired and speeding at the time of a non-incapacitating injury crash were between the ages of 18-25.
- Young Alaska drivers between the ages of 14-24 years were overrepresented in fatal and major injury crashes in 2008. Approximately 17% of Alaskan drivers were between the ages 14 -24 in 2008; however, the percentage of fatal and major injury crashes involving these young drivers was 48% and 43% respectively.
- In all 2008 motor vehicle traffic crashes (fatal, major and minor injury, and property damage only crashes), there were 14 impaired drivers between the ages 14-24 with a known Blood Alcohol Concentration (BAC) less than .08; eleven impaired drivers with a known BAC between .08 - .09; and 114 impaired drivers with a known BAC of .10 or more. These young drivers represent 29% of all impaired drivers with a known BAC of less than .08; 34% of all impaired drivers with a known BAC of .08 - .09; and 33% of all impaired drivers with a known BAC of.10 or more.

Sources: Hamilton, Steven. *Evaluation of Risk Factors for Repeat DUI Offenses, Preliminary Draft Report.* 2008. , and Highway Analysis System (HAS) State of Alaska Department of Transportation and Public Facilities.

6. Safety Corridors

Fatal and major injury crashes are a serious problem in Alaska's Designated Safety Corridors, a segment of a state highway that has been identified as having a higher than average incidence of fatal and serious injury crashes, and which the Commissioners of Transportation & Public Facilities and Public Safety have agreed to provide funding for effective education, enforcement, engineers, and support emergency response agencies. Currently the Seward (May 2006), the Parks (October 2007), the Knik/Goose Bay Road and the Sterling Highway (both in July 2009) are the four designated Safety Corridors in Alaska. DOT&PF and DPS are tasked by law with the responsibility of reducing these crashes. It is recognized that these roads are at or near traffic volume capacity. Long term, major road projects are needed to address traffic volume growth. In the immediate term, cost-effective solutions will be pursued to reduce severe crashes.

Safety Corridors – 2010 Annual Review

Staff from DOT&PF Traffic & Safety, DPS Alaska State Troopers, and the Alaska Highway Safety Office met October 25-26, 2010 and consulted with local EMS providers [1]. The purpose of this audit was to review Safety Corridor crashes, and ensure efforts are combined to reduce fatal and major injury crashes[2].

ACTIONS:

Education:

- Introduced the "Report Every Dangerous Driver Immediately" (REDDI) radio and TV messages by DPS, DOT&PF Commissioners, staff
- Participated in the May 20th, 2010 Channel 2 Special Report on Safety Corridors with DOT&PF, Bureau of Highway Patrol (BHP), Attorney General's office, local police, and EMS officials.
- Began monthly Radio Talk Shows with DPS and DOT&PF Commissioners.
- Distributed 12,000 highway safety bumper stickers about aggressive distracted, drowsy, impaired, and unbelted driving.
- Introduced both aggressive and distracted driving radio and TV ads in the statewide media campaigns.
- Participated in the April 30th Oprah Winfrey "No Phone Zone" national campaign against distracted driving.

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[1] Fatal and major injury crashes are a serious problem in the Safety Corridors. DOT/PF and DPS are tasked by law with the responsibility of reducing these crashes. It is recognized these roads are at or near capacity. Long term, major four lane roadway projects are needed to address traffic volume growth (see pages 18-21). Until long term projects are built, interim enforcement, education, and engineering solutions are recommended to reduce crashes.

[2] The purpose of this report and any attached schedules, lists, or data is for identifying, evaluating, and planning the safety enhancement needs of high accident corridors with serious injury crashes. This report is used to monitor, develop, and fund ongoing education, enforcement, and engineering of construction improvements for highway safety.

Engineering:

- Installed centerline, shoulder rumble strips on Safety Corridors and main highways.
- Designed project for signing headlight use, ½ mile markers, and REDDI reporting for 2011.
- Design for passing lanes and slow vehicle turnout was begun from Turnagain Pass to Anchorage
- Environmental document approved for the Parks Highway Corridor reconstruction.
- Environmental reviews underway for four lane projects - Seward Highway and Knik-Goose Bay Road
- Planning and funding is being requested for additional projects in all the corridors.

Enforcement:

- AST stationed two full time BHP troopers in Girdwood early in 2010 for the Seward Highway.
- The BHP staff increased from 14 in FY09 to 20 patrol officers in FY10.
- BHP reporting upgraded to track resource use in Safety Corridors.
- Full time AST Detachment staff and BHP staff made a visible presence in all Safety Corridors.

RESULTS

- *Serious crashes are down by 48% overall (fatal and major injury combined (F+MI).*
- *Preliminary reports suggest that Alaska only experienced one fatal motor vehicle crash in a designated traffic safety corridor in FFY10.*

CURRENT SAFETY CORRIDORS PERFORMANCE (10 yrs prior through 9/30/10)

SEWARD HWY MP 87-117	**Designated 5/25/06 Extended 10/30/07**		**3.0 Mi S of Girdwood to Potter Rifle Range**		**L=30.6 mi**
	BEFORE		**AFTER**		**Overall***
	Crashes Per Year	Crashes per HMVM	Crashes Per Year	Crashes per HMVM	
Fatal Crashes	2.0	2.1	2.8 (+36%)	2.8 (+31%)	Down in 2010
Major Injury Crashes	7.0	7.3	3.7 (-48%)	3.7 (-50%)	
Serious Crashes Combined F+MI	9.0	9.4	6.4 (-29%)	6.4 (-32%)	**-31%**

PARKS HWY MP 44.5-53	**Designated 10/16/06**		**Church Rd, Wasilla to LaRae Rd, Houston**		**L=8.5 mi**
	BEFORE		**AFTER**		**Overall***
	Crashes Per Year	Crashes per HMVM	Crashes Per Year	Crashes per HMVM	
Fatal Crashes	1.6	3.6	1.5 (-2%)	3.2 (-10%)	
Major Injury Crashes	5.1	11.5	2.5 (-47%)	5.4 (53%)	
Serious Crashes Combined F+MI	6.7	15.2	4.0 (-35%)	8.6 _(-43%)	**-39%**

KNIK-GOOSE BAY RD MP 0.6-17.2	Designated 7/01/09		Palmer-Wasilla Hwy to Pt. MacKenzie Rd		L=16.4 mi
	BEFORE		AFTER		Overall*
	Crashes Per Year	Crashes per HMVM	Crashes Per Year	Crashes per HMVM	
Fatal Crashes	1.3	3.7	0 (-100%)	0 (-100%)	
Major Injury Crashes	4.1	11.6	0.8 (-80%)	1.8 (-84%)	
Serious Crashes Combined F+MI	5.4	15.2	0.8 (-85%)	1.8 (-88%)	-87%

STERLING HWY MP 83-93	Designated 7/01/09		Sterling to Soldotna		L=9.8 mi
	BEFORE		AFTER		Overall*
	Crashes Per Year	Crashes per HMVM	Crashes Per Year	Crashes per HMVM	
Fatal Crashes	1.0	3.1	0 (-100%)	0 (-100%)	
Major Injury Crashes	1.8	5.6	1.6 (-11%)	4.8 (-14%)	
Serious Crashes Combined F+MI	2.7	8.4	1.6 (-41%)	4.8 (-42%)	-42%

WEIGHTED TOTAL -48%

*Interpret results with caution. One year results are too short to be sustained, and three year results are limited. Five or more years are desirable to for a trend to be sustained.

The Safety Corridor Review Team in Soldotna: Central Region Traffic Engineer Scott Thomas, Engineer Assistant Larry Huling, Bureau of Highway Patrol Captain Hans Brinke, Highway Safety Improvement Program Coordinator Ron Martindale and Federal Highway Administration Engineer Al Fletcher. Photo by Cindy Cashen, DOT&PF.

Seward Highway: MP 87 to MP 117 (Potter)

1977-2010 Fatal & Major Injury Crashes, Fatal & Major Injury Accident Rates, and Trooper Manpower @ Girdwood Station (Fatals current to September 30, 2010) (Major injury crashes for 2009-2010 approximate)

