

State of Alabama
Fiscal Year 2017
Annual Report



Kay Ivey, Governor

Kenneth W. Boswell, Director
Alabama Department of Economic and Community Affairs
William M. Babington, Governor's Highway Safety Representative
Chief, Law Enforcement and Traffic Safety Division

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Overall Program Goal/Accomplishments

Many 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 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 the 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.

AOHS has worked with the Traffic Safety community in the State to establish the following Vision Statement:

To eliminate all traffic related fatalities by creating the safest possible surface transportation system 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 incremental goals along the way. In 2006, the goal was: *“To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 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 2009:

Year	Fatality Rate
2006	1.99
2007	1.81
2008	1.63
2009	1.38
2010	1.34
2011	1.38
2012	1.33
2013	1.31
2014	1.25
2015	1.26
2016	1.60

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2009. This goal was met and maintained well until 2016. According to preliminary state data, the rate increased dramatically in 2016. As AOHS has monitored fatalities in 2017, the rate is once again reducing. While it is too soon to truly evaluate what is causing the decrease from one year to the next, there is evidence to suggest increased enforcement from local law enforcement agencies has helped drive down fatalities. Alabama will endeavor to continue measures to try to ensure the rate continues downward. So we continue on with the goal of 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 Moving Ahead for Progress in the 21st Century (MAP-21), and it has now been updated to address those provisions under the 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 2017 Expended Funds - \$1,955,476.06
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.

AOHS also had their CTSP/LEL's participate alongside ALEA in a new statewide speed initiative called "Southern Shield". This was a one week long NHTSA directive that was widely accepted and very successful for the first year. The enforcement program consisted of members from 45 law enforcement agencies from the municipal to the state level (Municipal Agencies: 15; County Sheriffs: 14; State Police Districts: 16). Officers worked 1,756 hours total and issued a total of 8,031 citations. With the success of this program it is believed that the AOHS will continue this program in the future.

Crash Summary

In Alabama in 2016, 1,038 people were killed on the highway, up from the 2015 total of 850 fatalities (FARS). The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 247 in 2015 to 279 in 2016. The number of Speeding-Related Fatalities increased from 236 in 2015 to 317 in 2016. In 2016, the Number of Serious Injuries in Traffic Crashes decreased to 8,152 from 8,540 in 2015.

Community Traffic Safety Programs
Total Fiscal Year 2017 Expended Funds - \$709,360.80
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 three statewide enforcement campaigns in 2017. These campaigns took place during the Memorial Day and Labor Day holiday periods. An additional High Visibility Enforcement campaign focused on impaired driving is conducted year-round. However, there are heightened, "peak" periods of activity coupled

with paid media campaigns during the Thanksgiving or Christmas/New Year's, Cinco de Mayo, and Fourth of July holiday periods.

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

The 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.

Center for Advanced Public Safety (CAPS)
Data and Information Technology Support
Total Fiscal Year 2017 Expended Funds - \$857,557.05
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 with working together to improve traffic safety. CAPS provides AOHS with valuable statistics, data and analysis tools relating to traffic safety. 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 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 and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2017, CAPS fulfilled the project expectations from AOHS by 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, provided training, provided technical support and maintained software systems.

CAPS also coordinated the phone surveys concerning the "Drive Sober or Get Pulled Over" campaign project and NHTSA and Governors Highway Safety Association (GHSA) survey on driver attitudes. CAPS maintained the SafeHomeAlabama.gov, (SHA) website with comprehensive traffic safety information.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to 290 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 was responded to as quickly as possible 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

CAPS assists in the expansion of eCite, the electronic citation software. Since requests for eCite training have decreased so much, CAPS has begun to offer eCite training via a Go To Meeting webinar. If there is only one officer needing training, this is a way to get them trained sooner rather than waiting for 4 or 5 officers to hold a class.

CAPS provides technical support to all users that call or email with questions. CAPS personnel have assisted users having issues with eCite, eCrash, eCrime, MapClick, Ultra, LogBook, CORE, MOVE, eWeight, eForms, ADVANCE as well as general problems related to hardware issues. Personnel work with ALEA to resolve these issues in addition to the users that have called directly.

