State of Alabama

Fiscal Year 2016

Annual Report

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Table of Contents

Overall Program Goal/Accomplishments

A number of state and local agencies within Alabama are involved in the various aspects of traffic safety. It is the responsibility of the Alabama Office of Highway Safety (AOHS), to work with these agencies in providing a coordinated and unified approach to traffic safety. AOHS, which is located within the Law Enforcement and Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA), is structurally organized directly under the Governor of Alabama.

AOHS works together with a large number of State and local agencies to coordinate the variety of programs that are implemented. The major agencies that provide a consensus of inputs include (but are not limited to): the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies, the Alabama Department of Transportation (ALDOT), the Alabama Department of Revenue Motor Vehicle Division, the Alabama Department of Public Health (ADPH) and the Alabama Administrative Office of the Courts (AOC). It is the primary goal of these, along with dozens of volunteer and private traffic safety groups, to work together to save lives and reduce suffering caused by motor vehicle collisions.

The National Highway Traffic Safety Administration (NHTSA) is the Federal agency, and AOHS operates within the Section 402 Program that it administers. Their role is to provide oversight and funding to the various traffic safety projects that are eligible for this support throughout the state. The various projects will be detailed below in this Annual Report.

Alabama strives to implement only those programs that are shown by evidenced-based, data-driven analyses to be effective in accomplishing its traffic safety goals. For example, several approaches are used to allocate focused enforcement efforts to areas that have been determined by crash records analyses to have higher than expected crashes in the higher severity classifications. Other special efforts include innovative evidence-based programs to deal with distracted driving, impaired driving and to increase passenger restraint use.

The overall direction of the state highway safety community is reflected in its vision, which is summarized as follows:

To create the safest surface transportation system in the Southeast by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

Major efforts in the past have focused on occupant restraints, distracted driving, directing enforcement to speed and alcohol-related hotspots, while maintaining a spirit of teamwork and recognizing the value of diversity. Goals were set for each of these individual related crash causes and severity increasing aspects of the overall traffic environment. While generally the emphasis is on central themes that have proven over the past to be most fruitful

in saving lives, AOHS remains open and is continually searching for new innovations both to improve current countermeasures and to create entirely new approaches.

While these goals aim for long-term, incremental improvement, it is recognized that the loss of each and every life is a tragedy that should not be tolerated. While the ultimate objective is zero deaths, the state has worked toward this target with the following goal set in 2006: "*To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5per 100 million vehicle miles traveled by calendar year 2013."* As can be seen from the following table that presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal was quickly met in 2010:

Year	Fatality Rate
2006	2.00
2007	1.81
2008	1.63
2009	1.51
2010	1.34
2011	1.38
2012	1.34
2013	1.31
2014	1.24
2015	

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2010. The goal has now been updated to the following: "*To reduce the fatal mileage rate in Alabama by 25% from 1.34 in 2010 to under 1.00 per 100 million vehicle miles traveled by calendar year 2020."*

Alabama has met the Section 402 requirements since the onset of the program in the late 1960s. This compliance continued under the more recent Moving Ahead for Progress in the 21st Century (MAP-21), and it has now been updated to address those provisions under the recently-passed Fixing America's Surface Transportation (FAST) Act.

This report will now continue by describing the various programs and projects within programs that have been implemented in the past fiscal year.

Police Traffic Services Programs
Total Fiscal Year 2016 Expended Funds - $1,344,947.18
Funding Source - Section 402

The general implementation strategy of AOHS has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the four regions, participating law enforcement

agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted Driving Under the Influence (DUI) checkpoints when allowed and saturation/directed patrols during at least one weekend per month.

Crash Summary

In Alabama in 2015, 849 people were killed on the highway, up from the 2014 total of 820 fatalities (FARS). The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased from 264 in 2014 to 247 in 2015. Number of Speeding-Related Fatalities decreased from 237 in 2014 to 236 in 2015. In 2015, the Number of Serious Injuries in Traffic Crashes increased to 8,787 from 7,960 in 2014.

Community Traffic Safety Programs
Total Fiscal Year 2016 Expended Funds - $709,141.33*
Funding Source - Section 402

There are four Community Traffic Safety Program (CTSP) regions in Alabama. These regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the AOHS is subgranted to these regions for disbursement through enforcement agreements to municipal, county and state law enforcement agencies.

The CTSP regions participated in two statewide enforcement campaigns in 2016. These campaigns took place during the Memorial Day and Labor Day holiday periods. There were no specific statewide enforcement campaigns for the Thanksgiving or Christmas/New Year's holiday periods.

The CTSP project directors conducted regular meetings with law enforcement committees in their respective regions. These committees serve a number of vital functions that include, but are not limited to: reporting enforcement data, enlisting non-participating agencies to join the committees, and determining allocation of enforcement funds per crash data obtained from the Center for Advanced Public Safety (CAPS).

The Alabama Office of Highway Safety (AOHS) continues to hold quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

* This number is not final. Year-end close out was not completed at the time of this submission.

Center for Advanced Public Safety (CAPS)
Data and Information Technology Support
Total Fiscal Year 2016 Expended Funds - $847,253.81
Funding Source - State Traffic Safety Trust Fund

The University of Alabama Center for Advanced Public Safety and the AOHS housed in ADECA/LETS have had a long standing relationship in working together to help improve traffic safety. CAPS provides AOHS with valuable statistics, data and analysis tools relating to traffic safety (coordination of its highway safety plan, data collection, and information systems with the State Strategic Highway Safety Plan). The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as AOHS works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together in an effort to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety. Officers throughout the state are now reliant upon the systems CAPS developed and maintains. In FY 2016, CAPS supported the Alabama Office of Highway Safety in many ways including fulfilling information requests that are made of the CAPS staff, preparing reports and statistical information for grant applications when asked, assisting with the development of the State's Highway Safety Plan and assisting with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings. CAPS continued to spread eCite to law enforcement agencies throughout the state and maintain existing software.

CAPS also coordinated the phone surveys concerning the "Drive Sober or Get Pulled Over" campaign project and NHTSA and Governors Highway Safety Administration (GHSA) survey on driver attitudes. CAPS also continued development and deployed a web portal for the CTSPs to use to report all grant-funded enforcement. CAPS will maintain the SafeHomeAlabama.gov, (SHA) website with comprehensive traffic safety information. Specific accomplishments in each area are listed below.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to 203 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, ALDOT, ALEA, Federal Motor Carrier Safety Administration (FMCSA), NHTSA Region 4 personnel county and municipal agencies, reporters, planning commissioners, the public, various media outlets from across the state, engineers, and others. These requests varied in complexity and the amount of time required to fulfill each query. Some requests required several follow-ups to complete. Each of these requests were responded to as quickly as possible in order to give the user the timeliest data.
Improvements to the Critical Analysis Reporting Environment (CARE) systems have been ongoing, and updates to these systems are released approximately every three

months. Information releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date material possible for their analyses.

Electronic Citation Distribution and Expansion and Technical Support

The distribution and expansion of eCite, our electronic citation software, is part of this project. Software CDs were mailed out to agencies upon request. Several training sessions were conducted during FY16. Some of these were "Train the Trainer" sessions so these officers can go back and train others at their agency. This option is becoming more popular since many users are experienced by now. Manuals are printed and distributed for each officer at each training session. CAPS technical support and training staff also conduct a brief demonstration of Alabama Dashboards for Visualization, Analysis and Coordinated Enforcement (ADVANCE) at all eCite training sessions so officers become aware of ADVANCE and it capabilities. Other new software developed at CAPS, such as MapClick and eForms is promoted to make officers aware of these resources provided by the AOHS.

In addition to training, the staff has completed a tremendous amount of software testing of eCite, eCrash, eForms, the new MapClick product and other CAPS software products. CAPS staff provide an effective liaison between the officers using the software and our CAPS developers being able to communicate well with both groups.

CAPS provides technical support to all users that call or email with questions in a very timely manner. These calls cover a wide range of topics and questions. The CAPS' staff work with both the law enforcement agencies and the municipal court personnel to make eCite and our other software more efficient for all concerned.

CAPS also receives requests for assistance with eCite integration into the police or court records management systems (RMS). All requests are made through CAPS administrative staff, which coordinate between CAPS personnel and the vendors and keep records of all agencies requesting integration and the specifics for that integration. CAPS has had many new municipal courts begin integrating with eCite this year so they are able to pull the data directly into their court RMS without manually entering the data which saves a tremendous amount of time for the clerks. Police department RMS vendors can also pull the data into the police records management system, which is of great benefit to the police agencies. Police agencies sometimes request this vendor integration service as well.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" campaign. This campaign focused on the importance of not drinking and driving and involved a strong media and enforcement blitz focused on the Labor Day Holiday weekend. In order to measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research Strategies performed telephone surveys from a representative

portion of the state in order to determine whether or not the campaign was a success. CAPS worked closely with Research Strategies in order to refine the survey questions being asked as well as the counties that were included in this statewide survey. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the Drive Sober or Get Pulled Over Media campaign had a rather unique approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events, college football bowl games and minor league baseball games across the state. The educational outreach included:

- College Football Bowl Games (3 games)
- Motorsports (3 local venues, 2 NASCAR Race Weekends, and 1 Indy Car Race Weekend)
- Designated Drivers Are Legendary Program
- Minor League Sports (3 venues)

The strategy of the campaign consisted of premium signage, public address announcements and event displays. Fans were invited to sign a pledge to drive sober.

CAPS assisted with another phone survey this year. The other survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with Research Strategies, Inc. for this survey this year. CAPS instructed Research Strategies, Inc. as to the questions and counties that were included in the survey of the state. Research Strategies, Inc. conducted the phone surveys. The results of the phone survey were produced by them and forwarded on to CAPS for review.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, helping coordinate the meeting including the development of the agenda, sending invitations and taking the minutes of the meeting. CAPS personnel also provided report writing support to the AOHS whenever called upon in a timely manner.