YEAR	Fatal Crashes	Major Injury Crashes	Grand Total	Number of Troopers	Segment Length	ADTs at Potter Marsh	Vehicle/Miles	Fatal Accident Rate	Major Injury Accident Rate	Fatal+Major Injury Accident Rate
1977	7	24	31	1	30.41	3469	105492	18.180	62.330	80.510
1978	7	12	19	1	30.41	3499	106405	18.024	30.898	48.922
1979	1	6	7	1	30.41	3368	102421	2.675	16.050	18.725
1980	0	7	7	1	30.41	3081	93693	0.000	20.469	20.469
1981	0	4	4	1	30.41	3561	108290	0.000	10.120	10.120
1982	3	4	7	1	30.41	3994	121458	6.767	9.023	15.790
1983	1	10	11	1	30.41	4550	138366	1.980	19.801	21.781
1984	2	12	14	1	30.41	5139	156277	3.506	21.037	24.544
1985	2	8	10	1	30.41	5423	164913	3.323	13.290	16.613
1986	4	6	10	1	30.41	5692	173094	6.331	9.497	15.828
1987	2	8	10	1	30.41	5674	172546	3.176	12.703	15.878
1988	1	4	5	1	30.41	5650	171817	1.595	6.378	7.973
1989	0	6	6	1	30.41	6380	194016	0.000	8.473	8.473
1990	4	8	12	1	30.41	6600	200706	5.460	10.920	16.381
1991	1	9	10	1	30.41	6621	201345	1.361	12.246	13.607
1992	5	5	10	2	30.41	6929	210710.89	6.501	6.501	13.002
1993	3	7	10	2	30.41	7366	224000.06	3.669	8.562	12.231
1994	0	6	6	2	30.41	7571	230234.11	0.000	7.140	7.140
1995	0	9	9	2	30.41	7565	230051.65	0.000	10.718	10.718
1996	0	4	4	3	30.41	7464	226980	0.000	4.828	4.828
1997	3	2	5	4	30.41	7574	230325	3.569	2.379	5.948
1998	2	2	4	4	30.41	8296	252281	2.172	2.172	4.344
1999	1	7	8	4	30.41	8294	252221	1.086	7.604	8.690
2000	2	4	6	4	30.41	8309	252677	2.169	4.337	6.506
2001	2	7	9	4	30.41	8514	258911	2.116	7.407	9.524
2002	1	13	14	4	30.41	9311	283148	0.968	12.579	13.546
2003	2	8	10	4	30.41	9224	280502	1.953	7.814	9.767
2004	3	11	14	4	30.41	9356	284516	2.889	10.592	13.481
2005	3	9	12	4	30.41	9321	283452	2.900	8.699	11.599
2006 (pre)	2	6	8	4	30.41	8936	271744	5.041	15.123	20.164
2006 (post)	1	4	5	4	30.41	8936	271744	1.680	6.721	8.402
2007	2	4	6	4	30.41	9316	283300	1.934	3.868	5.802
2008	4	4	8	4	30.41	8670	263655	4.157	4.157	8.313
2009	4	3	7	4	30.41	9050	275211	5.100	3.825	8.925
2010 (as of 9/30)	1	1	2	4	30.41	9050	275211	1.275	1.275	2.550
TOTALS	76	244	320							
			= Estimated Value							
1996-2005	19	67	86		30.41	8566.3	260501	1.998	7.046	9.045
1/1/1996 5/26/2006										
3798	21	73	94		30.41	8599.909	261523	2.114	7.349	9.464
								0.116	0.303	0.419
5/26/2006 9/30/2010										
1588	12	16	28		30.41	9004.4	273824	2.760	3.680	6.439
Before Per Year	2.02	7.02	9.03		30.41	8599.91	261523	2.114	7.349	9.464
After Per Year	2.76	3.68	6.44		30.41	9004.40	273824	2.760	3.680	6.439
	As of 9/30/2010									
% Change	36.67%	-47.58%	-28.76%		30.41	4.70%	4.70%	30.53%	-49.93%	-31.96%

Crashes per Mile

	Fatal	Major	Fatal+major
Before	0.691	2.401	3.091
After	0.395	0.526	0.921

Crashes per Mile per year

	Fatal	Major	Fatal+major
Before	0.066	0.231	0.297
After	0.091	0.121	0.212

Parks Highway: Wasilla to Big Lake

1977-2010 Fatal & Major Injury Crashes, Fatal & Major Injury Accident Rates

(Fatals current to September 30, 2010) (Major injury crashes for 2009-2010 approximate)

YEAR	Fatal Crashes	Major Injury Crashes	Grand Total	Number of Troopers	Segment Length	Segment ADT	Vehicle/Miles	Fatal Accident Rate	Major Injury Accident Rate	Fatal+Major Injury Accident Rate
1977	1	2	3		8.35	3937	32874	8.334	16.668	25.002
1978	1	2	3		8.35	4454	37188	7.367	14.735	22.102
1979	1	0	1		8.35	4799	40073	6.837	0.000	6.837
1980	0	2	2		8.35	4953	41355	0.000	13.250	13.250
1981	0	3	3		8.35	5258	43901	0.000	18.722	18.722
1982	1	2	3		8.35	5426	45306	6.047	12.094	18.142
1983	0	4	4		8.35	5936	49568	0.000	22.109	22.109
1984	0	5	5		8.35	6574	54893	0.000	24.955	24.955
1985	1	5	6		8.35	6715	56071	4.886	24.431	29.317
1986	1	2	3		8.35	6742	56296	4.867	9.733	14.600
1987	0	1	1		8.35	7500	62625	0.000	4.375	4.375
1988	1	0	1		8.35	8147	68027	4.027	0.000	4.027
1989	0	3	3		8.35	7400	61790	0.000	13.302	13.302
1990	4	3	7		8.35	7300	60955	17.979	13.484	31.463
1991	0	3	3		8.35	7100	59285	0.000	13.864	13.864
1992	0	0	0		8.35	7010	58534	0.000	0.000	0.000
1993	0	3	3		8.35	7275	60746	0.000	13.530	13.530
1994	2	3	5		8.35	9138	76303	7.181	10.772	17.953
1995	1	3	4		8.35	10866	90729	3.020	9.059	12.079
1996	2	2	4		8.35	11486	95908	5.713	5.713	11.426
1997	0	7	7		8.35	11602	96877	0.000	19.796	19.796
1998	1	6	7		8.35	12238	102191	2.681	16.086	18.767
1999	0	5	5		8.35	13103	109412	0.000	12.520	12.520
2000	1	3	4		8.35	13607	113616	2.411	7.234	9.646
2001	4	6	10		8.35	13340	111388	9.839	14.758	24.596
2002	1	4	5		8.35	13838	115548	2.371	9.484	11.855
2003	1	6	7		8.35	14385	120112	2.281	13.686	15.967
2004	0	4	4		8.35	14830	123827	0.000	8.850	8.850
2005	5	5	10		8.35	15126	126304	10.846	10.846	21.692
2006 (pre)	1	3	4		8.35	14100	117735	2.939	8.817	11.756
2006 (post)	1	1	2		8.35	14100	117735	11.176	11.176	22.352
2007	1	4	5		8.35	14855	124039	2.209	8.835	11.044
2008	2	4	6		8.35	15277	127563	4.295	8.591	12.886
2009	2	0	2		8.35	16340	136439	5.143	0.000	5.143
2010 (as of 9/30)	0	1	1		8.35	16340	136439	0.000	2.572	2.572
TOTALS	36	107	143							

= Estimated Value

1996-2005	15	48	63	8.35	13355.461	111518	3.685	11.792	15.478
1/1/1996 10/16/2006 3941	16	51	67	8.35	13423.147	112083	3.622	11.546	15.168
							-0.063	-0.247	-0.310
10/16/2006 9/30/2010 1445	6	10	16	8.35	15382.4	128443	3.233	5.388	8.621
Before Per Year	1.48	4.72	6.20	8.35	13423.15	112083	3.622	11.543	15.164
After Per Year	1.52	2.53	4.04	8.35	15382.40	128443	3.233	5.388	8.621
	As of 9-30-2010								
% Change	2.28%	-46.51%	-34.85%	8.35	14.60%	14.60%	-10.75%	-53.32%	-43.15%

Crashes per Mile

10.79726027

	Fatal	Major	Fatal+major
Before	1.916	6.108	8.024
After	0.719	1.198	1.916

Crashes per Mile per year

	Fatal	Major	Fatal+major
Before	0.177	0.566	0.743
After	0.182	0.303	0.484

Knik/Goose Bay Road: Parks Highway to Goose Bay Airport

1977-2010 Fatal & Major Injury Crashes, Fatal & Major Injury Accident Rates (Fatals current to September 30, 2010) (Major injury crashes for 2009-2010 approximate)

YEAR	Fatal Crashes	Major Injury Crashes	Fatal & Majory Injury Crashes	Number of Troopers	Segment Length	Segment ADT	Vehicle/Miles	Fatal Accident Rate	Major Injury Accident Rate	Fatal+Major Injury Accident Rate
1977	1	1	2		19.04	1100	20944	13.081	13.081	26.162
1978	2	2	4		19.04	1590	30274	18.100	18.100	36.200
1979	1	2	3		19.04	1400	26656	10.278	20.556	30.834
1980	0	0	0		19.04	800	15232	0.000	0.000	0.000
1981	0	0	0		19.04	1200	22848	0.000	0.000	0.000
1982	1	2	3		19.04	1240	23610	11.604	23.209	34.813
1983	1	2	3		19.04	2304	43868	6.245	12.491	18.736
1984	3	2	5		19.04	2640	50266	16.351	10.901	27.252
1985	1	6	7		19.04	3240	61690	4.441	26.647	31.088
1986	1	3	4		19.04	3642	69344	3.951	11.853	15.804
1987	1	0	1		19.04	3136	59709	4.588	0.000	4.588
1988	1	4	5		19.04	2650	50456	5.430	21.720	27.150
1989	1	0	1		19.04	2435	46362	5.909	0.000	5.909
1990	0	5	5		19.04	2500	47600	0.000	28.779	28.779
1991	1	3	4		19.04	2560	48742	5.621	16.862	22.483
1992	1	3	4		19.04	2580	49123	5.577	16.732	22.309
1993	1	2	3		19.04	2755	52455	5.223	10.446	15.669
1994	1	1	2		19.04	3260	62070	4.414	4.414	8.828
1995	2	2	4		19.04	3550	67592	8.107	8.107	16.213
1996	2	3	5		19.04	3304	62908	8.710	13.065	21.776
1997	0	5	5		19.04	3465	65974	0.000	20.764	20.764
1998	0	3	3		19.04	3670	69877	0.000	11.762	11.762
1999	1	3	4		19.04	3914	74523	3.676	11.029	14.705
2000	2	3	5		19.04	3850	73304	7.475	11.212	18.687
2001	1	2	3		19.04	4050	77112	3.553	7.106	10.659
2002	1	6	7		19.04	4110	78254	3.501	21.006	24.507
2003	2	6	8		19.04	4711	89697	6.109	18.326	24.435
2004	2	8	10		19.04	4770	90821	6.033	24.133	30.166
2005	2	7	9		19.04	6130	116715	4.695	16.432	21.126
2006	0	2	2		19.04	6570	125093	0.000	4.380	4.380
2007	2	2	4		19.04	6763	128768	4.255	4.255	8.511
2008	0	2	2		19.04	6126	116639	0.000	4.698	4.698
2009	0	0	0		19.04	6315	120238	0.000	0.000	0.000
2010 as of 9/30)	0	1	1		19.04	6315	120238	0.000	2.279	2.279
TOTALS	35	93	128							
2004-2008	6	21	27		19.04	6071.8	115607	2.844	9.953	12.797
1999-2008	13	41	54		19.04	5099.4	97093	3.668	11.569	15.238