In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS also produces and sends out CDs of the software to agencies as they request it. CAPS personnel also spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE or one of the applications in the MOVE suite such as eCite or eCrash. This could also be CARE or ADVANCE software testing.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" campaign attitudes survey. This campaign focused on the importance of not driving while impaired and involved a strong media and enforcement blitz focused on the Labor Day Holiday weekend. 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 to determine whether or not the campaign was a success. CAPS worked closely with Research Strategies 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 takes a different approach. Alliance Sports 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 (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.

A new project was begun this year that will communicate highway safety messages on the back of tickets used for high school events. CAPS designed the media for the messages and facilitated the new process for the tickets.

CAPS assisted with another phone survey. 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. 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 (SHA) 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. 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 changes made every week to SHA. These include reports and links to reports, including recent news articles and sometimes new pages are added. The site contains 237 pages, over 1,400 external links and 494 internal links.

Click It or Ticket High Visibility Enforcement

Total Fiscal Year 2017 Expended Funds - \$193,312.34

Funding Source – 405b

In addition to a paid media effort, Alabama conducted the Click It or Ticket (CIOT) High Visibility Enforcement program for a two-week period from May 22 through June 4. The enforcement program consisted of members from 110 law enforcement agencies from the municipal to the state level (Municipal Agencies: 76; County Sheriffs: 18; State Police Districts: 16). The officers worked 7,683 total hours and conducted 25 checkpoints. The total number of all citations issued throughout the campaign was 17,087.

Click It or Ticket Paid Media Campaign

Total Fiscal Year 2017 Expended Funds - \$319,108.60

Funding Sources – 405b

The 2017 CIOT Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads May 15-29, which includes the enforcement period.

The CIOT 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 2,221 paid media commercial ads on local and broadcast television and radio stations. There were 9,896,565 digital impressions and 8,291,306 out of home placements in the same time frame.

The advertisements , “Big Ticket” and “Smart Watch” were produced by Auburn Media Production group for statewide 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. Out of Home placements ran a total of 8,291,306 exposures. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 315,855 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 9,896,565 impressions.

Evaluation of "Click It or Ticket" 2017

Total Fiscal Year 2017 Expended Funds - \$188,761.22

Funding Source - Section 405b Low - \$ 139,796.92

Funding Source- Section 405b High - \$ 48,964.30

Summary

The CIOT High Visibility Enforcement campaign was conducted between May 22 and June 4, 2017 in Alabama. Multiple agencies and organizations participated in this effort under the leadership of the AOHS. Scheduled public education and enforcement were

conducted, working toward the single goal of increasing seat belt use to improve 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 92.9% in 2017.

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 2017 “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 and local law enforcement agencies	Alabama Law Enforcement Agency Local law enforcement agencies	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 the project, and support the project.
UA/CAPS	Center for Advanced Public Safety, University of Alabama	Engaged to assist in the coordination of project, evaluation of results, and preparation of project’s 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 2017. 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 five years gave a better representation and more accurate data. No open-ended questions were asked. Numerous calls were made to obtain 500 complete interviews. Random telephone numbers were used, and many were bad numbers. The process continued until the 500 interviews were obtained to have a good sample size. The survey took place during June of 2017.

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 90.4% of the respondents interviewed. 97.1% 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, 87.6% 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 2017

Media Exposure:

- Messages Encouraging Seat Belt Use
 - Heard any in past 30 days: 65%
 - More messages heard/seen in past 30 days: 17%
 - Messages cause more frequent seat belt use: 8.4%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
 - Click It or Ticket: 49.4%
 - Buckle Up Alabama: 26.3%
 - You Don't Get a Second Chance: 4.7%
- Pickup Truck Drivers Less Likely to Wear Seat Belt in Truck: 1.8%

Awareness of Law

- Awareness of state seat belt law: 94.4%
- Awareness that seat belt law is primary: 82%

Beliefs about Enforcement

- Disagree police won't bother to write tickets: 69%
- Agree police are writing more tickets for seat belts now: 38%

Attitudes toward Seat Belt Use

- Disagree they are as likely to harm: 62%
- Agree want my seat belt on in an accident: 96%
- Disagree wearing a seat belt makes me worry: 85%

- Agree enforcement of seat belt laws is important: 93%
- Stricter enforcement of adult seat belt laws is important: 84%

Reasons for Not Wearing Seat Belts

- Forget to buckle up: 47.7%
- Going short distances: 26.7%
- Uncomfortable: 9.3%

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 (65%) had seen or heard messages encouraging seat belt use. Of those who had seen a message, 52.8% saw the message on TV, while 15% heard it on the radio. 24% of respondents saw a billboard. The TV and radio messages (80%) were from commercials/advertisements and public service announcements.