Safe Home Alabama Website

The SafeHomeAlabama.gov website is unique in that it does not tout any one agency, but attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. We know of no other website that is not agency-specific. During 2016, efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. Special efforts were made to track all traffic safety legislative activities from their origination through to final disposition. There are an average number of about ten changes in any given week to SHA. These include reports and links to

reports, including recent news articles. The site contains over 190 pages, over 1,450 external links and 355 documents.

CTSP Web Portal

The CTSP Online Reporting Engine (CORE) website has been successfully deployed throughout the state. This site allows CTSPs to electronically report their special enforcement activities funded through AOHS by enabling the local agencies that are funded to do selective enforcement and other programs to report them to the CTSPs. The CTSP Coordinators can then use it to report their collective activities to ADECA/LETS. This saves all of the CTSP Coordinators and the local reporting agencies a considerable amount of effort, which can then be re-applied to their traffic safety endeavors. CAPS manages the website and provides technical assistance and support to users throughout the year.

Click It or Ticket High Visibility Enforcement
Total Fiscal Year 2016 Expended Funds - $178,661.29
Funding Source – 405b

In addition to a paid media effort, Alabama conducted a High Visibility Enforcement program for a two-week period from May 23 through June 1. The enforcement program consisted of members from 100 law enforcement agencies from the municipal to the state level (Municipal Agencies: 59; County Sheriffs: 25; State Police Districts: 16). The officers worked 7,204 total hours and conducted 9 checkpoints. The total number of citations issued was 25,725.

Click It or Ticket Paid Media Campaign
Total Fiscal Year 2016 Expended Funds - $268,710.20
Funding Sources – 405b

"2016 Click It or Ticket" (CIOT) Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads May 16-30, which includes the enforcement period.

The Click It or Ticket Statewide Mobilization played a critical role in the effort to keep people safe on the state's roads and highways. In the May time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services and theater screens were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In May, Auburn Media Production Group placed 3,532 paid media commercial ads on local and broadcast television and radio stations. There were 8,813,665 digital impressions and 3,443,896 out of home placements in the same time frame.

The national, “Second Chance” advertisement produced by NHTSA was tagged for Alabama’s use and formatted for the different platforms of distribution.

For the campaign, paid media was engaged based on parameters outlined below:

Broadcast Television

The broadcast television buys focused on programming in prime times: early morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Out of Home

Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama’s use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Ads ran a total of 4,998,240 exposures. Bell Media ran nine e-billboards for a total of 2,563,200 impressions. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 143,221 spots.

Digital Media:

Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify. These placements resulted in 8,813,665 impressions.

Evaluation of "Click It or Ticket" 2016
Total Fiscal Year 2016 Expended Funds - $180,805.94
Funding Source - Section 405b

Summary

A Special Traffic Enforcement Program called "Click It or Ticket" (CIOT) was conducted between April 25 and June 16 (2016) in Alabama. Multiple agencies and organizations participated in this effort under the leadership of the AOHS. Scheduled public education and enforcement was conducted, working toward the single goal of improving seat belt use to increase highway safety.

Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after rates were evaluated through the telephone surveys.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. The observed seat belt usage rate was 92.0% in 2016.

Click It or Ticket Team

The Office of Highway Safety in ADECA/LETS coordinated this major project. The magnitude of the total effort may be gathered from Table 1-1.

Table 1-1: Agencies and Organizations on 2016 "Click It or Ticket" Team

LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ALEA	Alabama Law Enforcement Agency	Conducted enforcement and road blocks for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the "Click It or Ticket" program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.
Research Strategies	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre- and post-media observational surveys. Also involves recruiting and training personnel to conduct the surveys. Also conducted the phone surveys to evaluate the media campaign.
AMG	Auburn Media Group Auburn, Alabama	Engaged to place ads in various media, conduct public relations portion of project, and support the project.
UA/CAPS	Center for Advanced Public Safety, University of Alabama	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational and phone surveys. Computed the observational rate and completed NHTSA certification forms.

Occupant Protection Paid Media Evaluation

Research Strategies, Inc. conducted telephone interviews after the CIOT campaign in 2016. The interviews averaged 9 minutes in length, among a geographically stratified random digit dialing sample of households in Alabama. There was a mixture of landlines and cell phones in the 500 responses. Expanding the phone survey to include cell phone numbers for the past four years gave a better representation and more accurate data. No open-ended questions were asked. Thousands of calls were made in order to obtain 500 complete interviews. Random telephone numbers were used, and many were bad numbers. There are various other reasons it takes so many calls to get 500 complete interviews. The process continued until the 500 interviews were obtained so as to have a good sample size. The survey took place during June of 2016.

The most important questions dealt with the respondent's use or non-use of seat belts. The most frequent answer to how often do you wear your seat belt was "All of the time." It was given by 89.2% of the respondents interviewed. 94.7% of the respondents reported

that they used their seat belts “all of the time” or “most of the time” at the end of the CIOT campaign.

When questioned about crashes, 88.5% strongly agreed that they wanted to be wearing their seat belts if they were ever involved in a crash.

Summary of Telephone Surveys: Alabama June 2016

Media Exposure:

- Messages Encouraging Seat Belt Use
  - Heard any in past 30 days: 68%
  - More messages heard/seen in past 30 days: 18%
  - Messages cause more frequent seat belt use: 17%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
  - Click It or Ticket: 60%
  - Buckle Up Alabama: 21%
  - You Don’t Get a Second Chance: 7%
  - Buckle Up in your Truck: 5%
- Pickup Truck Drivers Less Likely to Wear Seat Belt in Truck: 3%

Awareness of Law

- Awareness of state seat belt law: 97%
- Awareness that seat belt law is primary: 82%

Beliefs about Enforcement

- Disagree police won’t bother to write tickets: 55%
- Agree police are writing more tickets for seat belts now: 53%

Attitudes toward Seat Belt Use

- Disagree they are as likely to harm: 58%
- Agree want my seat belt on in an accident: 95%
- Disagree wearing a seat belt makes me worry: 79%
- Seat belt laws should be primary: 75%
- Agree enforcement of seat belt laws is important: 46%
- Stricter enforcement of adult seat belt laws is important: 69%

Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 67%
- Drove without seat belt in past month: 4%
- Seat belt use increased in past 30 days: 4%

The question was asked if they had seen or heard messages encouraging people to wear seat belts in the past thirty days. The majority of drivers (68%) had seen or heard messages encouraging seat belt use. Of those who had seen a message, 49% saw the message on TV, while 18% heard it on the radio. 21% of respondents saw a billboard.

The TV and radio messages (71%) were from commercials/advertisements and public service announcements.

The question was asked about why seat belt use has increased. There number one response was “increased awareness of safety”. “Was in a crash” was the second rated response.

This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 89.2% report that they wear them all of the time, and 94.7% report that they wear them all of the time or most of the time.

Occupant Protection and Child Restraint Use Observational Surveys

Observational Study Design

NHTSA issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This survey plan represents Alabama’s response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant seat belt and child safety restraint use. The plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama’s 2016 seat belt survey. 2016 was the fourth year to implement this observational plan based on fatality locations rather than the population based plan. The same sites were used for 2016 as the three previous years. This allows for better comparisons year to year. There are a total of 343 sites spread over 40 counties.

The University of Alabama Center for Advanced Public Safety managed the process of the annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. CAPS contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 40 Alabama counties (343 sites) at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 2-1. These counties and the sites within them were chosen in order to satisfy the NHTSA guidelines.

Table 2-1: Seat belt observation counties

Pre and Post Surveys			
Autauga	Cullman	Jefferson	Morgan
Baldwin	Dale	Lauderdale	Pike
Blount	Dallas	Lawrence	Russell
Calhoun	DeKalb	Lee	Shelby
Chambers	Elmore	Limestone	St. Clair
Chilton	Escambia	Madison	Talladega
Coffee	Etowah	Marshall	Tallapoosa
Colbert	Franklin	Mobile	Tuscaloosa
Conecuh	Houston	Monroe	Walker
Covington	Jackson	Montgomery	Winston