= OLD Pavement & Shoulders

= NEW Paved Surface & Shoulders

Knik/Goose Bay Road Rate Calculations

1977-2010 Fatal Crashes			35
1977-2010 Major Injury Crashes			93
1977-2010 Fatal+MI Crashes			128
Segment Length (miles)			19.04
Years of Data	1/1/1977	9/30/2010	33.767
1977-2010 Fatal+Major Injury Crashes/mile			6.723
1977-2010 Fatal+Major Injury Crashes/mile/Year			0.199
2004-2008 Fatal + Major Injury Accident Rate			12.797
1999-2008 Fatal + Major Injury Accident Rate			15.238

Sterling Highway: Sterling (MP 83) to Soldotna (MP 94)

1977-2010 Fatal & Major Injury Crashes, Fatal & Major Injury Accident Rates

(Fatals current to September 30, 2010) (Major injury crashes for 2009-2010 approximate)

YEAR	Fatal Crashes	Major Injury Crashes	Grand Total	Number of Troopers	Segment Length	Segment ADT	Vehicle/Miles	Fatal Accident Rate	Major Injury Accident Rate	Fatal+Major Injury Accident Rate
1977	1	3	4		10.99	2050	22530	12.161	36.482	48.642
1978	3	3	6		10.99	2200	24178	33.994	33.994	67.989
1979	0	4	4		10.99	2300	25277	0.000	43.355	43.355
1980	0	0	0		10.99	2450	26926	0.000	0.000	0.000
1981	0	4	4		10.99	2760	30332	0.000	36.129	36.129
1982	0	2	2		10.99	3090	33959	0.000	16.135	16.135
1983	1	5	6		10.99	3685	40498	6.765	33.825	40.590
1984	0	3	3		10.99	4186	46004	0.000	17.866	17.866
1985	2	4	6		10.99	4688	51521	10.635	21.271	31.906
1986	2	4	6		10.99	4688	51521	10.635	21.271	31.906
1987	0	3	3		10.99	4764	52356	0.000	15.699	15.699
1988	0	2	2		10.99	4786	52598	0.000	10.418	10.418
1989	2	3	5		10.99	4956	54466	10.060	15.090	25.151
1990	6	8	14		10.99	5055	55554	29.590	39.453	69.042
1991	0	2	2		10.99	5158	56686	0.000	9.666	9.666
1992	1	3	4		10.99	5700	62643	4.374	13.121	17.494
1993	0	2	2		10.99	5898	64819	0.000	8.453	8.453
1994	1	1	2		10.99	6165	67753	4.044	4.044	8.087
1995	0	4	4		10.99	6406	70402	0.000	15.566	15.566
1996	0	1	1		10.99	6526	71721	0.000	3.820	3.820
1997	1	1	2		10.99	6871	75512	3.628	3.628	7.256
1998	0	3	3		10.99	7278	79985	0.000	10.276	10.276
1999	0	4	4		10.99	7335	80612	0.000	13.595	13.595
2000	0	0	0		10.99	7344	80711	0.000	0.000	0.000
2001	2	1	3		10.99	7731	84964	6.449	3.225	9.674
2002	2	2	4		10.99	8238	90536	6.052	6.052	12.105
2003	1	1	2		10.99	8221	90349	3.032	3.032	6.065
2004	1	3	4		10.99	8311	91338	3.000	8.999	11.998
2005	0	1	1		10.99	8303	91250	0.000	3.002	3.002
2006	1	1	2		10.99	8212	90250	3.036	3.036	6.071
2007	0	3	3		10.99	8430	92646	0.000	8.872	8.872
2008	2	2	4		10.99	8000	87920	6.232	6.232	12.465
2009	1	2	3		10.99	8240	90558	3.025	6.051	9.076
2010 as of 9/30)	0	0	0		10.99	8240	90558	0.000	0.000	0.000
TOTALS	30	85	115							
2004-2008	4	10	14		10.99	8251.2	90681	2.417	6.043	8.460
1999-2008	9	18	27		10.99	8012.5	88057	2.800	5.600	8.401

= OLD Alignment
= NEW Alignment
= Estimated Value

Sterling Highway Rate Calculations

1977-2010 Fatal Crashes			30
1977-2010 Major Injury Crashes			85
1977-2010 Fatal+MI Crashes			115
Segment Length (miles)			10.99
Years of Data	1/1/1977	9/30/2010	33.767
1977-2010 Fatal+Major Injury Crashes/mile			10.464
1977-2010 Fatal+Major Injury Crashes/mile/Year			0.310
2004-2008 Fatal + Major Injury Accident Rate			8.460
1999-2008 Fatal + Major Injury Accident Rate			8.401

7. Distracted Driving

"Distracted Driving" was Webster Dictionary's word of the year in 2009

"We need to develop a traffic safety culture that does not condone driving while distracted- much like we have done with drunk driving."
Vernon F. Betkey, Jr.
Chairman, Governor's Highway Safety Association

"Decades of experience with drunk driving have taught us it takes a consistent combination of education, effective enforcement, a committed judiciary, and collective efforts by local, state and national advocates to put a dent in the problem."
US Transportation Secretary Ray LaHood

"As the use of electronic devices has changed, and as the public has become more aware of the dangers associated with distracted driving, the issue has emerged as a priority for state highway safety offices (SHSO). Since distracted driving is an emergent issue, SHSOs have implemented countermeasures only relatively recently.

"Distracted driving is more than just using technology when driving. It represents a range of activities that impact a driver's visual, auditory, physical or cognitive abilities when driving. There have been concerns about distracted driving since windshield wipers were introduced in cars in the early 1900s. Opponents believed that the rhythmic movement might hypnotize the driver. The furor over distracted driving as we know it came about with the availability and widespread use of cell phones in America. Ten years ago, if you were behind someone on the road who had trouble staying in their lane or swerving, you assumed they were driving drunk. Today, many people assume they are driving distracted.

"In fact, a 2009 Traffic Safety Culture Survey conducted by the AAA Foundation for Traffic Safety found that **35% of drivers surveyed felt less safe on the road today than they did five years ago**. Thirty-one percent of those cited distracted driving as the reason . . . As a result, there is more use of electronic devices while driving than there was ten years ago. According to NHTSA data, **drivers using hand held cell phones at any given moment has increased from 4% in 2002 to 6% in 2008.** Drivers visibly manipulating electronic devices (such as for texting) at any given moment has more than doubled from .04% to 1%" (GHSA, *Curbing Distracted Driving: 2010 Survey of State Safety Programs*, 2010).

In response to public concerns, the Alaska Highway Safety Office administered federal funding to create and air television and radio ads across the state to discourage distracted driving, including the use of cell phones.

A distracted driver. Photo courtesy of the Alaska State Troopers.

Alaska Cell Phone Crash Statistics (HAS):
From 2002-2008 there were a total of 89,770 motor vehicle crashes in Alaska.
From 2002-2008 there were **399 motor vehicle crashes** involving cell phone use.
Of the cell phone involved crashes, 224 crashes resulted in property damage only, 155 crashes resulted in minor injuries, 19 crashes resulted in major injuries, and 1 crash was fatal.
From 2002-2008 there were **258 non-fatal injuries** in traffic crashes involving cell phone use.
Of the cell phone involved crash injuries, there were 238 minor injuries, 20 major injuries, and 1 fatality.
National Distracted Driving Statistics (NHTSA):
In 2008, there were a total of 34,017 fatal crashes in which 37,261 individuals were killed.
In 2008, 5,870 people were killed in crashes involving driver distraction (16% of total fatalities).
The proportion of drivers reportedly distracted at the time of the fatal crashes has increased from 8 percent in 2004 to 11 percent in 2008.

Noteworthy Practices

Impaired Driving Programs

Bureau of Highway Patrol:

The Bureau of Highway Patrol was created by the Department of Public Safety in partnership with the Department of Transportation & Public Facilities as a result of the 2007 Alaska Strategic Highway Safety Plan. Since December, 2008, the number of traffic patrol officers has increased from seven to twenty with the ultimate goal of 33 officers by the end of 2013. The increased enforcement has been possible through agreements between the Department of Public Safety and the Fairbanks, Palmer, Soldotna and Wasilla Police Departments.

BHP GOALS:

1. *Reduce the rate of fatalities and major injuries over the next five years through proactive leadership, sustained high-visibility enforcement, education and technology.*
2. *Improve the State's traffic records.*

Trooper Recruit Travis Lons provides education to an Alaskan Driver. Photo courtesy of the Alaska State Troopers.

Alaska Strategic Traffic Enforcement Partnership (ASTEP):

In 2010 the Strategic Traffic Enforcement Partnership consisted of fifteen police agencies and the Department of Public Safety, and resulted in 1,411 DUI statewide arrests. More than $810,532 was spent on DUI enforcement, primarily through saturation patrols, and helped play an effective role in the reduction of alcohol related injuries and deaths. The Anchorage Police Department alone made 1,197 (85%) of those arrests, indicating their significant role with highway safety. The sharing of data between state and local traffic engineers, law enforcement agencies, and AHSO make it possible to determine when, where and how to enforce Alaska's traffic laws for the best results. Law enforcement agencies also continue to participate in the multi-jurisdictional operations.

ASTEP Summit-April 2010:

The annual Summit provided state and local law enforcement agencies with tools that provide improved education and enforcement of impaired driving, seat belt and other traffic safety laws.