The question was asked about why seat belt use has increased. The number one response was “increased awareness of safety” at 26.7%. “Was in a crash,” “Don’t want to get a ticket” and “Seatbelt law” tied for the second rated response at 13.3 % each.

Alabama introduced a bill this year to make back seat belt use a law. The bill did not pass. But this prompted CAPS and AOHS to add some questions on seat belt use in the back seat to see what the current attitudes and practices are concerning this. The first question was to ask if people wear their seat belt when they ride in the back seat. The response was “Always” for 56.2% of respondents, “Never” for 23.6% and “Sometimes” for 20.2%.

For those who wear their seatbelt in the front seat but not in the back seat, the reasons they are less likely to wear their seatbelt in the back seat was varied but the most frequent answer was that the law doesn’t require use in the back seat. The second most frequent response was that seat belts are not as necessary in the back seat from a safety perspective.

In general, this survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 90.4% report that they wear them all the time, and 97.1% 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 2017 seat belt survey. 2017 was the fifth year to implement this observational plan based on fatality locations rather than the population based plan. The same sites were used for 2017 as the four previous years. This allows for better comparisons year to year. There are a total of 343 sites spread over 40 counties. New observation sites must be determined every five years. So, Alabama will be using new sites next year. CAPS and AOHS have been working through the process of determining the new sites this year in order to get NHTSA approval and be ready to go in April on the Pre-campaign observations.

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 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