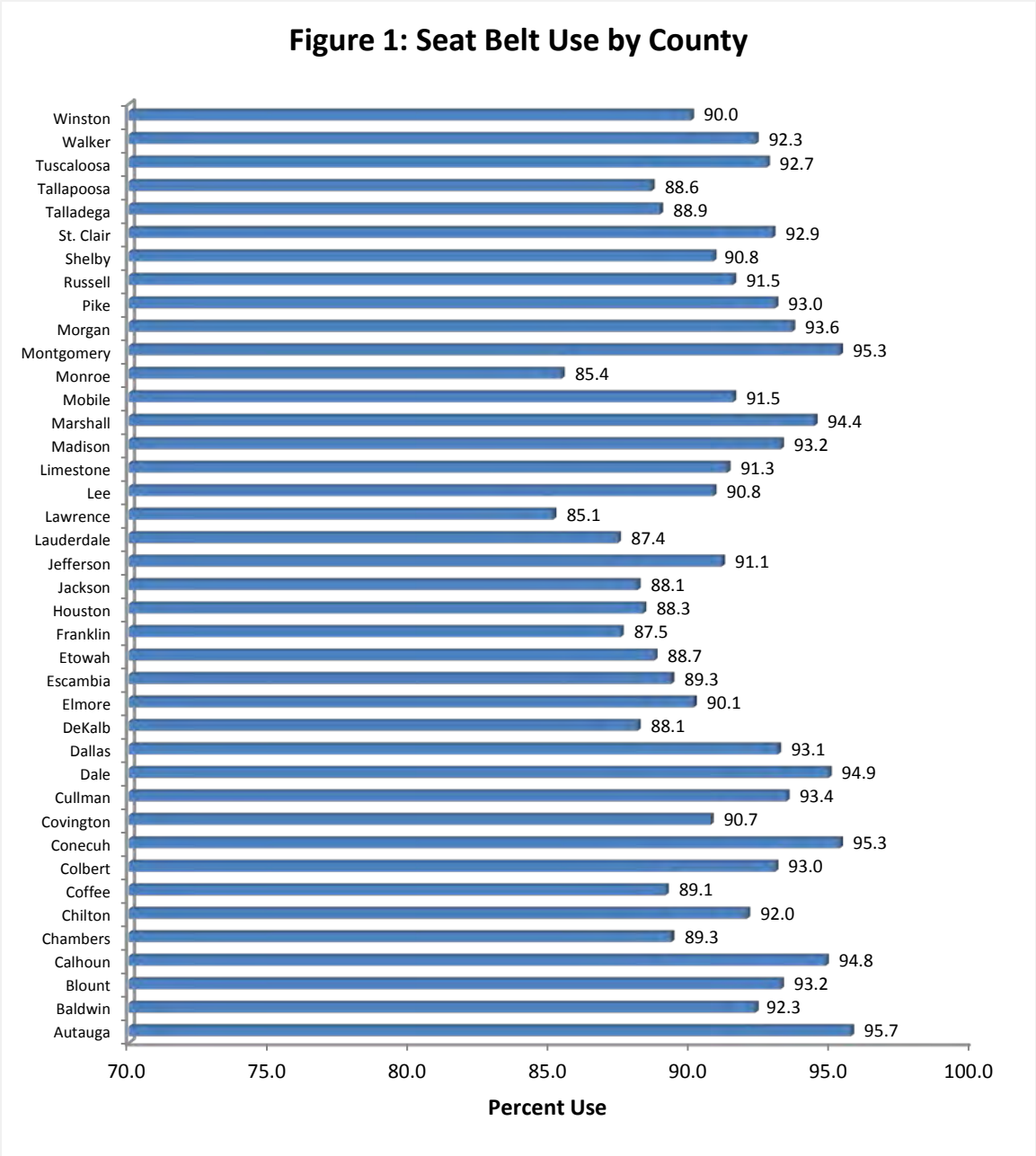
Seat Belt Survey Results

A total of 100,742 vehicles were observed at sites scattered among 40 selected counties for the observational surveys. There were 49,764 vehicles observed during the pre-media campaign period and 50,978 vehicles observed during the post-media campaign.

The resulting analysis of the observation data produced the following conclusions:

- A decrease in the seat belt usage rate was seen in 2016 at 92.0% from 93.3 % in 2015.
- The 2013 rate was an all-time high for Alabama at 97.26%. It is not realistic to believe that there will not be some slight decreases from that rate.
- As for gender in 2016, women once again wore their belts more than men. Women wore their seat belts 93.5% of the time and men wore their seat belts 86.6% of the time. These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The rates broken out by vehicle for 2016 are SUV at 91.2%, Car at 90.8%, Van at 90.6%, and Truck at 84.2%. These are raw percentages before weighting. SUV overtook Car for the highest percentage this year but not by much.

See Figure 1 below for results for each county in the survey.



Source: 2016 Observational Surveys

For more information about the Click It or Ticket Project for Alabama, see the Evaluation of 2016 Click It or Ticket Report produced by the Center for Advanced Public Safety; http://www.caps.ua.edu/outreach/programs/click-it-or-ticket

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of July, 2016.

Child Restraint Survey Results

The survey team observed a total of 2,056 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 95.53 % which is almost one percentage point lower than last year's rate of 96.48 %. Montgomery County had the highest rate of 98.88 %. Blount County had the lowest rate of 88.59 %. There were 15 counties in the survey. The county results are listed below:

County	**Rate**
Blount	88.59%
Colbert	95.61%
Escambia	97.92%
Etowah	97.01%
Houston	97.20%
Jefferson	89.86%
Lawrence	96.12%
Lee	98.82%
Madison	97.35%
Marshall	96.70%
Mobile	93.23%
Montgomery	98.88%
Shelby	93.53%
Tuscaloosa	94.74%
Walker	96.25%
Overall	95.53%

Child Passenger Safety (CPS) Program
Total Fiscal Year 2016 Expended Funds - $ 116,311.00
Funding Source – Section 405b

Alabama continued the Child Passenger Safety (CPS) program that began in FY 2006. In that year, the state established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. The CPS program was continued through FY 2016. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

During FY 2016, thirteen certification classes and nine update classes were held. The re-certification rate for Alabama for the year was 40.5% and the national average was 55.6 %. Alabama's re-certification rate can be attributed to the re-certification classes, an additional reminder email from the CPS coordinator and to an increased awareness of Child Passenger Safety across the state. Of those technicians who did not re-certify, job change or reassignment has been the biggest factor.

The first goal of the project was to increase the number of certified child passenger technicians in each of the four CTSP regions across the state.

To meet this goal for FY 2016, thirteen ADECA funded three-day classes were held in the cities of Florence, Arab, Gadsden, Albertville, Boaz, Huntsville, Ft. Rucker, Dothan, Geneva, Saraland and Birmingham, Alabama. Each CTSP office was made aware of all the training opportunities available and that the classes were on a first-come, first-serve basis. Not only were the classes advertised through the CTSP offices but each CTSP office was responsible for making sure all participants signed up using the website, www.cpsalabama.org. Many classes were projected to be held all over the state and many of the smaller communities were willing to participate. The smaller (higher risk, underserved) communities have been a goal of the CPS program since its inception.

A special emphasis was placed on retaining currently certified technicians. To meet this need, re-certification classes were offered all over the state. This re-certification class enables the technicians the opportunity to acquire all six CPS Continuing Education Units (CEUs) required for re-certification. The technician is also required to attend a two hour (minimum) checkup event and install five car seat scenarios with an instructor present to complete all the requirements for re-certification. These classes are coordinated through CTSP offices and are on a first-come, first-served basis. The calendar on www.cpsalabama.org is constantly updated and all the classes (both certification & re-certification) are shown. Each CTSP coordinator is encouraged to hold at least one CPS certification class and one CPS re-certification class in their region.

In FY 2016, nine ADECA sponsored re-certification classes were held. All of the re-certification classes are to support the fitting stations and ensure that existing technicians have the latest information possible. The CPS coordinator assisted with the development

of a re-certification curriculum for use in Alabama and it is approved for CPS CEUs with SAFE Kids worldwide, which makes recertification much easier for technicians.

The second goal of this project was to increase communication and awareness on the issue of CPS in each of the four CTSP regions.

The statewide CPS website offers a single place for all accurate CPS information, and is actively used by parents and technicians alike. The Alabama CPS website, www.cpsalabama.org is now being utilized all over the country. The website has also generated phone calls from all over the country from people wanting to learn more about seat belt laws in Alabama, the proper way to travel with children through Alabama and who they can contact for help in their local community.

The website has a car seat check form available and links to updated CPS information that parents and technicians alike can utilize. There is a chart of the minimum and maximum weight ranges for all car seats that aids technicians when working with parents. The website also has valuable information for current CPS technicians so that they may retain their certification. The website has a re-certification page with links to articles, activities and tests to help technicians stay current. The calendar on the website notes Child Passenger Safety related events such as classes and events from around the state.

In addition to updates on www.cpsalabama.org, more email communication was enacted with CPS technicians in Alabama. All potential students for certification classes and re-certification classes register for classes on-line at the website. The website has links to the latest recall list, the complete technician manual, offers a way for fitting stations to report their activities, a way for educational classes to report their activities, and a way for technicians, instructors and organizations to add their events to the CPS calendar. The website features an update service as well, so every time the website changes all subscribers are notified by email.

As a third goal, each CTSP regional office will explore the possibilities of establishing additional permanent child passenger safety fitting stations in each of the regions.

With the classes taught during this FY 2016, awareness has been raised in the regional areas. The three-day certification classes taught this year had 82 students attend; most of these students passed the course and can assist the existing permanent fitting stations and add more child passenger safety experts to Alabama. A report for the year shows 4,176 car seats were checked during the year 49 fitting stations reporting. Additionally, 287 people received community education through CPS outreach trainings.

Drive Sober or Get Pulled Over High Visibility Enforcement
Total Fiscal Year 2016 Expended Funds - $187,126.79
Funding Source – 405d

In addition to the paid media effort, the four regions in Alabama conducted a High Visibility Enforcement program for a two-week period from August 19 through September 5. The enforcement program consisted of members from 96 law enforcement agencies from the municipal to the state level (Municipal Agencies: 62; County Sheriffs: 18; State Police Districts: 16). Officers worked 11,362 total hours and conducted a total of 27 checkpoints. The total number of citations issued was 12,123.

Drive Sober or Get Pulled Over Paid Media Campaign
Total Fiscal Year 2016 Expended Funds - $311,121.08
Funding Source – 405d

"2016 Drive Sober or Get Pulled Over" (DSOGPO) Media Campaign included placement of approved, paid programming on broadcast and cable TV, radio spots, out of home platforms and digital ads August 22-September 5, which includes the enforcement period.

The Drive Sober or Get Pulled Over statewide mobilization played a critical role in the effort to keep people safe on our roads and highways. In the Labor Day time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services and theater screens were employed to reach the target audiences. These efforts were aimed at preventing motorists from choosing to drive while impaired. In August and September, Auburn Media Production Group placed 3,852 paid media commercial ads on local and broadcast television and radio stations. There were 7,321,788 digital impressions and 7,923,962 out of home placements in the same time frame.