Wisconsin Officer Joe Kiel	Drug Recognition
Ron Rice-Dept. of Public Safety	Proper Vehicle Search and Seizures
David Brower-Dept. of Law	Traffic Safety Resource Prosecutor
Jennifer Messick-Municipality of ANC	Traffic Safety Resource Prosecutor
Rick Jones-Div. of Insurance	Recognizing Insurance Fraud
DOT&PF Dep. Comm. Frank Richards	Award Presentation
Shirley Wise-NHTSA Region	National Highway Traffic Safety Admin. Update
FARS Analyst Joanna Reed	Fatality Analysis Reporting System (FARS)
Ken Markve	Traffic Crash Avoidance
DOT&PF Director Jeff Ottesen	The News on the Hill: Washington D.C.
Sara Penisten-Safe Kids AK	Interpreting Alaska's Child Restraint Law
Law Enforcement Liaison Officers	Regional LEL Reports
Juneau PD Blain Hatch & Anchorage School District Laura Kimmel	"Every 15 Minutes" Mock Crashes
BHP Captain Hans Brinke	Bureau of Highway Patrol Update
AST Lt. Kat Peterson & Palmer PD Commander Tom Remaley	TraCS-electronic citations
Michelle Bartley	Therapeutic Courts

2010 ASTEP AWARDS

ENFORCEMENT

SEATBELT CITATIONS: APD Officer Charles Reynolds

Officer Charles Reynolds is being recognized with an award for writing 209 seatbelt citations, the highest reported number for a non-patrol officer in 2009.

SEATBELT CITATIONS: FPD Patrol Officer Allen D. Brandt

Officer Allen D. Brandt is being presented with an award for writing 580 seatbelt citations, the highest reported number for a traffic patrol officer in Alaska.

IMPAIRED DRIVING ARRESTS: FPD Officer Ron J. Dupee

Officer Ron J. Dupee is being presented with an award for making 73 impaired driving related arrests, the highest reported number for a non-patrol officer in Alaska in 2009.

IMPAIRED DRIVING ARRESTS: APD Patrol Officer Steve D. Faagau

Officer Faagau is being presented with an award for making 196 impaired driving arrests, the highest reported number for a traffic patrol officer in Alaska.

IMPAIRED DRIVING PROSECUTORS

Municipality of Anchorage **Seneca Theno**

Fairbanks District Attorney Office **Renner Eberlein**

AWARD OF APPRECIATION
Child Passenger Safety Coordinator Gordon M. Glaser

Photo courtesy of the Alaska State Troopers.

Law Enforcement Liaisons:

The Alaska Highway Safety Office and the National Highway Traffic Safety Administration Pacific Northwest Office work with the Juneau, Fairbanks, Wasilla and Kenai Police Departments to foster Alaska's Law Enforcement Liaison (LEL) program. Trained LEL Officers serve as a bridge of communication between the Highway Safety Office and state and local law enforcement agencies to improve the development and implementation of statewide initiatives focusing on traffic safety, education, and law enforcement.

One of the most successful projects has been "Operation Glow" in Fairbanks and now in Wasilla. Fairbanks PD, Fairbanks International PD, University of Alaska Fairbanks PD, Ft. Wainwright PD, Alaska State Troopers, Eielson Air Force Base Security Police, and North Pole Police Department officers hand out custom made lanyards with glow sticks to young Trick or Treaters for increased visibility for motorists and others in area neighborhoods. McDonald's, Taco Bell, Pizza Hut, Wendy's and Subway donated free food coupons to young children and motorists who operated their vehicles in a safe fashion.

The Wasilla PD LEL organized all of the local police agencies, school district and Evangelo's restaurant. Evangelo's provided pizza and soda for the officers and other volunteers during assembly, and 8,500 lanyards and glow sticks were distributed to elementary aged children throughout the area. The lanyards and glow sticks were distributed to area elementary schools and were also available at local law enforcement offices. The program continues to be a success in that there were no reported vehicle / pedestrian collisions during the Halloween festivities. The assembly event gives the public a chance to be involved with a traffic safety project.

Purpose of the LEL Program

- Enable constant communication between the AHSO and the law enforcement community.
- Communicate the traffic safety priorities of Alaska.
- Promote traffic law enforcement of DUI and seatbelt laws, aggressive driving, and child passenger safety.
- Help identity effective traffic law enforcement tactics and communicate these best practices to law enforcement agencies.

Wasilla
Lt. Kelly Swihart

Kenai
Officer Jay Sjogren

Fairbanks
Lt. Daniel Welborn

Juneau
Officer Blain Hatch

Therapeutic Court Programs (Alaska Wellness Court):

Alaska's therapeutic courts operate in Anchorage, Bethel, Fairbanks, Juneau, and Ketchikan to address problems in the conventional court process. These programs were designed to reduce the recidivism rates of DUIs and other alcohol-related misdemeanors and felonies through a diversion process. Repeat offenders addicted to alcohol benefit from a combination of incentives, sanctions, treatments and long term monitoring. The 18-month programs focus on people charged with multiple DUI offenses and the most dangerous DUI offenders. Under the court model, a single judge works closely with a team consisting of prosecutors, the public defender, defense lawyers, case coordinator, corrections officers and treatment providers.

Court	Opt ins	Opt outs	Terminations	FY10 Graduations
Anchorage	58	3	18	28
Bethel	8	2	2	5
Fairbanks	19	1	2	3
Juneau	3	0	2	5
Ketchikan	5	1	1	2

Court	FFY05-FFY10 Participants	Zero impaired driving crashes post court
Anchorage	249	218
Bethel	66	59
Fairbanks (beg.2007)	21	18
Juneau	47	44
Ketchikan	28	25

Traffic Safety Resource Prosecutor Program:

The AK Dept. of Law and Municipality of Anchorage Traffic Safety Resource Prosecutors improve the successful adjudication of impaired driving related offenses and violations by providing education and support to law enforcement and prosecutors and public outreach to non-profit and private businesses and schools.

Two examples of their efforts:

Coordinated stake holder discussions to amend the DUI statute to include any impairing substance and not be limited to controlled substances. This is the law in most states and Alaska is one of the few that only criminalizes driving under the influence of controlled substances, in addition to alcohol and inhalants. This would be an important change as there are many substances that impair that are not controlled. "Spice" is an example of a substance that would fall through the cracks. Interestingly, the Anchorage Municipal Ordinance does criminalize impairing substances.

A Chugiak Officer contacted the Anchorage TSRP after an impaired driver had driven his truck into a ditch, walked 5 miles home and driven back with a second car to finish his paper route. Because of the Anchorage TSRP's help, Chugiak PD charged the driver with 2 counts of Operating Under the Influence (OUI) and impounded both vehicles.

Alaska Injury Prevention Center "ThinkFast" media program:

For the past five years AIPC has successfully expanded its high school projects and this year was no exception, with high schools in Anchorage and Wasilla participating in a multi-media game. "ThinkFast" is a combination of teen driving-related music videos, multiple choice trivia, and survey questions. A trivia question will appear on the screens and each team will huddle together to select the correct answer. The teams that answer correctly, the fastest, win the most points. To keep the entire audience engaged throughout the show, the host incorporates Wild Cards, teams that are indiscriminately selected to take control of the game from high scoring teams. "ThinkFast" has won the 'Novelty Event of the Year' award for 10 years running through Cameo Magazines' Reader's Choice Entertainment Awards and colleges such as West Virginia University, University of Mississippi and Penn State University book this event as many as 12 times per year or more. The game was effective and popular with its target audience at because the education was provided through a high quality production set with sound and video equipment, interesting, fun trivia, mainstream music and music videos and a gregarious host who interacted with the young audience.

Alaska School Activities Association "Play For Keeps" high school curriculum:

The Alaska School Activities Association (ASAA) serves 70% of high school age children and is an influence on the norms and values of underage students around the use of controlled substances, alcohol and tobacco by implementation. ASAA has a zero tolerance against illegal drugs, including alcohol, policy for students that participate in ASAA sanctioned activities. The policy is taught through educational sessions, of an ASAA created video, "Play For Keeps" for both students and parents, with access available statewide through the use of computers and at the start of each activity. Discussions about how to deal with peer pressure, make healthy choices, and not use drugs, including alcohol, are encouraged between adults and students. In addition, ASAA reinforces the good choices student participants are making by recognizing their efforts annually in the design of the educational vignettes as part of the educational components

American Red Cross of Alaska-Mat-Su District Youth Offender First Aid Classes :

The American Red Cross of Alaska, Mat-Su District office trained one volunteer instructor who expanded the instructor pool and taught other instructors and Cardiopulmonary Resuscitation (CPR), Automated External Defibrillator (AED) and First Aid classes to 66 youth court clients referred by Youth Court Probation officers and courtroom judges. Their partners taught 195 clients in their agencies. This provided 261 more individuals trained to assist with CPR/AED/FA on the highways and in the back country. Most of the individuals trained in Youth Court and the partner agencies are at-risk youth and young adults.

Occupant Protection Programs

Alaska Seat belt use has risen 10.1 percentage points from 2004 to 2010.

86.8% of drivers in Alaska were observed using their seat belts during an observational survey in May, 2010, compared to 76.7% in 2004.

- 12 of the 40 Alaska motorists in seat belt equipped vehicles killed in crashes weren't wearing a seat belt in 2009
- Anchorage (88.8%) had the highest seat belt usage of any area in the state since observational surveys began in 1997.
- Anchorage SUV drivers (90.5%) had the highest seatbelt usage.
- Juneau (79.7%) continues to have the lowest seat belt usage of any area in the state
- Juneau truck passengers (58.3%) had the lowest seat belt usage.
- Pickup truck drivers and passengers had the lowest seat belt usage rates of all motorists

Section 2011 Reporting Requirements

1. For programs to purchase and distribute child restraints for low income families:
   a. A description of the programs used to purchase and distribute child restraints for low-income families.