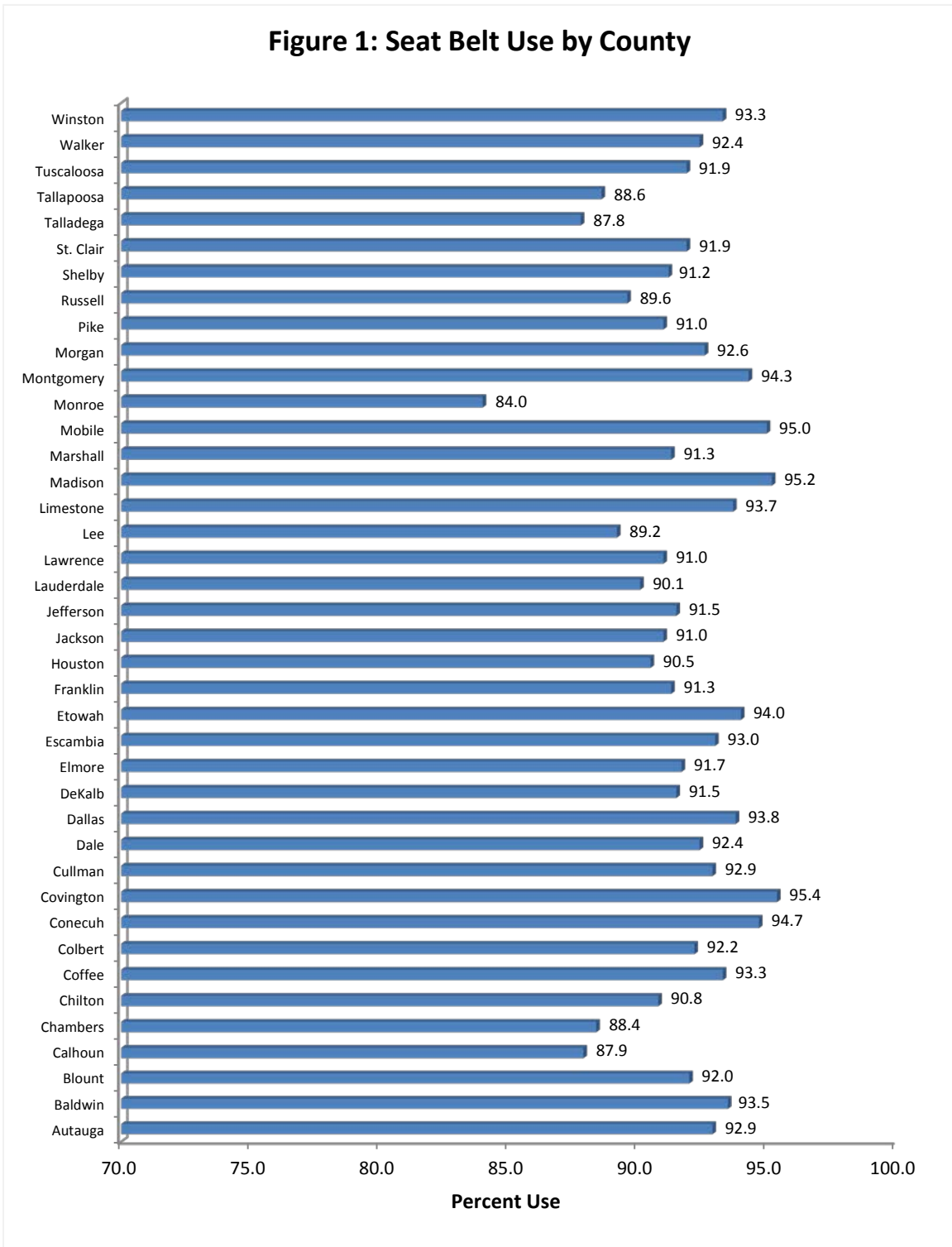
Seat Belt Survey Results

A total of 96,114 front seat occupants were observed at sites scattered among 40 selected counties for the observational surveys. There were 47,884 front seat occupants observed during April 24 – May 4 for the pre-media campaign period and 48,230 front seat occupants observed June 5 – 19 during the post-media campaign.

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

- The rate in 2017 improved to 92.9% from 92.0 in 2016. The pre-campaign rate was 90.3%, so there was a 2.6% increase from pre-campaign to post-campaign.
- As for gender in 2017, women once again wore their belts more than men. Women wore their seat belts 93.7% of the time and men wore their seat belts 85.8% 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 highest usage rate in 2017 was Van (91.0%), with Car and SUV not far behind (89.6% for Car and 88.9% for SUV). These are raw percentages before weighting.
- It is proven that seat belts save lives, and as long as CIOT is producing a consistent high rate of belt usage, serious consideration should be given to continued implementation of the program in future years. The overall improvement in rates indicates that the CIOT campaign is reminding drivers to buckle up, and it is a major cause for the state sustaining its high rate.

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



Source: 2017 Observational Surveys

For more information about the CIOT Project for Alabama, see the Evaluation of 2017 CIOT 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 2017.

Child Restraint Survey Results

The survey team observed a total of 1,878 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 92.4% which is three percentage point lower than last year’s rate of 95.53%. 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	93.10%
Colbert	93.40%
Escambia	95.70%
Etowah	93.20%
Houston	87.70%
Jefferson	93.70%
Lawrence	96.10%
Lee	93.60%
Madison	93.10%
Marshall	91.10%
Mobile	86.90%
Montgomery	90.70%
Shelby	95.60%
Tuscaloosa	92.10%
Walker	91.60%
Overall	92.40%

Child Passenger Safety (CPS) Program
Total Fiscal Year 2017 Expended Funds - \$ 143,906.00
Funding Source – Section 405b low- \$ 100,000.00
Funding Source- Section 405b high- \$ 43,906.00

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 2017. 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 2017, thirteen certification classes and fifteen update classes were held. The re-certification rate for Alabama for the year was 41% and the national average was 55.6 %. Alabama's lower re-certification rate can be attributed to technicians throughout the state either changing jobs or relocating and not continuing with child passenger safety in their area.

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 2017, thirteen ADECA funded three-day classes were held in the cities of Montgomery, Saraland, Northport, Dothan, North Shelby, Sylacauga, Florence, Decatur, Troy, and Rainbow City. 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 2017, fifteen 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 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 2017, awareness has been raised in the regional areas. The three-day certification classes taught this year had 86 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 2,106 car seats were checked during the year from 49 fitting stations.