The spots, "Intersection" and "Spinning World" were produced by Auburn Media Group and formatted for consumption across various media platforms throughout Alabama.

For the campaign, paid media was engaged based on parameters outlined below:

<u>Broadcast Television</u>

The broadcast television buys focused on programming in prime times: early morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target demographic, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Out of Home

Electronic billboards were leased in major markets where space was available. Several designs were tagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Billboards ran a total of 1,012,084 exposures. Bell Media ran messages on restaurant screens for a total of 6,408,000 impressions. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 503,878 spots.

Digital Media:

Digital media is a rapidly evolving platform in media consumption. For the Drive Sober or Get Pulled Over campaign ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify. These placements resulted in 7,321,788 impressions.

Impaired Driving Paid Media Evaluation

The 2016 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 506 qualified Alabama driver residents were randomly sampled using a combination of landlines (48% of the total sample) and wireless (cell phones) (52% of the total sample) telephone exchanges.

Each of the five hundred (N = 506) research participants captured in the 2016 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the six (6) specified Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Drank at least a single beer, glass of wine or other alcoholic beverage in the past year

The six (N = 6) specified Alabama counties sampled by the 2016 ADECA Alabama Alcohol Target Group Research were:

- Lee (N = 39)
- Jefferson (N = 168)
- Madison (N = 86)
- Mobile (N = 105)
- Montgomery (N = 58)
- Tuscaloosa (N = 50)

Each of the six (6) Alabama counties' sub-samples were proportionately weighted by the population. The sub-samples were randomly pulled from the top residential ZIP Codes in each county, also weighted within each county by population. This Stratified Sample Matrix offers the 2016 ADECA Alabama Alcohol Target Group Research with a demographic/geographic sound sample. Offering a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Gender: 46% of the respondents were male and 54% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The average age is 51.2 years old. Drivers age 19-24 made up 5.34% of respondents; 25-35 made up 14.43%; 36-45 made up 16.6%; 46-55 made up 19.96%, 56-65 made up 20.75%, 66 and older made up 22.92%.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 63%. Blacks or African American made up 32% of the survey while Hispanics/Latino made up 1%. Asians were 3% and "Other" made up 1% of the survey.

Respondent Education: Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 40%; some college education was chosen by 29%; high school graduate was chosen by 25%.

Major Findings among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (83%) said they drove almost every day while 13% drive a few days a week and 4% drive a few days a month or less.

Type of Motor Vehicle Driven: The majority of respondents (58%) drove cars. The next highest categories were pickup trucks at 19%, SUVs at 17% followed by vans or minivans at 5%.

Frequency of Seat Belt Use: Most drivers (94%) wear their seat belts all of the time and 4% wear their seat belts most of the time. Additionally, 1% wear their seat belts some of the time while 1% of the respondents answered that they rarely wear their seat belt.

Alcohol Use: The majority of drivers (58%) answered that they had at least one drink in the past thirty days.

Average Number of Days of Alcohol Use: Drivers were asked how many days out of the past 30 days did they drink any alcoholic beverages, which include, beer, wine, wine coolers, mixed drinks or liquor. Of those drivers who did have a drink, the number of days they drank was 1 to 5 days for 66%; 6 to 10 days for 16% and 11 to 15 days for 8%.

Driven within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 9.6% of respondents drove within two hours of drinking. This is a drop of 13 percentage points from last year's survey. Of those that did drink, the average number of days in the past 30 days in which they did drink and drive was 3.98 and the average number of drinks was 3.11.

Driving When Had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, only 2.17% replied "Yes".

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (70%) answered about the same, 23% of drivers answered more often than usual while 5% answered less than usual.

Overall Likelihood of Being Stopped: Drivers were asked what they believed the likelihood of being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. 20% felt they would not likely be stopped by police after drinking, 27% felt it was somewhat likely, 36% responded it was very likely they would be stopped. This is a much lower percentage of people who thought it was not likely compared to last year.

Increased Likelihood of Being Stopped: (That is, compared to a month ago, did they think a driver who had been drinking is more likely, less likely or about as likely to be

stopped by the police?) 27% of the drivers surveyed thought that the chances of being stopped had increased in the past month, 52% felt the likelihood of being stopped was about the same as the last month, and 8% felt that it was less likely.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (76%) had seen or heard messages encouraging people to avoid drinking and driving, only 21% said they had not. Of those who had seen a message 59% saw the message on TV which is down from 71% last year, while 20% heard it on the radio. 14% of respondents saw a billboard or sign which doubles last year's percentage and 2% saw it on internet advertising. The majority of TV and radio messages (60%) were from commercials/advertisements and 32% were public service announcements.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if there were more messages than usual to encourage people to avoid drinking and driving. 63% reported that they had seen about the same number of messages while 30% said they had seen more than usual.

Special Efforts by Police to Reduce Drunk Driving: Some drivers (26%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (58%) had seen the special effort by police on TV while 3% saw it on billboards or signs and 19% heard of the efforts on the radio. 60% saw or heard a commercial/advertisement and 32% saw or heard a public service announcement.

Overall Seen or Heard about Police Checkpoints: 21% of drivers had seen or heard about police checkpoints while 76% had not.

Visibility of Police Checkpoints: In the last 30 days, 21% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 35% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. 12.5% responded with Buzzed Driving is Drunk Driving, 3.5% responded "Don't Drink and Drive in Alabama's Hotspots", 11% responded with "Friends Don't Let Friends Drive Drunk", 17% responded with "Don't Drink and Drive", and 10% with "Drive Sober or Get Pulled Over".

Enforcement of Drinking and Driving Laws: Most drivers (89%) feel it is very important to enforce drinking and driving laws more strictly, whereas 5% felt it was fairly important and less than 1% felt it was not that important.

Drug Recognition Expert (DRE) Training Program
Total Fiscal Year 2016 Expended Funds - $153,843.46
Funding Source – 405d

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

2016 Activities

- A total of 19 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held at various locations in the state. A total of 331 officers were trained in ARIDE during the year.
- Two DRE classes were held, one in February and the other in June in Jacksonville, FL.
- A total of 17 students completed all phases of training and were certified as DREs.
- The DRE state coordinators are members of the State's Alabama Impaired Driving Prevention Council. Corporal Joseph Penton, one of the coordinators, was named Vice-Chair of the council.
- State coordinators attended the International Association of the Chiefs of Police (IACP) Conference on Drugs, Alcohol and Impaired Driving

Traffic Safety Resource Prosecutor Program
Total Fiscal Year 2016 Expended Funds - $92,051.82
Funding Source – 405d

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges and other traffic safety professionals by offering competency and expertise in the area of impaired driving.

Responsibilities

- Provide on-call technical assistance and legal research to prosecutors on a myriad of legal issues pertaining to impaired driving prosecution. Issues include: Standardized Field Sobriety Testing (SFST), probable cause, implied consent, breath and blood testing, trial advocacy, evidentiary predicate and the DRE program.
- Assess training needs and develop training opportunities for prosecutors and law enforcement officers to enhance the effectiveness and competence of investigating and prosecuting impaired driving cases.
- Assist and/or lead prosecutions of impaired driving cases upon request.

- Develop and maintain resources related to the investigation and prosecution of impaired driving cases.
- Monitor legislative matters that impact impaired driving laws.
- Communicate with other state agencies involved in impaired driving cases such as the ALEA and Alabama Department of Forensic Science (ADFS) to promote uniform enforcement and prosecution of Alabama's impaired driving laws.
- Make presentations to and participate in local, state and national meetings on traffic safety issues.
- Maintain a working relationship with NHTSA, National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC) and other TSRPs around the country.
- Maintain a website on which relevant and informative information is contained.

2016 Activities

- Conducted five "DUI Training for Prosecutors & Law Enforcement "training classes for over 200 prosecutors, investigators, Judges, defense attorneys, clerks, and law enforcement officers throughout the state.
- Served as Chair for the Alabama District Attorneys Association Traffic Safety Resource Council
- Attended National Association of Prosecutor Coordinators (NAPC) Summer Conference
- Attended IACP Conference
- Assisted with prosecuting four cases throughout the year, closed one conflict case.
- Held annual meetings of the Alabama Impaired Driving Prevention Committee.
- Attended Alabama District Attorneys Association Winter Conference
- Attended Society of Forensic Toxicologists annual conference.
- Relaunched the TSRP website http://alabamaduiprosecution.com/

The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

Replacement of Evidential Breath Testers
Total Fiscal Year 2016 Expended Funds- $276,188.88
Funding Source – Section 410

The AOHS purchased replacement Evidential Breath Testers (EBTs) for testing sites throughout the state. Alabama's current Implied Consent program has been recognized as one of the top in the country. In order to continue this program, new instruments needed

to be purchased to replace what is currently in the field. EBTs efficiency and use in Alabama has been proven with the success of the ADFS Implied Consent Program. One of the benefits of the instruments is that they are admissible in court, which strengthens the prosecution of DWI cases.

Driver's License Suspension Appeals Program
Total Fiscal Year 2016 Expended Funds - $25,742.12
Funding Source - Section 402

The Driver License Suspension Appeals Program (DLSA) was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was the intention of the administrative license suspensions. The goal of the DLSA Program is to ensure timely driver license suspension thus protecting drivers on the roadways of Alabama. There were three objectives to meet this goal.

Objective 1 was to maintain the average of five months required to handle driver license suspension appeals and decrease by one month. This goal of reducing the time of handling the appeals was not achieved in FY 2016; however, the five-month average has been maintained. One reason the goal was not achieved was because of the increase in DUI deferral programs being run by Municipalities and District Attorneys, which slows the enforcement efforts on the part of the legal unit.