      - SEARHC Community Health Services Kids On the Move purchased and distributed child restraints, education and information to low income families throughout SE Alaska. Trained CPS technicians helped agencies identify what child safety seats to order, as well as provided technical support to regional technicians in eight communities in Southeast Alaska.

      - Mat-Su Services for Children and Adults, offering car seat checks as well as seat checks by appointment to educate caregivers in the Mat-Su community to improve the safety of children traveling in motor vehicles. An agreement with Mat-Su Regional Hospital was established where hands on training and car seat information were provided to parents at their birthing center. This service was so well received; the hospital asked them to increase their visits from three days a week to five days a week. MSSCA continues to provide training and mentoring for CPS technicians.

      - Central Peninsula Hospital increased awareness and education to agencies, schools, community safety events and child birth classes about how to safely transport children in motor vehicles. CPST training certified 6 new CPST and nine were recertified.

   b. The number of child restraints distributed.
      - 505

2. For programs to support enforcement of child restraint laws:

a. A description of the programs used to support enforcement of child restraint laws.

- Anchorage booster use survey with the Juneau School district elementary schools to establish car seat usage baseline.
- CPS public education and awareness throughout the State of Alaska
- Radio ads, PSA's and announcements in local newspapers
- Increased phone calls, car seat checks and invitations to speak about CPS

b. A list of participating law enforcement agencies and the counties they serve.

- Juneau PD
- Wasilla PD

3. For programs to train child passenger safety professionals:

a. A description of the training classes conducted and the curricula used to train individuals and groups.

- CPS technician class
- Two CPST Classes
- CPST Certification course
- Alaska CPS Conference

b. The number and location of training classes conducted and the individuals or groups trained.

- One new technician training course were each held in Juneau, Soldotna, Anchorage and two in Mat-Su. Ten CPST and one instructor attended the Alaska CPS Conference in Anchorage and received six continuing CPS educational credits.

c. The number of child passenger safety technicians certified.

- 27 and 9 were re-certified

4. For programs to educate the public:

a. A description of the programs used to educate the public concerning the proper use and installation of child restraints

- Talking to parents, public education and awareness
- Inspection stations, check up events, demonstrations and one-on-one vehicle installations
- Partnerships with other Agencies, hospitals and schools.

b. A list of child restraint inspection stations/check-up events/clinics, including their locations.

- Mat-Su monthly car seat checkups, Mat-Su Regional Medical Center birthing center. Car seat checks in Big Lake and Talkeetna, State Farm

- Mat-Su fitting station at Alaska Sales and Services in the Valley
- Monthly checks with the Safe Kids office and the OB department
- Kenai Fire Department
- Central Emergency Services/Soldotna Fire Department
- Nikiski Fire Department
- South Peninsula Haven House
- Soldotna Safety Days
- SEARHC Building
- Auke Bay Pre-school
- Glacier View Elementary School
- Craig Bike and Rodeo event

c. An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.

- 838

Occupant Protection includes *Child Passenger Safety* because little people should be protected while on our roads. The following agencies provide a vast amount of education and professional services to the general public, particularly families with young children. Data collected shows that car seat misuses remain high. The top misuses being installation & harness errors as well as children in the wrong seat for age, height, weight and those without seats or unsafe seats.

Alaska CPS Coordinator- Alaska Injury Prevention Center:

FY10 milestones:

- Chaired the International Safety Media Awards in London in September. The Injury media safety ads were recognized as a valuable asset to the World Conference on Safety and Injury Prevention. The winners can be viewed on AIPC's website. www.alaska-ipc.org.
- Conducted the Alaska Seat Belt Observation Survey for the National Occupant Protection Use Survey (NOPUS) with over 26,731 vehicle occupants, of which 21,339 were drivers and 5,392 were outboard passengers, who were observed along specific roads and included the number of motorcycle helmets worn. Motorcycles accounted for 564 of the observations.
- Participated in the Annual Walk to School with multiple agency and community partners an active promoter of bike and pedestrian safety through a bike commuters blog, participation with Bicycle Commuters of Anchorage and reflective tape distribution to over 15,000 people.
- In 2010, AIPC produced multiple highway safety TV and radio spots, and assisted teen groups with creating their own underage drinking prevention PSA's. They were seen statewide throughout the year. Media have received thousands of hits, worldwide, on YouTube.

- Planned and hosted the 3rd Annual Statewide Child Passenger Safety Conference. Participant evaluations recognized the value of the content provided as well as the excellent planning of the event which resulted in a seamless and educational conference for attendees
- 37% increase in number of car seats checked at AIPC (121 in 2009- 166 in 2010.)
- Teen Seatbelt Use Increased 10% after AIPC's Buckle-Up Campaign
- 110% increase of observed bike helmet use by youth after the Bear Paw Festival Bike Safety event.
- 40% increase in reflector use by elementary students after reflective tape distribution.
- 88% of Anchorage high school students buckle up.
- 56% increase in teen knowledge that texting can result in a $600 fine after Think Fast presentation.
- 43% increase in Bike to Work Day Participation.

AIPC staff distributed 83% more car and booster seats in 2009 than 2008 and checked 166 car and booster seats for correct installation in 2009; 37% more than in 2008.

Photos courtesy of the Alaska Injury Prevention Center.

Fairbanks Memorial Hospital Safer Rider Program:

FY10 milestones:

- Replied to phone calls requesting CPS information ……. 1,800
- Visited homes conducting car seat checks…… 11
- Held car seat events…… 5
- Participating in Community events with 650 contacts…… 10
- Checked 235 seats and replaced 70.
- Weekly visits to Fairbanks Memorial Hospital
- Contact with 18 elementary schools providing booster seat information

Safe Kids Alaska:

Safe Kids provides administrative and financial support for numerous activities involving the CPS coalition. This is especially true for services in rural communities that would not otherwise have been possible. Car seats, staff assistance and storage facilities were all provided to CPS coalition members (including agencies not specifically affiliated with Safe Kids). In 2010, nine out of ten Child Passenger Safety technicians (CPST) were recertified and six new CPST were trained. Ten CPST and one instructor attended the Alaska CPS Conference in Anchorage and received six continuing CPS educational credits. 477 car seats were checked, of which only 54 were correctly installed with no misuse, and 241 car seats were distributed.

Safe Kids Kenai Central Peninsula:

FY10 milestones:

- Central Peninsula General Hosp/Safe Kids checks…….. 204
- Central Emergency Services/Soldotna Fire Dept…….. 138
- Kenai Fire Department…… 11
- Soldotna Safety Days…… 29
- Homer South Peninsula Haven House…….. 1
- Nikiski Fire Department…… 5
- Seat distribution…….. 241
- New technician training…….. 6

Mat-Su Services for Children and Adults, Inc:

Ten community seat checks were held this year at the fitting station at Alaska Sales and Service of the Valley, four of which were new events at other locations: Big Lake, Talkeetna, Wasilla Police Department and State Farm. Mat-Su Services greatly expanded the number of car seats checked by a 23% increase (292 total) in and 41% increase (278) total in the number of families trained with a 20% (339 total) in the number of misuses and a 52% increase (103 total) in the number of car seats that needed to be replaced. Mat-Su has increased their number of visits at the regional birthing center to educate new parents from three days a week to five days.

FY10 milestones:

- Monthly fitting station checks …… 10

- New location checks…….. 4
- Seat checks…….. 292
- Seat distribution…….. 103
- New technician training…….. 13

Health & Social Services CPS Coordinator:

This project entails an administrative and instructional system to ensure that CPS trainings and inspection programs occur statewide:

- Maintain appropriate standards and frequency
- Enhance communication and support to CPS programs statewide
- Provide statewide communication of injury prevention activities, meetings, and current information such as recalls and other CPS changes to all CPS Instructors, technicians and advocates
- Work with AHSO, state, private, municipal, corporate and Native health organizations to develop and maintain training, certification, recertification, and inspections programs throughout Alaska
- Support an advisory board for CPS including providing educational material to comply with federal (NHTSA) best practice safety standards

FY10 milestones:

- Alaska has 232 CPS Technicians, a 57.8% recertification rate, compared to the national re-certification rate of 49.3%.
- Alaska has CPS Technicians for the first time in Wrangell and Cordova.
- Increase collaboration with the Coalition resulted in 20 car seat check events, four CPS Technician Certification courses, two 6-CEUs recertification trainings and distribution of 300 booster seats and child restraints.
- Successful CPS outreach with new audiences: the State of Alaska Office of Children's Services and Hoonah Fire Station.

Southeast Alaska Resource Health Consortium (SEARHC) Kids on the Move:

92% of the clients assisted by SEARHC KOTM were low income and enrolled in some form of public assistance. The installation station is located just outside the WIC office, and families were referred to KOTM by WIC staff. 205 car seats were distributed and 69 car seat checks were completed and five community events were sponsored. A regional Technician training occurred on April 28-30 with all 8 participants becoming CPS technicians. There were eight community car seat clinics as a result of this training, through partnerships with the State of Alaska, Juneau Police Department, Central Council Tlingit Haida Indian Tribes of Alaska (CCTHITA) Safe Kids, SEARHC Medical staff and the Juneau Fire Department.

FY10 milestones:

- Seat checks…….. 69
- Seat distribution…….. 205
- New technician training…….. 8

- Presentations/ Classes:
  - 75th Annual Tribal Assembly meeting
  - 64th Annual Gold Medal Basketball Tournament
  - Auke Bay Pre-school Coop car seat check
  - Bartlett Regional Hospital OB department
  - Cancer Connection-Women's Health Forum
  - CCTHITA Tribal Assembly meeting
  - Chinook Park apartment Family Service
  - Craig and Klawock car seat and bike safety rodeo
  - Glacier Valley elem. School Early Learning Fair
  - Juneau School District "child find"
  - Tlingit and Haida Employment & Training

Fairbanks Volunteers In Policing:

One of the greatest highlights for 2010 was the 3rd Annual Youth Safety Day. Sponsored by Volunteers in Policing along with Spirit of AK Credit Union, Boy Scouts and Girl Scouts, the event was held at the local movie theatre and over 4,000 people attended. A large bike rodeo was held at the event and 780 bike helmets were given away. A child safety seat inspection was conducted and 76 seat were replaced or given away. Demonstrations using the fatal vision simulated impairment goggles were also among the activities.