Drive Sober or Get Pulled Over High Visibility Enforcement
Total Fiscal Year 2017 Expended Funds - \$190,076.48
Funding Source – 405d

In addition to the paid media effort, the four regions in Alabama conducted the “Drive Sober or Get Pulled Over” (DSOGPO) High Visibility Enforcement program for a two-week period from August 18 through September 3. The enforcement program consisted of members from 117 law enforcement agencies from the municipal to the state level (Municipal Agencies: 80; County Sheriffs: 21; State Police Districts: 16). Officers worked 7,243 total hours and conducted a total of 35 checkpoints. The total number of citations issued was 15,578.

Drive Sober or Get Pulled Over Paid Media Campaign
Total Fiscal Year 2017 Expended Funds - \$323,741.54
Funding Source – 405d

The DSOGPO Media Campaign included placement of approved, paid programming on broadcast and cable TV, radio spots, out of home platforms and digital ads August 16-September 3, which includes the enforcement period.

The DSOGPO 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 2,601 paid media commercial ads on local and broadcast television and radio stations. There were 10,559,138 digital impressions and 8,496,555 out of home placements in the same time frame.

The spots, “Long Arm” and “Menu” 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:

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 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 8,019,675 exposures. Bell Media ran messages on restaurant screens for a total of 141,000 impressions. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 335,880 spots.

Digital Media:

Digital media is a rapidly evolving platform in media consumption. For the DSOGPO 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 8,496,555 impressions.

Impaired Driving Paid Media Evaluation

The 2017 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 507 qualified Alabama driver residents were randomly sampled using a combination of landlines (53% of the total sample) and wireless (cell phones) (47% of the total sample) telephone exchanges.

Each of the five hundred (N = 507) research participants captured in the 2017 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 2017 ADECA Alabama Alcohol Target Group Research were:

- Lee (N = 41)
- Jefferson (N = 168)
- Madison (N = 86)
- Mobile (N = 105)
- Montgomery (N = 57)
- 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 ZIP Code by county population. This Stratified Sample Matrix offers the 2017 ADECA Alabama Alcohol Target Group Research with a demographic/geographic representation of each county. Offering a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Gender: 44.57% of the respondents were male and 55.43% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The average age is 54.07 years old.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white. Blacks or African Americans, Hispanics/Latino and Asians made up the remainder of the survey.

Respondent Education level: The majority of respondents had some college education or were college graduates or higher.

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 15% drive a few days a week and 3% drive a few days a month or less.

Type of Motor Vehicle Driven: The majority of respondents (52%) drove cars. The next highest categories were SUVs at 2% and pickup trucks at 16%, followed by vans or minivans at 5%.

Frequency of Seat Belt Use: Most drivers (93%) wear their seat belts all of the time and 6% wear their seat belts most of the time. Additionally, 1% wear their seat belts some of the time.

Alcohol Use: The majority of drivers (66%) answered that they had at least one drink in the past thirty days. These Alabama drivers who drink, drank an average of 8.18 days in the past 30 days.

Of those drivers 19.76% (N = 66) have driven in the past 30 days a motor vehicle within two (2) hours after drinking an alcoholic beverage. This is an increase of 5.01 percentage points above the 2016 Research. Of those that did drink, the average number of drinks was 1.74.

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 6.15% 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, 21% of drivers answered more often than usual while 5% answered less than usual.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (70%) had seen or heard messages encouraging people to avoid drinking and driving, 26% said they had not. Of those who had seen a message, 59% saw the message on TV, while 20% heard it on the radio. 17% of respondents saw a billboard or sign. The majority of TV and radio messages (65%) were from commercials/advertisements and 33% 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. 75% reported that they had seen about the same number of messages while 14% said they had seen more than usual.

Overall Seen or Heard about Police Checkpoints: 18% of drivers had seen or heard about police checkpoints while 82% had not.

Visibility of Police Checkpoints: In the last 30 days, 25% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 43% 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. 18% responded with "Friends Don't Let Friends Drive Drunk," 17% responded with "Don't Drink and Drive," 15.1% responded with Buzzed Driving is Drunk Driving and 10% with "Drive Sober or Get Pulled Over."

Enforcement of Drinking and Driving Laws: Most drivers (90%) 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 2017 Expended Funds - \$216,782.73
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.

2017 Activities

- A total of 18 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held at various locations in the state. A total of 293 officers were trained in ARIDE during the year.
- Two DRE classes were held, one in March 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 2017 Expended Funds - \$112,700.43

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 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.