The FY 2016 year began on October 1, 2015 with 989 cases pending; an additional 652 cases were filed this grant period. The grant's attorneys were able to clear 799 cases, because of the limited court schedule for setting cases, giving a total of 886 cases pending on September 30, 2016. The legal unit made 878 court appearances and disposed of 91.07 percent of the cases.

Objective 2 was to reduce the number of pending driver license suspension appeals from 989 to 735, a reduction of 25%. This goal was not met. This is due to greater enforcement action and many courts running deferral programs allowing persons to get their DUI criminal cases dismissed and the civil cases continued. There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions in the court system.

Objective 3 was to further streamline DLSA procedures by continuing to request the courts schedule cases in groups in order to combine as many possible into one trip. This goal has been achieved.

The DLSA Program has been very successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available. The

greatest challenge is developing a plan to reduce the number of cases because of the large increase in the number of court filings, due to greater enforcement and the courts running deferral programs allowing persons to get their DUI criminal cases dismissed causing the withdrawal of the suspension prior to hearings.

This year the DLSA Program prepared and answered complaints filed by people attempting to keep their driver license under Alabama Administrative Suspension Act and attend court to defend the Director's action. Because of the courts financial and personnel problems, it is very difficult to get the cases before the court. They continue to be unable to get the courts in the smaller counties to set these cases on other than nonjury dockets which are held only a few times a year. They are continuing to work with the courts to shorten the pending case time as the Department is very successful in closing the cases once they come to trial.

Alabama Driver Attitude Report 2016-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older. Interviews were started in July 2016. Research Strategies, Inc., conducted the data collection. CAPS managed the process and project.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 258 qualified Alabama residents were randomly sampled using a combination of landlines (55% of the total sample) and cell phones (45% of the total sample) telephone exchanges.

General Information

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age or respondents was 51 years old.

Respondent Gender: Male 42%, Female 58%.

Respondent Education: 57% of Alabama drivers have some college or technical school or more education.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 73%. Blacks or African American made up 22% of the survey. Hispanic or Latinos made up 1%. Other races made up 1%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (82%) said they drove almost every day while 13% drive a few days a week and 2% drive a few days a month.

Research Observations:

- 92.25% of Alabama drivers indicate that in the past sixty (60) days they have not driven within two (2) hours of drinking an alcoholic beverage.
- 7.75% of the Alabama driver population drive after drinking.
- 53% of Alabama's Drivers have knowledge of Alabama Law Enforcement impaired driving enforcement.
- 91% report they wear their seat belt all of the time.
- 51% of Alabama drivers have no advertising recall to Alabama Law Enforcement's Seat Belt messages.
- Alabama drivers are twice as likely to speed in 30 MPH speed zones as in 65 MPH speed zones.
- Conclusion - The 7.75% of the Alabama driver population segment that are problem drivers for drunk driving are also problem drivers for seat belt usage and speeding issues.

The Recommended Set of Core Survey Questions by GHSA and NHTSA and responses:

1. Frequency of Safety Belt Use: When asked how often they wear their seat belt when driving or riding in a vehicle, responses were that 89% wear their seat belts all of the time and 5% wear them most of the time. Less than 1% rarely wear them and 3% say they never use their seat belt.

2. Messages about Seat Belt Law Enforcement: When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 40% reported "Yes" and 58% reported "No".

3. Likelihood of Being Ticketed for Not Wearing a Seat Belt: When asked what people thought their chances were of getting a ticket if they did not wear their seat belt at all while driving or riding over the next six months, 48% said very likely, 28% said somewhat likely, 13% responded somewhat unlikely and 7% replied very unlikely.

4. Driving Over the Speed Limit of 30 mph: When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 27% most of the time, 25% half of the time, 27% rarely and 21% never.

5. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received.

12% said most of the time, 10% said half of the time, 43% said rarely and 34% replied never.

6. Messages about Speed Enforcement: When asked how often they have read, seen or heard anything about speed enforcement by police in the last 30 days, 33% reported most of the time, 21% half of the time, 18% rarely and 27% never.

7. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 49% said very likely, 42% said somewhat likely, 5% said somewhat unlikely and 3% said very unlikely.

8. At Least One Alcoholic Beverage In the Past Year: When asked in the past year, have they had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers, 44% responded "Yes" and 56% responded "No".

9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had a little. 29% replied yes and 71% said they had not.

10. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 69% said they had and 29% said they had not.

11. Likelihood of Getting Arrested If You Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 57% said very likely, 36% said somewhat likely, 4% said somewhat unlikely and 2% responded very unlikely.

The above responses are reviewed annually and if there are any significant changes, corrective action is discussed and implemented as needed.

Impaired Driving Hot Spot High Visibility Enforcement
Total Fiscal Year 2016 Expended Funds – $ 1,026,99.10
$ 823,299.10– Funding Source-405d
$ 203,700.00– Funding Source- Section 410

There were four local Alcohol High Visibility Enforcement projects during FY 2016 as well as one statewide Alcohol High Visibility Enforcement project. Each of these projects focused on alcohol related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving

related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk. This campaign resulted in 688 DUI arrests, 9,648 Speeding citations, and 1,976 Seatbelt citations.

Impaired Driving Hot Spot High Visibility Media Campaign
Total Fiscal Year 2016 Expended Funds - $234,110.16
Funding Source-405d

Overview

Auburn University's Media Production Group implemented the 2016 Impaired Driving Hot Spot Campaign around the holiday periods of St. Patrick's day, Cinco De Mayo and 4th of July. "Impaired Driving" Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

- Paid media: Weekly during March 15-March 19, May 3-May 7 and June 30- July 4, 2016. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

(1) Development of the "Impaired Driving " marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;

(2) Produced the television and radio advertising spots, "RIP" in addition to corresponding digital ads;

(3) Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and digital media.

Results

2,220 total television media spots were run throughout the campaigns. Other media sources that were utilized include radio and digital platforms such as Pandora. Creation and production for the 2016 ads was provided by the Media Production Group from Auburn University, producing this year's "RIP" campaign video and formatted stills for online consumption. They also produced beta-tapes and digital sound files for distribution.

Broadcast Television

The broadcast television buys provide the greatest reach. The buys focused on programming in prime times: early morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: Early Morning (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well. 2,730 radio ads were played throughout the campaigns.

Digital Media:

Digital media is a rapidly evolving platform in media consumption. For the Impaired Driving Hot Spot campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify. These placements resulted in 1,092,174 impressions.

Traffic Safety Technical Development Projects
Total Fiscal Year 2016 Expended Funds – $ 684,629.78
$ 114,068.78 -Funding Source - Section 408
$ 570,561.00 - Funding Source - Section 405c

CAPS and the AOHS in ADECA/LETS continue to take advantage of a long-standing relationship that has been mutually beneficial for many years for one another and for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2016.

The following areas describe the stems for the FY2016 traffic records upgrades in Alabama according to the approved 2016 405c grant application:

1. Recording of Emergency Services Calls and Urgent-Care Environment RESCUE Software and Supporting Component Development
2. SAFETY Portal Innovations
3. Data Quality Improvement
4. Analytics Capabilities Development
5. Citation and DUI Tracking Development

Progress in these areas during FY2016 is described as follows:

1. RESCUE Software and Supporting Components

Area Goals: To complete the work started on the Recording of Emergency Services Calls and Urgent-Care Environment (RESCUE) system in order to create data more efficiently and also of higher quality than is currently being obtained. This extends to the additional components outside of the data entry system that will be essential to its eventual deployment.

This is the primary emphasis area of CAPS in its Traffic Safety Information Systems effort. It will improve the overall software capabilities of the state in the Emergency Medical Services by creating the capability to obtain and process data on EMS runs, thereby creating the information base by which those services will be improved.

The following progress was made in accomplishing this goal:

1. Completed the definition of several conditional elements that pertain directly to Alabama.
2. Wrote Schematron rules for the defined Alabama conditional elements.
3. Implemented RESCUE Submission Service to send Patient Care Reports (PCRs) and Demographic Reports (DRs) to the RESCUE Aggregator.
4. Completed the design of the basic RESCUE printed report.
5. Performed several component tests and an initial system test.
6. Corrected and responded to bugs/issues found during RESCUE testing.

7. Updated RESCUE and the RESCUE Aggregator to be compliant with NEMSIS v3.4.0.160713CP2.

2. SAFETY Portal Innovations

Area Goals: To enable those in the traffic safety community to access all of the information that they are authorized to consume under a single portal. This will eliminate the need for a different portal for each agency. It will be a consolidation of the current, largely distributed access that is required to the many disparate databases, and at the same time facilitate the capabilities to integrate two or more of these databases to produce information as discussed above in order to have a maximum impact on improving traffic safety throughout the state via CARE desktop as well as the SAFETY Portal.

The following progress was made in accomplishing this goal:

1. Several portal-specific issues were obtained by the user-feedback system (YouTrack), and they were all promptly resolved.
2. A process was developed that automatically rebuilds database indices for the portal data-bases, a process that is quite beneficial when minor daily updates to a dataset is required.
3. An updated dataset download process was developed so that data updated could be imported directly into the portal instead of having to go through the CAPS web site.
4. Considerable innovations are being assessed in creating the next version of the SAFETY portal. In that regard, a first-pass next-generation safety portal was published at http://safetydev.aladata.com.
5. In addition, and to complement the safety portal, a first-pass version of a simplified reporting structure based on iTextSharp (instead of SQL Server Reporting Services) was developed and is in the process of being tested.

The public portal updates will be rolled out in the next ADVANCE release; see https://safety.aladata.com.

3. Data Quality Improvement

Area Goals: To produce improved data within all of the existing data entry systems either by enhancing these systems or by replacing them with systems that are significantly improved from both an efficiency and a data quality point of view; this goal will also include the creation of entirely new data entry systems (or the augmenting of existing systems) when it is found that it is critical that new data elements be made available to the information generation process. This goal includes the extension of adding MOVE applications and improving the crash, roadway, medical, license tag and citation systems' completeness, accuracy and timeliness.