FY10 milestones:

- Seat checks…… 3
- Seat distribution…… 200
- New technician training…… 8
- Bike Rodeos…… 10
- Bike helmets given away…… 1200
- Presentations/Classes:
  - Attended Lifesavers Conference
  - Coordinated the 3rd Annual Youth Safety Day
  - Led 3 Patrol Academies
  - Promoted 6 volunteers to certified status
  - Conducted traffic control during special events
  - Participated in the 3rd Annual Operation Glow
  - Attended the Traffic Safety Resource Prosecutor DUI Awareness Class

Paid Media Report

Alaska's Highway Safety media program is located within the Alaska State Troopers Anchorage Public Information Office. Audio, video and photographic ads are produced in agreement with the Alaska Highway Safety Office and the Department of Public Safety. The campaigns reached approximately 85% of Alaska's population with both television and radio ads.

Media Awareness Project: The National Impaired Driving slogan is "*Drunk Driving. Over the Limit. Under Arrest"*. The National Seat Belt slogan "*Click It or Ticket*" and the state logos "*Seatbelts Must Be Worn in Alaska*" were used in the Click It or Ticket media campaign.

AHSO coordinated the media campaigns to coincide with the National Impaired Driving Mobilizations. This united effort was based on data showing the most dangerous traveling dates which are around the holidays, weekends and in the evenings. The main target audience for the media campaigns was the "High Risk Driver", who refuses to comply with the traffic safety laws. Studies have shown that the most effective ads for these particular offenders are consequence reminders.

The majority of Alaskans appreciated the media ads provided simple messages such as: "If people are not buckled up, they will receive a ticket", and "Drive impaired and you will be arrested". The media campaigns were a major component in the strategy to combine education with enforcement. The National Campaigns occur four times a year, coinciding with Memorial Day, Independence Day, Labor Day, and between Thanksgiving and New Year's Day.

Alaska State Troopers created new Road wise ads focusing on aggressive driver and distracted driving, with a reminder to call 911 with REDDI reports. New Click It or Ticket and DUI commercials were also created and aired throughout Alaska.

Market Wise continued with drowsy driving, student safety, headlight safety, flashing yellow light, motorcycle safety along with seatbelt, aggressive and impaired driving radio ads. New distracted driving and headlight safety radio ads were created and aired in Anchorage, Mat-Su, Kenai, Juneau and Fairbanks.

Alaska Injury Prevention Center continued with their Statewide Highway Safety Media and added new aggressive and distracted driving ads airing throughout the year.

Fiscal Year 2010 Paid Media Summary - Alaska

	TV Spots	Radio Spots	Print Ads	Other Media	Audience Size	Evaluation/ Results	Funding Source	Total
DRUNK DRIVING. OVER THE LIMIT, UNDER ARREST - NOVEMBER 16-30, 2009								
	6647 Paid 330 Bonus 6977 Total	353 Paid 254 Bonus 607 Total	None	None	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 410 PM	TV: $19,929 Radio: $5,000
DRUNK DRIVING. OVER THE LIMIT, UNDER ARREST. - DECEMBER 1, 2009 – JANUARY 3, 2010								
	1367 Paid 6679Bonus 8046 total	1826 Paid 1163 Bonus 2989 Total	6Paid 0Bonus	189 Web PAID 60,000 web impressions Bonus	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 410PM	TV: $58,973 Radio/Print: $20,495
DRUNK DRIVING. OVER THE LIMIT, UNDER ARREST - JUNE 21 – JULY 4, 2010								
	0 Paid 0 Bonus 0 Total	582 Paid 68 Bonus 650 Total	None	NONE	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 410 PM	TV: $0 Radio: $4,982
CLICK IT OR TICKET MAY 24 – JUNE 6, 2010								
	2122 Paid 10341 8onus 12463 Total	1022 Paid 952 Bonus 1974 Total	None	None	Statewide: 679,720	**Alaska's Seat Belt Use increased 1.2% from 84.9% in 2008 to 86.1% in 2009.**	Section 402 PM	TV: $75,850 Radio: $14,991
DRUNK DRIVING. OVER THE LIMIT, UNDER ARREST. - AUGUST 20 – SEPTEMBER 6, 2010								
	1433 Paid 2325 Bonus 3758 Total	1383 Paid 698 Bonus 2081 Total	None	NONE	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK.	Section 410 PM	TV: $49,685 Radio: $14,957
CLICK IT OR TICKET AUGUST 20 – SEPTEMBER 6, 2010								
	2175 Paid 2402 Bonus 4577 Total	1379 Paid 695 Bonus 2074 Total	None	None	Statewide: 679,720	**Alaska's Seat Belt Use increased 1.2% from 84.9% in 2008 to 86.1% in 2009.**	Section 402 PM	TV: $75,367 Radio: $14,932
OTHER DUI MEDIA OCTOBER 2009– SEPTEMBER 2010								
	23032 Paid 70489Bonus 93521 Total	3358 Paid 3626 Bonus 6984Total	17 Paid 0 Bonus 17 Total	1,539,491 Banner Impressions; 2 Web Video Ads, 1 Banner With 229,300 Impressions	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 410 PM	TV: $248,165 Radio/Print: $53,168 Internet: $20,000
OTHER CIOT MEDIA OCTOBER 2009– SEPTEMBER 2010								
	24 Paid 10 Bonus 34 Total	NONE	3 Paid 0 Bonus 3 Total	15,456 Banner Impressions 2 Web Video Ads 1 Banner With 127,7720 Impressions	Statewide: 679,720	Preliminary FARS data shows a decrease in the number of Alcohol-Related fatalities in AK	Section 402 PM	TV: $20,000 Radio/Print: $1,800 Internet: $9,420
GRAND TOTALS: TV $547,969. Radio/ Print Ads $130,325. Web Ads $29,420								

Alaska 2010 Highway Safety Phone Survey
An Alaskan View of: Drivers‟ attitudes, Awareness of enforcement and media and Self-reported driving behavior

The Alaska Injury Prevention Center (AIPC) designed and implemented a phone survey, in compliance with the National Highway Traffic Safety Administration guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions in the five-minute phone survey. The questions addressed driver attitudes, awareness of highway safety enforcement and communication activities and self-reported driving behavior. The questions addressed the following topics: ***seatbelt use, drinking and driving, headlight use, talking and texting while driving, speeding and booster seat use.***

A five-minute telephone survey was conducted in August, 2010. The survey included 40 questions, mostly closed-ended, introduction, screener, and demographics questions. Craciun Research Group (CRG) was contracted with to conduct the survey. AIPC provided CRG with questions, conducted analysis and wrote the report of survey findings. CRG reviewed the survey and made suggestions for changes; programmed the approved survey; prepared the four sample frames from CRG‟s database of Alaska residents, with quotas for age categories; conducted the survey, and provided the data to the client.

Total sample size for the survey was four hundred (n=400) Anchorage, Kenai/Soldotna, Mat-Su and Fairbanks and Juneau residents for a total margin of error of +/-5% with 95% confidence.

As reported by Alaskan Drivers:

- One in four has driven within two hours of drinking an alcoholic drink in the past 60 days.
- Nearly 70% believe that the court system is somewhat to very tough on enforcing drunk driving laws.
- Almost half believe that chances of getting arrested for drinking and driving are at least very likely.
- 91% always buckle up.
- 41% think it is unlikely they will get a ticket for not wearing a seatbelt.
- 49% rarely or never drive over 35mph in a 30 mph zone.
- 81% rarely or never drive over 70 mph in a 65 mph zone.
- 79% of 4-8 years olds always use booster seats.
- 61% talk on their cell phone while driving.
- 86% never text while driving.
- 72% usually use headlights when driving in daylight.

The Alaska Motorcycle Safety Advisory Committee:

The Commissioner of the Alaska Department of Transportation and Public Facilities (DOT&PF) established the Alaska Motorcycle Safety Advisory Committee (AMSAC) as a means to use knowledgeable and experienced individuals in the issues of motorcycle safety and roadway operations, to advise the department on rider education and training, impaired motorcycle driver enforcement, motorist awareness of motorcycles, road hazards unique to motorcycles, and other matters relating to motorcycle safety. In general, the AMSAC is a review body that provides the DOT&PF with motorcycle highway safety-related recommendations.

The mission of the Alaska Motorcycle Safety Advisory Committee is to provide a data-based sustainable plan to prevent motorcycle related fatalities and injuries in Alaska.

AMSAC Board Members: Chair Dan McCrummen, Craig Breshears, Vice-Chair Dan Coffey, DOT&PF Commissioner Leo von Scheben, Barry Matteson, Boyd McFail, Chris Rogers. Photo by Rick Feller, Alaska DOT&PF.

After 11 straight years of steady increases in national motorcycle deaths, 2009 data showed a decrease in fatalities by 10 percent, from 5,290 in 2008 to 4,281 in 2009. 13 percent of the nation's motor vehicle fatalities (33,808) were motorcyclists (4,281) (Insurance Institute of Highway Safety).