2017 Activities

- Conducted six “Rolling Stoned” training classes for over 200 prosecutors, investigators, Judges, defense attorneys, clerks, and law enforcement officers throughout the state.
- Presented at various conferences and trainings, such as Region Four LEL conference, Drug Recognition Expert Training Schools, Trial Advocacy classes and Moot Court.
- 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 three 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.

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 2017 Expended Funds- \$325,000.00** **Funding Source – Section 405d**

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 Alabama Department of Forensic Science’s 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 2017 Expended Funds - \$21,225.17
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 2017; 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 2017 year began on October 1, 2016 with 917 cases pending; an additional 624 cases were filed. The legal unit made 673 court appearances throughout the grant period. The grant's attorneys cleared 594 cases giving a total of 887 cases pending on September 30, 2016.

Objective 2 was to reduce the number of pending driver license suspension appeals from 886 to 709, a reduction of 20%. This goal was not met. This is due to 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 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. This year the presiding Judge for Mobile County, Alabama has taken on all the DLSA cases. This will allow for staff and attorneys to set multiple cases on the same day and prevent multiple trips.

Impaired Driving Hot Spot High Visibility Enforcement (HVE)
Total Fiscal Year 2017 Expended Funds – \$ 1,492,992.35
Funding Source-405d

There were four local Alcohol HVE projects during FY 2017 as well as one statewide Alcohol HVE 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 617 DUI arrests, 11,015 Speeding citations, and 2,942 Seatbelt citations.

Impaired Driving Hot Spot High Visibility Media Campaign
Total Fiscal Year 2017 Expended Funds - \$320,721.73
Funding Source-405d

Overview

Auburn University’s Media Production Group implemented the 2017 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year’s Eve, St. Patrick’s Day, 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 December 19-January 1, March 13-March 19, and June 26- July 4, 2017. 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

4,025 total television and radio media spots were run throughout the campaigns. Other media sources that were utilized include radio and digital platforms such as Pandora, Spotify, ebillboards and social media ads.

Creation and production for the 2016 ads was provided by the Media Production Group from Auburn University, producing this year’s "Party Shots” 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.

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 6,491,196 exposures. Bell Media ran messages on restaurant screens for a total of 141,000 impressions. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 358,402 spots.

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 8,643,732 impressions.

Alabama Driver Attitude Report 2017-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 in each of the sixty-seven (67) Alabama Counties. Interviews were conducted in July 2017. 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 254 qualified Alabama residents were randomly sampled using a combination of landlines (57.5% of the total sample) and cell phones (42.5% of the total sample) telephone exchanges.

The sub-sample in each of the Alabama counties was weighted proportionately by population. The sample methodology offers the 2017 NHTSA/Alabama Drivers' Attitude & Awareness Telephone Survey Research with a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 49 years old.

Respondent Gender: Male 45.7% and Female 54.3%.

Respondent Education: 62.6% of Alabama drivers have some college or technical school or more education.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. Most drivers considered themselves to be white at 70%. Blacks or African American made up 26% of the survey. Hispanic or Latinos made up 2%. Asians 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 (80%) said they drove almost every day while 17% drive a few days a week and 2% drive a few days a month.

Research Observations:

- 94.5% of Alabama drivers indicate that in the past sixty (60) days they have not driven within two (2) hours of drinking an alcoholic beverage.
- 5.5% of the Alabama driver population drive after drinking.
- 53% of Alabama's Drivers have knowledge of Alabama Law Enforcement impaired driving enforcement.
- 94% 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 38.6% likely to speed in 30 MPH speed zones and 24.4% likely in 65 MPH speed zones.
- Conclusion - The 5.5% 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.

Traffic Safety Technical Development Projects
Total Fiscal Year 2017 Expended Funds – \$ 615,503.80
Funding Source - Section 405c

CAPS and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2017.

The following areas describe the focus areas for the FY2017 traffic records upgrades in Alabama according to the approved 2017 405c grant application:

1. RESCUE Software and Supporting Component Development
2. Traffic Information System Portal Innovations
3. Upgrading of eCrash and Support Systems for LRS
4. Full MapClick Implementation
5. Upgrades of eCite and MOVE
6. Systems Analysis for Future Design and Planning

There has been much progress in these areas during FY2017 and it is described below:

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.
- To develop the additional supporting components outside of the data entry system that are essential to its functioning and eventual deployment.