Progress: A new eCrash locations application has been completed that uses the new eGIS line work and the new link-node data. This has been in process for close to a year, but it

is just now coming to fruition. Considerable effort was required to rework both eCrash and the integrated datasets to bring them in sync with each other. All of the attribute code lists that had changed (regions, are-as, departments, agencies, ORIs, etc.) were updated. Some work was also done in the CARE web services to return the list of unique values for a non-categorical variable. The following summarizes the improvements made that will impact location data:

1. Updates have been made to the link-node editor; available at http://alnl.caps.ua.edu. These included:
   - Improved route traversal and PDF link/node number validating,
   - "Add node" functionality to help with adding missing nodes, and
   - Validation of all state/interstate links/nodes on eGIS routes by our student editors.
2. Locations processing within eCrash based on new eGIS routes and new links/nodes.
3. CARE eCrash and Integrated datasets synchronization.
4. Completion of the addition of new region/agencies/ORIs.
5. The capability to perform incremental updates to CARE datasets has been prototyped, and it is being tested, with the purpose of eliminating regeneration of the entire dataset every night.

A major quality improvement in crash data completeness was accomplished with the receipt of a file from ALEA containing the paper records. Although there were not many of them, they were from a critical area of the state and essential to measuring the recent migration of driving from the rural to the urban areas. Another stem was initiated to determine which current attributes in the crash data are most critical as far as nulls are concerned. Nulls indicate that no meaningful data was obtained from the data that was entered, and in some rare cases nulls are actually used to store meaningful information – such as the attribute not being relevant to the case. This, of course, should never happen, and such attributes need to be restructured so that they contain a value that asserts that they are not relevant. The "nulls study" was performed on an exception basis ignoring those attributes for which there are no nulls or an insignificant number, and surfacing those attributes that had the most nulls. Recommendations were made for improvements in these attributes, and there were several dozen such recommendations, some of them requiring fairly dramatic changes. It was determined best not to make such changes piece-meal, but rather to wait until the next version of eCrash is in design and make sure that these recommendations are part of the design. A number of efforts were made to improve the filters within CARE to make them more accurate and useful, e.g., modifications of the filter for head-on collisions.

4. Analytics Capabilities Development

Area Goals: To develop effective methods for integrating databases that were originated for a variety of purposes other than traffic safety. To produce improved analytics capability that turns the better-quality and more complete and consistent data into more effective information that is specifically designed to be used in the decision-making

process to improve the ability to obtain information from the data by the use of more user-friendly and powerful analytical systems, which will also bring the traffic safety community together by means of a comprehensive portal that involves all traffic safety efforts in the state.

Progress: Work continued on the portal hotspot analysis that allows users to choose a CARE dataset, a route, and one or more filters, and then execute one of three different hotspot analyses on the filtered data along the selected route. Users may change input parameters in order to modify the output, and the results may be downloaded to an Excel spreadsheet to list attributes of the affected crashes. This process is now ready for beta testing.

Continued efforts have been made to improve the way that we track and report statewide fatalities on a daily basis. This has resulted in a new design for the daily fatality report that is under-going review now. We expect a new reporting method to be used starting in January 2017 that will be useful in comparing with the previous year as well as making year-end projections. It will also produce fatality reports that will be distributed to officials who request it.

Modifications were made to update the ETL's incremental dataset update process. Work continued on an improved, more user-friendly Extract-Transform-Load (ETL) process, which is used to integrate databases. As part of this stem, a number of database integration examples are in design, including an improved crash-roadway characteristics dataset and an integration of citation and crash data based on locations. The timeline feature, which now includes listing what the user chose when creating each data series, was updated to include better legend information.

5. Citation and DUI Tracking

Area Goals: To establish an effective Citation and DUI tracking system that will enable the disposition of all citations to be tracked effectively, and to close the loop on DUI offenders so that officers in the field and other judicial officials throughout the state can see the status of all those convicted of DUI including those assigned to alternative treatment programs.

There was no change in this area. Efforts will continue to evolve MIDAS into a more effective system to satisfy the goals of this area. However, this will require that the data collection process of those elements now collected in narrative format be transformed by the development of a number of drop-down menus for its collection. It will be essential that the AOC personnel currently operating MIDAS be totally involved in this process, since it will be infeasible without their total support.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program
Total Fiscal Year 2016 Expended Funds - $60,000.00
Funding Source - Section 408

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. FY 2016 program highlights included revamping the Complaints process to provide better searching and alerting capability, as well as overseeing third-party compliance testing of ePCR data from individual agencies.

The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

<u>Traffic Records Strategic Planning</u>

One of the most critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation and now by the Fixing America's Surface Transportation (FAST) Act (Pub. L. No. 114-94).

The TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting in order to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2017-2021), and an application for a grant to NHTSA in July 2016. The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

Legislative Summary
The AOHS provided information and general assistance to the legislative staffs that supported the bills listed below for the 2016 legislative session. The following bills are divided into those that passed in the 2016 session and those that did not.

Enacted Bills:

The following bills were enacted during the 2016 session of the Alabama State Legislature:

- **SB201 - Montgomery, traffic camera enforcement, Act 2011-298, 2011 Reg. Sess., Act 2011-337, 2011 Reg. Sess., repealed; Act 2009-740, 2009 Reg. Sess., amended.** Relating to the City of Montgomery; to repeal Sections 1 to 13, inclusive, of Act 2011-298, 2011 Regular Session (Acts 2011, p. 554), and Sections 1 to 13, inclusive, Act 2011-337, 2011 Regular Session (Acts 2011, p. 610), relating to automatic photographic speeding enforcement systems to detect and record speeding violations by operators of motor vehicles; and to amend Sections 5 and 6 of Act 2009-740, 2009 Regular Session (Acts 2009, p. 2208), as further amended by Act 2011-298, 2011 Regular Session (Acts 2011, p. 554), and Act 2011-337, 2011 Regular Session (Acts 2011, p. 610), to make conforming changes.

- **HB1 - Law enforcement officers, authorized to issue traffic citations at the scene of the crash for traffic offenses, under certain conditions, additional fines, Sec. 32-5-171 amended.** Under existing law, certain law enforcement officers may arrest a person at the scene of a traffic accident if the officer has reasonable grounds to believe that the person was driving under the influence of alcohol or a controlled substance. This bill would specify that a law enforcement officer may arrest a person subsequent to a traffic accident if there are reasonable grounds to believe that the person was driving under the influence. This bill would also authorize a law enforcement officer to issue a traffic citation

subsequent to an accident to a driver involved in a traffic accident if, based on the personal investigation of the officer, there are reasonable grounds to believe that the person committed a traffic offense for which a citation may be written.

- **HB11 - Drivers' licenses, renewal period, extended to 6 months prior to expiration, Sec. 32-6-1 amended** Under existing law, a person may renew a driver's license up to 30 days before the expiration date and until three years after the expiration of the license. This bill would allow a person to renew a driver's license beginning 180 days before the expiration date. This bill would also provide that a member of the U.S. Armed Forces under deployment would not be subject to the time limit.

- **HB88 - Motor vehicles, truck weights, concrete mixing trucks, operation within 50 miles of home base, subject to maximum gross weight requirements, Sec. 32-9-20 amended.** Relating to motor vehicles; to amend Section 32-9-20 of the Code of Alabama 1975, as amended by Act 2015-325, relating to vehicle weight restrictions; to provide that a concrete mixing truck operating within 50 miles of home base would not be required to meet certain requirements relating to weight provided the vehicle does not exceed the maximum allowable gross weight.

- **HB327 - Motor vehicles, mandatory liability insurance, enforcement by Law Enforcement Agency, civil procedure, civil penalties under certain conditions, appeals, suspension of driver's licenses.** Relating to the Alabama State Law Enforcement Agency; to provide for the civil enforcement of the Mandatory Motor Vehicle Liability Insurance Law; to provide for civil penalties; to provide for appeals; and to provide for collection and distribution of the proceeds.

Important Traffic Safety Related Legislation that was introduced but did not pass:

The following is a summary of relevant legislative items introduced during the 2016 session. These items may or may not be resubmitted in the next session:

- **SB148 - Motor vehicles, seat belt use required for each occupant while vehicle is in motion, fine increased, distrib., Secs. 32-5B-4 amended.** Under existing law, the front seat occupant of a passenger car manufactured in compliance with Federal Motor Vehicle Standard No. 208 is required to have a safety belt fastened while the vehicle is in motion. Children under the age of 15 in a motor vehicle are required to wear a seat belt or be protected by another child passenger restraint system. This bill would require each occupant of a passenger motor vehicle to have a safety belt fastened while the vehicle is in motion.

- **SB173 - Driver's licenses, penalties for violations of restrictions on Stage II driver's licenses, revised, Sec. 32-6-7.2 amended.** Under existing law, a driver may obtain a graduated license, including a Stage I-learner's permit, Stage II-

regular driver's license with restrictions based on age, and Stage III-unrestricted driver's license. Also under existing law, a violation of the restriction of a Stage II licensee is a traffic violation, but no points may be assessed for the violation. This bill would revise the penalties for a violation of the restrictions on a Stage II license, including revocation of the license and reversion to a Stage I license for a period of six months, would require the driver to revert to a Stage I license for a period of six months, would require the court to assess a fine of $250, plus court costs, and would provide for the assessment of two points. This bill would also provide that a parent, legal guardian, or other adult who knowingly allows a driver with a Stage I or Stage II license to drive a motor vehicle in violation of applicable restrictions is subject to a fine of $500, plus court costs.