- Alaska has increased our number of annual motorcycle fatalities:
  - 10 of the 56 motor vehicle fatalities in 2010 (17.9%)*
  - 7 of the 64 motor vehicle fatalities in 2009 (10.9%)**
  - 8 of the 62 motor vehicle fatalities in 2008 (12.9%)**
  - 6 of the 82 motor vehicle fatalities in 2007 (7.31%)**

- Registered motorcycles continue to increase***:
  - 2009: 29,199
  - 2008: 27,987
  - 2007 25,756

*2010 data are preliminary only and subject to change. Preliminary information is compiled by the Alaska Highway Safety Office.
**Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration, U.S. Department of Transportation.
***State of Alaska, Department of Administration, Division of Motor Vehicles

Motorcycle Riders (Operators) Killed In Motor Vehicle Traffic Crashes, Registered Motorcycles, And Alcohol-Related Fatality Rates Per 10,000 Registered Motorcycles, By Operator's BAC, State, And Year

FARS 2008-2009 MC Registrations - FHWA

Calendar Year	2008				2009			
STATE	Motorcycle Riders Killed			Registered Motorcycles	Motorcycle Riders Killed			Registered Motorcycles
	Total	Alcohol Related: BAC =.01+			Total	Alcohol Related: BAC =.01+		
	Number	Number	% of Total Killed		Number	Number	% of Total Killed	
Alaska	8	5	63%	27,987	7	0	0%	29,199

The observation of helmet usage was included in the Alaska Observational Survey of Seat Belt Use by the Alaska Injury Prevention Center in May, 2010. Motorcycles accounted for 564 of the observations. "There were 564 motorcycles (611 riders) in the sample, with 74.1% of the drivers and 80.9% of the passengers wearing helmets. Motorcycle passengers helmet usage in 2010, dropped by 16% from previous years. Alaska State law requires helmets for passengers but not for drivers of motorcycles" (Alaska Observational Surveys of Seat Belt Use 2010).

Training, Technical Assistance, Expertise & Other Resources Necessary for Success

Agency Equipment:

- Fairbanks PD purchased 6 Digital Ally Car Cameras; 6 Stalker Radios; 4 Kustom Signal Hard Drives and 2 Speed Radar sign Display Boards
- Kenai PD purchased 9 Digital Ally rear view video systems and 9 portable breath testers
- Juneau PD purchased Crash Data Retrieval software
- Department of Transportation & Public Facilities purchased a Wavetronix Smart Sendor HD
- Sitka PD purchased 2 Kustom Signal G-3 digital video systems
- Soldotna PD purchased 5 Havis Laptop docking stations; Laptop and accessories; 6 TraCS vehicle mounts, printers and misc. hardware
- North Pole PD purchased a 2010 Dodge Charger; Stalker LIDAR ; Stalker Radar; Acer Laptop and Itronix GD 8000
- Department of Transportation & Public Facilities MSCVE purchased 5 Kustom Signals Pro-Lasers
- Klawock PD purchased 2 Kustom Signals Falcon HR Radars
- Alaska School Activities Association purchased a Epson Projector
- Fairbanks Volunteers In Policing purchased 2 speed trailers, Latitude Laptop and Dell HD Projector
- Valdez PD purchased 3 G-3 digital Video Systems
- Wrangell PD purchased 2 ICOP In Car Systems
- Department of Motor Vehicles purchased 4 Dell Servers and 1 EMC SAN Disk enclosure
- Anchorage PD purchased a 2011 Ford F550 Trivan Truck
- Alaska Injury Prevention Center purchased a MacBook Pro Laptop
- SEARHC Community Health Services purchased a car topper
- Department of Law purchased a computer, projector and projection screen
- Department of Public Safety/Alaska State Troopers purchased the following items:
    - 5 Ford Crown Vic Interceptors
    - 1 Ford Expedition
    - 8 Intoximeters
    - 8 Stinger Spike Systems
    - 6 Olympus Digital Recorders
    - 6 Sony Cyber Shot Camera’s with 5 memory sticks
    - 6 HHP Handheld Scanners
    - 6 Pentax Pocket Jet 3 Printers
    - 8 Laser Lab Tint Meters
    - 6 Power Flares
    - 6 ICOP In Car Systems
    - 6 Car Radios

- 6 hand portable Radios
- 6 Vehicle Computer ToughBook mounts
- 6 Radar Directional Golden Eagles
- Nikon Circular Polarizing Filter
- Blue Ray Disc Publisher
- 19" Toshiba LCD TV
- Litepanels two Light Combo LED On Camera Light Kit
- 3 Litepanels kits
- Other assorted small media items

Agency training and equipment:	Funding Amount
Department of Public Safety/Alaska State Troopers	$ 377,826
Fairbanks PD	$ 71,544
Kenai PD	$ 11,095
Juneau PD	$ 8,762
City & Borough of Juneau	$ 965
City & Borough of Fairbanks	$ 2,658
City & Borough of Sitka	$ 998
Soldotna PD	$ 1 2,325
Palmer PD	$ 7,928
Department of Transportation & Public Facilities	$ 10,169
Sitka PD	$ 9,000
North Pole PD	$ 36,756
Department of Transportation & Public Facilities/MSCVE	$ 22,194
Klawock PD	$ 2,400
Alaska School Activities Association	$ 2,657
Fairbanks Volunteers In Policing	$ 8,344
Valdez PD	$ 4,967
Wrangell PD	$ 10,502
Department of Motor Vehicles	$ 35,214
Alaska Injury Prevention Center	$ 16,145
Anchorage PD	$ 159,990
Kodiak PD	$ 729
Seneca Theno	$ 5,324
Juneau ABATE, Inc.	$ 9,307
Municipality of Anchorage	$ 1,994
Department of Law	$ 33,753
Wasilla PD	$ 1,557

Alaska Traffic Records

Alaska Traffic Records Coordinating Committee (ATRCC)

With guidelines from NHTSA and eligible federal funding, The Alaska Traffic Records Coordinating Committee (ATRCC) was created to bring Traffic Records Stakeholders together who are interested in reducing traffic injuries and deaths by improving the timeliness, accuracy and consistency of traffic records data. The ATRCC meets at least once each month to discuss ongoing and upcoming projects.

The ATRCC operates under the authority of the Alaska Highway Safety Office and consists of voting members from representatives involved in highway safety, highway infrastructure, law enforcement, adjudication, public health, injury control, motor vehicle and driver licensing, and motor carrier agencies. One of the purposes of the ATRCC includes specifying how the State will use Section 408*Traffic Safety Information System Improvement* funds to address the needs and goals identified in the annual ATRCC Traffic Records Strategic Plan.

MISSION: The mission of the ATRCC is to facilitate the integration and exchange of traffic records data between federal, state, and local traffic-related agencies and organizations in an effort to reduce fatalities, crashes, and injuries.

OBJECTIVE: The objective of the ATRCC is to provide strong leadership and coordinate resources to address the timeliness, completeness, reliability, interoperability, accessibility, and utility of traffic records data.

GOALS: The ATRCC is committed to providing direction and coordination support towards the following goals:

- To improve the timeliness, accuracy, completeness, consistency, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs.
- To assist in the development of tools and procedures for comprehensive collection, maintenance, and dissemination of traffic safety data.
- To assist with the implementation of traffic safety improvement projects.

2010 was the fourth full year for the Alaska Traffic Records Coordinating Committee, after it was reformed in 2006. Below are some of the highlights for 2010:

- In June the ATRCC applied for its fourth year of 408 funding from NHTSA.
- Alaska was the beneficiary of $500,000 from NHTSA through the 408 Traffic Records Data program for the FFY 2011. Traffic Records projects funded through FFY 2011 will include:
    - Funding to the Department of Health and Social Services to study roadway crash outcome data
    - Funding to the Department of Health and Social Services to improve the Alaska Injury Surveillance System
    - Funding to the Alaska Court System to Improve Court Case System Management

  - License Fees for TraCS, Easy Street Draw, and an Incident Locator Tool for Law Enforcement
- FFY 2010 Traffic Records Projects include:
  - Funding to the Division of Motor Vehicles for the Management and Storage of Electronic Crash Records and Citation Data Entry
  - Funding to the Alaska Association of Chiefs of Police to assist in the deployment of TraCS electronic crash and citation software and associated equipment to local law enforcement throughout the state
  - Funding to the Department of Health and Social Services to study roadway crash outcome data
  - Funding to the DOT&PF in conjunction with DPS to revise, print, and then instruct the law enforcement crash form manual throughout the state
  - Funding to the DOT&PF to implement a Road Speed Information System on the Knik-Goose Bay Road
  - A contract to provide traffic records coordination including the creation of a Traffic Records Resource Guide and a Project Management Plan for a possible future traffic records portal
  - License Fees for TraCS and Easy Street Draw for Law Enforcement

Kenai PD Officer Trevor Miller directs traffic at the Spur Highway and the Bridge Access Road intersection. Photo courtesy of Chief Gus Sandahl.

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Trooper Sgt. Fowler scans a Driver's License to auto-populate data fields on his computer. Photo courtesy of the Alaska State Troopers.

Traffic and Criminal Software (TraCS) Steering Committee

TraCS is a data collection and reporting application for the public safety community. It provides a state-of-the-art information management tool to streamline and automate the capture and transfer of incident data in the field. Using the latest mobile computing technologies to capture and report incident data where it occurs, TraCS improves the accuracy, completeness, and timeliness of incident data and reduces administrative duties and paperwork by law enforcement personnel.

The Alaska TraCS Steering Committee seeks to implement TraCS statewide to improve the collection and sharing of citation, crash, DUI, and other incident data.

TraCS was developed by the Iowa Department of Transportation with funding assistance from several federal agencies. From its conception, TraCS was designed and developed using a flexible architecture that, with minor modification, could be transferable and easily adapted and customized for use by agencies in state/provinces other than Iowa.

The State of Alaska DOT&PF started a pilot project in the summer of 2004 to test the feasibility of using TraCS to issue electronic citations for Commercial Vehicle Enforcement (CVE). The pilot project demonstrated that TraCS could be successfully used to easily collect CVE citation data and it was evident that the application's flexibility could be leveraged to also collect other citation and crash data. Prior to 2004 DMV began implementing the 2D bar code on Alaska drivers' licenses and vehicle registrations, paving the way for automated data entry of these items.