When this primary emphasis area of CAPS is completed, 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.

CAPS is currently in the process of rolling out RESCUE statewide, according to Phase 3 and 4 of the rollout part of the RESCUE design and development work plan.

There are four third party vendors currently working and testing to become cleared to submit to the RESCUE system. Each vendor is cleared individually, and once a vendor is cleared to submit they can then submit for any provider. The providers that have no PCRs submitted are cleared to submit with their vendors, but they have not successfully done so yet.

A list of providers live in RESCUE with their current PCR submitted count is given in Table 1. Table 2 is a comparable list for providers using a third party vendor to submit to RESCUE.

Table 1. Number of PCRs for Providers Live in RESCUE

Provider	PCRs
BAKER HILL FIRE / RESCUE	6
CORDOVA VOLUNTEER FIRE DEPARTMENT	1
EMERGENCY MEDICAL TRANSPORT, LLC	1,465
ENTERPRISE FIRE DEPARTMENT	27
FAYETTE COUNTY EMS	33
FORT RUCKER EMS	12
GOODWATER AMBULANCE SERVICE	6
GREENE COUNTY EMS	95
HELENA FIRE DEPARTMENT	36
HIGHLAND HOME VOLUNTEER FIRE RESCUE DEPARTMENT, INC.	13
INDIAN FORD FIRE DISTRICT	33
JEMISON FIRE AND RESCUE	81
LAMAR AMBULANCE SERVICE INC	5
MARION COUNTY EMS	105
MEDCARE EMS, Inc.	479
ONEONTA FIRE AND RESCUE	34
RAGLAND RESCUE SERVICE	6
SARALAND FIRE RESCUE DEPARTMENT	10
SOUTHSIDE FIRE DEPARTMENT	38

Table 2. Number of PCRs for Providers Using 3rd-Party RESCUE Vendors

Provider	3rd Party Vendor	PCRs
ANNISTON FIRE - RESCUE	ESO Solutions	0
CULLMAN EMS	ESO Solutions	594
CULLMAN FIRE RESCUE	ESO Solutions	29
FULTONDALE FIRE & RESCUE	Emergency Reporting	0
HEADLAND FIRE RESCUE	ESO Solutions	0
HIGHLANDS MED CTR AMBULANCE	ESO Solutions	0
HOOVER FIRE DEPARTMENT - JEFF	ESO Solutions	0
MARSHALL HEALTH SYS - BOAZ	ESO Solutions	565
MOUNTAIN BROOK FIRE DEPT	ESO Solutions	0
PELHAM FIRE DEPARTMENT	ESO Solutions	3
RAINSVILLE FIRE & RESCUE	Emergency Reporting	0
RPS - WALKER	ESO Solutions	91
SOUTHSIDE FIRE DEPARTMENT	Emergency Reporting	0

The Alabama switch-over officially occurs on January 1, 2018 per ADPH instructions. We are working with ADPH EMS to meet this goal. The final wave of roll-out for RESCUE agencies has occurred once contact information was gathered for all agencies. All agencies expected to be using RESCUE have been contacted and granted access to the system. It is up to each individual agency as to when they switch to RESCUE. ADPH EMS is working with the agencies to ensure they meet this deadline. There is no scheduled roll-out for agencies using a 3rd party vendor to submit data. It is upon the agency and vendor to meet the deadline.

2. Traffic Information System Portal Innovations

Area Goals:

- To implement ADVANCE technology to further enable those in the traffic safety community to access all of the information that they are authorized to consume under a single authentication-controlled portal.
- To consolidate 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.

The following progress has been made in accomplishing this goal:

- Added options for minimum crash counts within each severity classification;
- Improved hotspot spreadsheet output to aid in further analysis;
- Researched CARE support for the potential of processing much larger databases via SOLR; and
- Added crosstab functionality to the frequency-export option as part of the portal Search feature.

3. Upgrading of eCrash and Support Systems for LRS

Area Goals:

- To modify eCrash to accommodate the changes being made in MapClick and to transition away from the link/node locational system to a statewide ALDOT maintained Linear Reference System (LRS) for all roadways (whether on the state system or not).
- To assure that all stakeholders are supportive of the implementation in order to facilitate its transition.
- Ultimately to have the entire state under the newly developed by ALDOT.
- Perform all other eCrash upgrades concurrently with the above to assure it is of the highest quality and meets all federal standards.