- **SB255 - Driving under the influence, criminal offense further defined, penalties further provided for, consideration of prior offenses expanded, Secs. 32-5A-191, 32-6-19 amended.** To amend Section 32-5A-191, Code of Alabama 1975, relating to driving under the influence of alcohol or controlled substances, to further define the offense; to prohibit a person from driving who has a measurable amount of specified substances in the person's body; to specify specific blood alcohol levels for drivers under the age of 21 and for those operating a school bus; to further provide for a minimum mandatory sentence for a fourth or subsequent violation; to remove the requirement that the court only consider a prior conviction within a five-year period; to further specify the timeframe for the release of persons arrested for driving under the influence; to reorganize provisions relating to driving under the influence, the suspension or revocation of driver licenses upon convictions, and ignition interlock requirements.

- **HB225 - Motor vehicles, accidents, when no apparent physical injury driver authorized to move motor vehicle from roadway, authorize Department of Transportation employees to assist in moving disabled vehicle, immunity, Sec. 32-10-1 amended.** Under existing law, the driver of a motor vehicle involved in an accident resulting in injury to or death of any person or damage to a motor vehicle is required to immediately stop the vehicle and remain at the scene of the accident or as close as possible. This bill would authorize the driver of a vehicle to move a motor vehicle involved in an accident from the roadway when no apparent serious physical injury or death has occurred and would authorize employees of the Department of Transportation and the Alabama Law Enforcement Agency to require and assist in moving a disabled vehicle involved in an accident from the roadway on the state highway system. The bill would provide immunity to the departments for actions under the bill.

For a comprehensive list of all TSR legislation introduced during the 2016 session (and previous sessions) consult previous AOHS Annual Reports or visit: http://www.safehomealabama.gov/GovernmentAgencies/StateAgencies/ALLegislature.aspx.

STATEWIDE STATISTICS 2009-2015

	2009	2010	2011	2012	2013	2014	2015	5-year Average
C-1 Number of Traffic Fatalities (FARS)	848	862	895	865	853	820	849	856
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File)	15,131	10,544	9,904	8,974	8,558	7,960	8,540	8,787
C-3 Fatalities/VMT (FARS/FHWA) • Total_____ • Urban_____ • Rural_____	 1.38 1.08 1.69	 1.34 0.97 1.72	 1.38 1.09 1.70	 1.33 1.01 1.69	 1.31 .82 1.85	 1.25 .72 1.97		 1.32 .92 1.78
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	378	394	382	354	369	351	355	362
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	267	264	261	240	259	265	247	254
C-6 Number of Speeding-Related Fatalities (FARS)	327	316	298	273	253	237	236	259
C-7 Number of Motorcyclist Fatalities (FARS)	76	86	98	97	80	65	67	81
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	7	5	10	10	1	10	9	8
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	140	140	136	139	102	91	122	118
C-10 Number of Pedestrian Fatalities (FARS)	64	61	79	77	59	96	98	82
C-11 Number of Bicycle Fatalities (FARS)	6	6	5	9	6	9	9	8
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) ***	90.0%	91.4%	88.0%	89.5%	97.3%	95.7%	93.3%	92.76%

* State Data

** Baselines are 5-year averages of the 2011-2015 data.

Alabama Fiscal Year 2016 Traffic Safety Performance Measures

C-1) Number of traffic fatalities (Fatality Analysis Reporting System (FARS))

2009	2010	2011	2012	2013	Baseline	Goal
848	862	895	865	852	864	859

Reduce total traffic fatalities by .57 percent from the five year baseline average of 864 (2009-2013) to 859 by 2016*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five year average (2011 to 2015) number of traffic fatalities for 2016 is 856. The goal was achieved.

C-2) Number of serious injuries in traffic crashes (State crash data files)

2009	2010	2011	2012	2013	Baseline	Goal
15,131	10,544	9,904	8,974	8,558	10,622	9,900

Reduce serious injuries in traffic crashes by 6.8 percent from the five year baseline average of 10,622 (2009-2013) to 9,900 by 2016*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee**. The five year average (2011 to 2015) number of series injuries in traffic crashes for 2015 is 8,787. The goal was achieved.

C-3) Fatalities/VMT (FARS/FHWA)

Total Fatalities/100M VMT

2009	2010	2011	2012	2013	Baseline	Goal
1.38	1.34	1.38	1.33	1.31	1.35	1.34

Reduce the fatality rate per 100M VMT by .74 percent from the five year baseline average of 1.35 (2009-2013) to 1.34 by 2016*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five year average (2010-2014) fatality rate for 2015 is 1.32. The goal was achieved.

Rural Fatalities/100M VMT

2009	2010	2011	2012	2013	Baseline	Goal
1.69	1.72	1.70	1.69	1.85	1.73	1.72

Reduce the rural fatality rate per 100M VMT by .58 percent from the five year baseline average of 1.73 (2009-2013) to 1.72 by 2016*. The five year average (2010 to 2014) rural fatality rate for 2015 is 1.78. The goal was not achieved.

An analysis of rural fatality crashes was performed and age was found to be the most significant variable in comparing 2015 results with those of 2011-2014. Ages 17-20 showed dramatic increases from 10.45% of the crashes in 2011-2014 to 14.05% in 2015.

Urban Fatalities/100M VMT

2009	2010	2011	2012	2013	Baseline	Goal
1.08	0.97	1.09	.99	0.82	0.99	.98

Reduce the urban fatality rate per 100M VMT by 1 percent from the five year baseline average of .99 (2009-2013) to .98 by 2016*. The five year average (2010-2014) urban fatality rate for 2015 is .92. The goal was achieved.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
378	394	382	354	359	373	361

Reduce the unrestrained passenger vehicle occupant fatalities by 3.2 percent from the five year baseline average of 373 (2009-2013) to 361 by 2016*. The five year average (2011 to 2015) number of unrestrained passenger vehicle occupant fatalities for 2016 is 362. The goal was not achieved.

The analysis of the unrestrained fatalities comparing 2015 with 2011-2014 showed that the most significant variable was the geographic areas of the crashes. Those areas with the largest increases were the rural areas of Mobile, Chilton, Tuscaloosa, Cullman, Talladega and Limestone counties. In 2011-2014 this composite area had 14.7% of the crash; this increased to 21.48% in 2015. DUI, which was found to be extremely correlated with

non-restraint use, increased from 18.70% of the crashes in 2011-2014 to 20.11%. This was the highest Primary Contributing Circumstance category with 74 persons killed due to DUI, followed by Over the Speed limit as a close second (63), with Ran Off the Road being a distant third with 26 unrestrained fatalities.

C-5) Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
267	264	261	240	260	258	251

Reduce the alcohol-impaired driving fatalities by 2.7 percent from the five year baseline average of 258 (2009-2013) to 251 by 2016*. The five year average (2011 to 2015) number of driver or motorcycle operator with a BAC of .08 and above (FARS) for 2016 is 254. The goal was not achieved.

An analysis of alcohol fatalities was performed that compared alcohol fatalities in 2015 against the previous four years (2011-2014). One of the attributes found to have the largest differences was the drivers' age. Patterns showed a major increase in the 23-38 year old group from 41.95% to 50.25%.

C-6) Number of speeding-related fatalities (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
327	316	298	273	253	293	287

Reduce the speeding-related fatalities by 2 percent from the five year baseline average of 293 (2009-2013) to 287 by 2016*. The five year average (2011 to 2015) number of speeding-related fatalities (FARS) for 2015 is 259. The goal was achieved.

C-7) Number of motorcyclist fatalities (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
76	86	98	97	80	87	85

Reduce the motorcyclist fatalities by 2.3 percent from the five year baseline average of 87 (2009-2013) to 85 by 2016*. The five year average

(2011 to 2015) number of motorcyclist fatalities (FARS) for 2016 is 81. The goal was achieved.

C-8) Number of un-helmeted motorcyclist fatalities (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
7	5	10	10	1	7	6

Reduce the un-helmeted motorcyclist fatalities by 14.3 percent from the five year baseline average of 7 (2009-2013) to 6 by 2016*. The five year average (2011 to 2015) number of un-helmeted motorcyclist fatalities (FARS) for 2016 is 8. The goal was not achieved.

An analysis of un-helmeted motorcycle fatalities was performed that compared the attributes of those in 2015 with those in 2011-2014. Age was the most over-represented relevant factor, and the results showed a move in the 38-62 age group from 57.84% in 2011-2014 to 75.00% in 2015. At the same time the drivers younger than 37 who were killed not wearing helmets dropped from 38.55% to only 25.00%.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
140	140	136	139	124	136	125

Reduce the number of drivers age 20 or younger involved in fatal crashes by 8.1 percent from the five year baseline average of 136 (2009-2013) to 125 by 2015*. The five year average (2011 to 2015) number of drivers age 20 or younger involved in fatal crashes (FARS) for 2016 is 118. The goal was achieved.

C-10) Number of pedestrian fatalities (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
64	61	79	77	59	68	67

Reduce the number of pedestrian fatalities 1.5 percent from the five year baseline average of 68 (2009-2013) to 67 by 2016*. The five year average (2011 to 2015) number of pedestrian fatalities (FARS) for 2016 is 82. The goal was not achieved.

An analysis of the pedestrian fatalities was performed. In the majority of cases, the pedestrian was at fault, not the driver. The fatalities were scattered throughout the state and not concentrated in one particular area. However, one notable increase occurred with pedestrian and alcohol use. The officer's opinion of alcohol for the pedestrian increased for an average of 10.3% (2011-2014) to 14.7% for fatal pedestrian crashes in 2015.

C-11 Number of Bicyclist Fatalities (FARS)

2009	2010	2011	2012	2013	Baseline	Goal
6	6	5	9	6	6	5

Reduce the number of bicycle fatalities by 16.7 percent from the five year baseline average of 6 (2009-2013) to 5 by 2016*. The five year average (2011 to 2015) number of bicyclist fatalities (FARS) for 2016 is 8. The goal was not achieved.