State and local law enforcement agencies recognize the urgent need to improve Alaska's traffic citation and crash reporting systems, which currently rely on inefficient manual paper processes.

Alaska Statute AS 28.35.100(b) requires all agencies documenting crashes to use a crash form approved by the Department of Public Safety (the 12-200 Alaska Crash form). AS 28.05.041 requires the Commissioner of Public Safety to prescribe and provide suitable forms to carry out the state's traffic safety laws, including a standard citation form (Alaska Uniform Citation form 12-213AUC). Standardized statewide data collection forms are ideal for use with the TraCS application. Information in electronic form can be more easily and consistently archived. It has a much higher data accuracy level (via validation at the time of data collection); can be stored for easy access and lookup, and the record is complete as it includes all of the elements which constitute a report. For example, archived crash reports can contain the information from the crash form, the narrative, and the collision diagram.

VISION: To deploy TraCS software across Alaska and provide use and support to all Law Enforcement agencies.

MISSION: The mission of the Steering Committee is to provide leadership oversight to TraCS projects in Alaska by providing a forum for state and local government personnel to address challenges, promote information sharing and cooperation, and make recommendations to State leadership on TraCS matters.

GOAL: Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of electronic citation and vehicle crash data.

The TraCS Steering Committee accomplished the following in FFY 2010:

- The Committee completed Phase One of the TraCS Strategic Plan, “Standards, Policies, and Procedure Development”.
- Deployment, installation and training took place in agencies throughout the state
- The Alaska Association of Chiefs of Police assisted in the deployment of TraCS and associated equipment to local law enforcement throughout the state
- The First TraCS Alaska Annual User Group Meeting occurred in February, 2010.
- Work began on the Crash Data Repository which will house the data collected by TraCS
- Agencies now using TraCS include:
    - Anchorage Airport Police
    - Bethel Police Dept.
    - Fairbanks Airport Police
    - Haines Police Dept.
    - Homer Police Dept.
    - Kenai Police Dept.
    - Kodiak Police Dept.
    - Nome Police Dept.
    - North Slope Borough DPS
    - Palmer Police Dept.
    - Seward Police Dept.
    - Soldotna Police Dept.
    - Univ. of Alaska Fairbanks Police Dept.
    - Whittier Police Dept.
    - Wasilla Police Dept.
    - Crown Point AST
    - Fairbanks BHP
    - Glennallen AST
    - Haines AST
    - Nome AST
    - Palmer AST
    - Palmer BHP
    - Soldotna BHP
    - Talkeetna AST
    - Juneau Police Dept.*
    - Ketchikan Police Dept.*

*Agencies Not Yet Trained

Trooper Gregory Pealatere stops a driver. Photo courtesy of the Alaska State Troopers.

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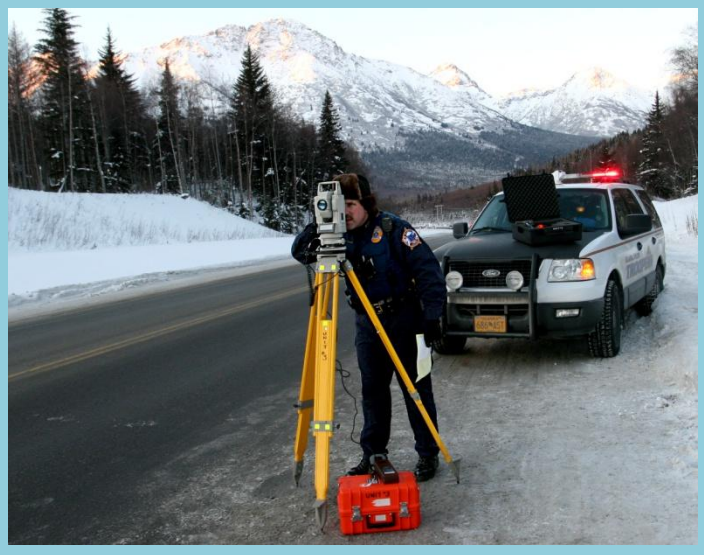
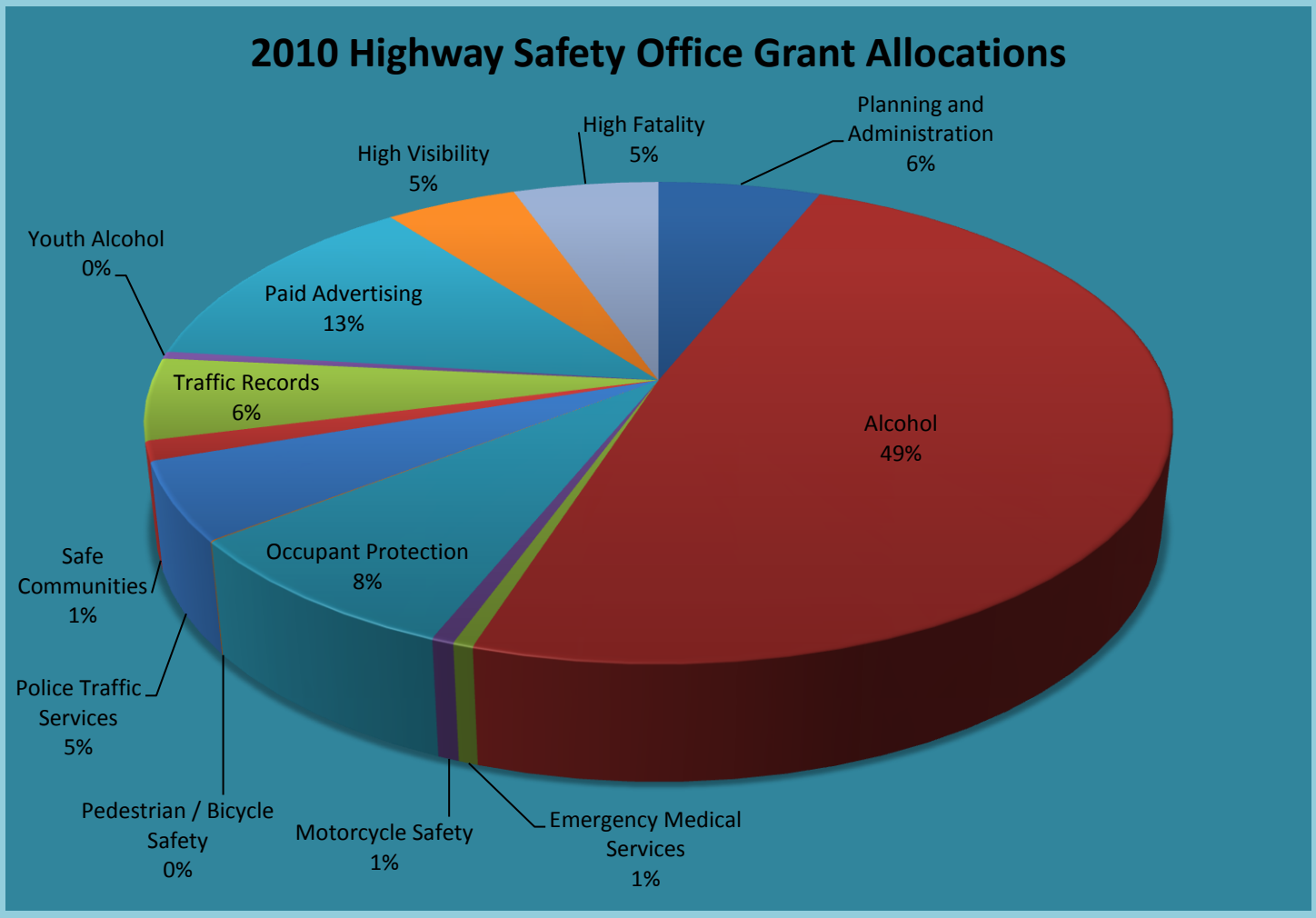
2010 Highway Safety Office Grant Allocations*

Programs	402	405	406	408	410	2010	2011	1906	154	Total	Percent
Planning and Administration	$263,037		$24,720		$106,963				$216,736	$611,457	6.05%
Alcohol	$7,516				$437,619				$4,494,543	$4,939,679	48.90%
Emergency Medical Services	$55,954									$55,954	0.55%
Motorcycle Safety	$18,437					$43,062				$61,499	0.61%
Occupant Protection	$370,082	$165,699	$223,346				$81,250			$840,377	8.32%
Pedestrian / Bicycle Safety	$4,721									$4,721	0.05%
Police Traffic Services	$528,199							$0		$528,199	5.23%
Safe Communities	$131,475									$131,475	1.30%
Traffic Records	$0			$555,847						$555,847	5.50%
Youth Alcohol	$50,000									$50,000	0.49%
Paid Advertising	$613,776				$653,072		$8,000		$5,613	$1,280,461	12.68%
High Visibility					$495,585					$495,585	4.91%
High Fatality Rate					$546,756					$546,756	5.41%
Total	**$2,043,197**	**$165,699**	**$248,066**	**$555,847**	**$2,239,994**	**$43,062**	**$89,250**	**$0**	**$4,716,892**	**$10,102,008**	**100.00%**

*Expenditures are rounded



Sgt. Michael Zweifel prepares to reconstruct a crash scene.
Photo courtesy of the Alaska State Troopers.


2010 Highway Safety Office Grant Allocations
Planning and Administration 6%
High Fatality 5%
High Visibility 5%
Youth Alcohol 0%
Paid Advertising 13%
Traffic Records 6%
Alcohol 49%
Occupant Protection 8%
Safe Communities 1%
Police Traffic Services 5%
Pedestrian / Bicycle Safety 0%
Motorcycle Safety 1%
Emergency Medical Services 1%

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