An analysis of the bicyclist fatalities was performed. In the majority of cases, the bicyclist was at fault. There were 14 bicyclist caused fatality crashes from 2011 through 2014 (an average of 3.5 per year) and there were six bicyclist caused fatal crashes in 2015 alone. Rear End crashes were the most noted manner of crash for bicyclist fatalities. There were six rear end fatal bicyclist crashes in 2015 while there were 12 during 2011-2014 (average of 3 per year). This coincides with poor lighting conditions when a motorist is not able to see a bicyclist is in the road. 'Roadway without lighting" was the most common lighting condition for bicyclist fatalities in 2015.

B-1) The observed seat belt use for passenger vehicles, front seat outboard occupants (survey).

2010	2011	2012	2013	2014	Baseline	Goal
91.4%	88.0%	89.5%	97.3%	95.7%	92.4%	93.5%

Increase the observed seat belt usage by 1.7% from the five year baseline average (2010 - 2014) of 92.4% to 93.5 % in 2016*. The five year average (2012 to 2016) observed seat belt use for passenger vehicles, front seat outboard occupants (survey) for 2016 is 93.56%. The goal was achieved.

* Five Year Average Goal

Alabama Traffic Safety Activity Measures

Year	2011	2012	2013	2014	2015	2016
Speeding Citations	61,054	42,067	57,670	63,890	64,719	30,807
DUI Arrests	4,867	2,021	2,508	3,848	2,381	906
Seat Belt Citations	43,384	30,384	25,536	36,120	17,801	10,575

OVERALL PROGRAM GOAL

The overall strategic program goals were developed based on a CY 2011 baseline. A review of this process led to the conclusion that there is no reason to alter this approach based on recent considerations. This lead to the following overall strategic program goal:

To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2011 as a base year, through 2035).

Embracing the concept of Toward Zero Deaths (TZD), the Alabama Strategic Highway Safety Plan set a strategic goal of reducing fatalities by 50% over the next 25 years. Based on the 2011 fatality count of 895, this 2% (of the base year) per year reduction would average about 18 fatalities per year. While this might seem a modest number, if maintained as the average over a 25-year period it will save more than 5,600 lives over that time period. This will be a major accomplishment in continuing the downward trend that was established in the 2007-2011 time frame, which reversed the alarming increase in fatalities that preceded 2007. Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25th year it amounts to 4% of the previous year.

Calendar year 2006 was the record high in Alabama for traffic fatalities, with a total of 1207. Between 2007 and 2011, there was a reduction of 1353 fatalities over that five-year time period (271 lives were saved per year). While no one in the traffic safety community believes that this rate of reduction (6% per year) can be sustained indefinitely, every effort will be made to sustain these new lower fatality counts and reduce them even further. Much of the large reduction was due to a recession in the economy coupled with higher fuel prices. These economic hardships tended to have a much higher impact on unsafe drivers than on the average driving public, for the following reasons:

- They would impact young drivers, economically disadvantaged with older less crashworthy vehicles, and traffic on county roads much more than Commercial Motor Vehicle (CMV) drivers who typically put most of their mileage on safer roadways;
- It would have a much higher impact on those with impaired driving tendencies due to higher costs of alcoholic beverages with less (or perhaps no) discretionary money to purchase it; and
- The economy placed a much higher premium on slower speeds to conserve fuel.

While the goal of sustaining a 5% per year reduction in fatalities is unrealistic, it is not unrealistic to believe that we can sustain the current numbers and rate, and continue to reduce them at the modest rate of 2% per year.

The following table tracks the 2% per year for the three year running average.

Time Frame	Three Year Average	Differential	Percent	Goal Achieved?
2011-2013	870.3	---	---	
2012-2014	846.0	24.3	2.8%	Yes
2013-2015	840.7	5.3	0.6%	No

The number of hotspots will continue to be monitored (as seen below in Table 3). By performing data-driven analysis on two of the biggest killers (speed and impaired driving crash hotspots), the goal of reducing the fatality count and rate should be achievable. The criteria used to find the number of hotspots and the calculation of the rate will not change between the years in order to lend consistency in the total number of hotspots found for the State.

Table 3. Number of Hotspots for Three-Year Periods

Fiscal Year	Calendar Year Data Used	Speed Hotspots	Impaired Driving Hotspots	Total Number of Hotspots
2009	2005-2007	142	191	333
2010	2006-2008	123	190	313
2011	2007-2009	93	194	287
2012	2008-2010	63	143	206
2013	2009-2011	45	144	189
2014	2010-2012	47	179	226
2015	2011-2013	37	198	235
2016	2012-2014	33	176	209

As the State works to reduce the fatality rate by reducing the number of hotspots meeting the fixed criteria, a statewide effort will continue to focus traffic safety funding on hotspot locations. By doing this, every possible action will be taken to bring these numbers down in the coming years. The change in the number of hotspots found (using identical search criteria) in each year is being monitored. Slight reductions in the total number of hotspots were seen in the three year periods ending 2008 and 2009. A more significant drop in the total number of hotspots was seen between 2009 and 2010. There was an increase in the three year periods that ended on 2011 to 2012. The most recent three year periods have again shown slight reductions through periods ending in year 2012, 2013 and 2014.

General Strategy: To require the CTSP/LEL Coordinators to focus their plans primarily on the data-driven analysis of speed, impaired driving and occupant restraint deficiency hotspot locations identified for their respective regions. By doing this they will be focusing on the most critical problem areas and the biggest killers. Tables 4a and 4b present a summary of all crashes for the Calendar Years 2001-2014. These statistics should be referenced as overall goals and strategies are discussed and determined.

Table 4a. Summary of All Crashes – CY 2001-2007 Alabama Data

Performance Measures	2001	2002	2003	2004	2005	2006	2007
Fatal Crashes	902	931	899	1033	1013	1074	1010
Percent Fatal Crash	0.67%	0.66%	0.64%	0.71%	0.70%	0.77%	0.75%
Injury Crashes	29771	30922	30748	31856	31335	30527	28295
Percent Injury Crashes	22.26%	22.02%	21.80%	21.77%	21.76%	21.84%	20.92%
PDO Crashes	103066	108583	109420	113469	111645	108179	107971
Percent PDO Crashes	77.07%	77.32%	77.57%	77.53%	77.54%	77.39%	79.83%
Total	133739	140436	141067	146358	143993	139780	135256

Table 4b. Summary of All Crashes – CY 2008-2014 Alabama Data

Performance Measures	2008	2009	2010	2011	2012	2013	2014
Fatal Crashes	886	775	793	814	815	745	737
Percent Fatal Crash	0.71%	0.63%	0.62%	0.64%	0.63%	0.59%	0.55%
Injury Crashes	25613	27675	29051	27687	27551	26810	28019
Percent Injury Crashes	20.66%	22.37%	22.63%	21.69%	21.45%	21.15%	21.04%
PDO Crashes	99241	96840	100126	100795	101706	100675	100319
Percent PDO Crashes	80.05%	78.26%	77.99%	78.95%	79.18%	79.43%	75.33%
Total	123968	123740	128384	127668	128442	126740	133175

Table 5 summarizes hotspots by Crash and Region for FY 2016. The table shows percentages for each Region in four categories: Hotspots, Fatal, Injury, and Total Crashes.

Table 5. Summary of Hotspots by Crash and Region

	Hotspots	Regional	Fatal Crashes	Regional	Injury Crashes	Regional	Total Crashes	Regional
East	164	37.0%	337	29.9%	3324	32.8%	6571	33.5%
North	135	30.5%	323	28.7%	3353	33.1%	6415	32.7%
South	90	20.3%	281	24.9%	1954	19.3%	3860	19.7%
Southeast	54	12.2%	186	16.5%	1510	14.9%	2752	14.0%
TOTAL	443		1127		10141		19598	

Analyses similar to those above were performed for non-mileposted roadways to obtain the non-mileposted intersections and segments that had the largest number of restraint deficient crashes in the state.

Restraint Deficient Hot Spots

For the FY 2016 analysis, data from three prior years (CY 2012-2014) were used to find what we will call "restraint-deficient hotspots" or RD hotspots. RD includes both adult and child restraint deficiencies. Child Restraint Deficient crashes (i.e., crashes in which one or more children are not restrained independently of whether the adults are restrained) will be indicated by CRD. The CRD hotspots were based on one year of data (CY 2014). Table 6 gives the numbers of hotspots found according to the various location types and criteria.

Table 6. Summary of Hotspots by Location Type and Criteria

Hotspot Target	Location Type	Number of Hotspots	Criteria
General	Mileposted	104	>=20 RD Crashes in 10 Miles
General	Intersection	80	>=4 RD Crashes at Intersection
General	Segment	69	>=4 RD Crashes on Segment
Child Restraint	Mileposted	78	>=4 CRD Crashes in 10 Miles
Child Restraint	Intersection	88	>=2 CRD Crashes at Intersection
Child Restraint	Segment	24	>=2 CRD Crashes on Segment
TOTAL		**443**	

These restraint-deficient hotspots were defined, listed and mapped for ease of identification by the CTSP/LEL Coordinators and their respective local police agencies. The plans for each of the regional coordinators for the coming year will focus on these hotspot areas, as this part of their funding will be restricted to working restraint-deficient hotspot locations defined for each region.

The general strategy is to require the CTSP/LEL Coordinators to focus their plans primarily on restraint-deficient hotspot locations identified for their respective regions. By doing this they will be focusing on the most critical problem areas and the biggest killers. It is important to recognize that the hotspot analyses are intended to target those locations that have the highest potential for restraint-deficient crash improvement.