The major effort in this area has been in integrating the ALDOT Linear Reference System (LRS) into eCrash. This was supported by the new eCrash locations application that uses the new eGIS line work and the new link-node data established by ALDOT. The following reflects the efforts in this area to date:

- Initial design and analysis of database changes to incorporate new crash location variables and potential changes related to MMUCC 5 into a future version of eCrash.
- Ongoing efforts have been successful 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, areas, departments, agencies, ORIs, etc.) have been updated and were further validated.
- Major progress initiated during the third quarter continued in this quarter in the implementation of web services from ALDOT to receive updated LRS data on a regular basis.
- Testing continues on the new location processing and daily incremental dataset creation in the implementation of Aladata servers.
- Recent significant progress with Tyler Technologies in bringing the Jefferson County Sheriff's Office online submitting reports with eCrash was implemented.

4. Full MapClick Implementation

Area Goals:

- To finalize the infrastructure and provide training to support MapClick for improved crash location capability.
- To modify MapClick so that it can use the newly completed ALDOT eGIS line work.
- Ultimately to obtain all required location data (coordinates, node numbers, link numbers, road names, road codes and milepoints) by a single click on a map available in the officer's vehicle.
- To obtain full implementation of a safety location portal for obtaining MapClick data and related information

Progress in this area is was much the same as Item 3 above, since initiation of this effort cannot begin until the ALDOT LRS integration is completed. In addition, the following was accomplished:

- New techniques were designed and developed to more efficiently update maps for local law enforcement; and
- New server software was designed and developed to reduce the complexity of updating geo-located resources for state and local law enforcement.

5. Upgrades of eCite and MOVE

Area Goals:

- To upgrade the eCite and MOVE systems to the most current technology and thus to assure their applicability for at least the next five years.

Efforts have been in response to requested minor updates and bug fixes to keep all of these systems and their supporting components operational and to improve performance in view of the major changes that are planned for FY2018. In particular, the FY2018 approved plan calls for the creation of a documented design for the next version of eCite (eCite-2) that utilizes, to the extent possible, the most current practical technology to assure its operation and effectiveness for at least the next ten years.

6. Systems Analysis for Future Design and Planning

Area Goals:

- To initiate specific systems analysis project so as to optimize the design and plan for more effective development in future years.

Systems analysis and design studies were conducted for all current areas of development. Additional studies were performed in preparation for updates in the TSIS Strategic Plan that will be initiated in the first quarter of FY2018.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program Total Fiscal Year 2017 Expended Funds - \$60,000.00 Funding Source - Section 405c

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.

Traffic Records Strategic Planning

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. The group met in February, April and November in 2017. 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 2018-2022), and an application for a grant to NHTSA in July 2017. 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 2017 legislative session. The following bills are divided into those that passed in the 2017 session and those that did not.

Enacted Bills:

The following bills were enacted during the 2017 session of the Alabama State Legislature:

- **Driver's License Administrative Penalties (HB-29)**: 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.
 - Status: Passed on May 17, 2017 - 100% progression
 - Action: 2017-05-17 - Delivered to Governor at 10:26 a.m. on May 17, 2017.

- **Silver Star or Bronze Star License Plates (HB-60)**: Under existing law, a resident veteran who is the recipient of the Silver Star or Bronze Star may receive a distinct permanent motor vehicle license plate under certain conditions if the veteran presents evidence of receipt of the award on the form DD214. Because the form DD214 was not used until after January 1, 1950, this requirement prevents some veterans awarded the Silver Star or Bronze Star from obtaining the distinctive license.
 - Status: Passed on May 19, 2017 - 100% progression
 - Action: 2017-05-19 - Forwarded to Governor at 11:54 a.m. on May 19, 2017.

- **Motor Vehicles - Accidents (HB-214)**: 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 State 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.
 - Status: Passed on May 18, 2017 - 100% progression

- Action: 2017-05-18 - Delivered to Governor at 9:35 a.m. on May 18, 2017.
- **Motor vehicles, removal of child or incapacitated person from locked vehicle, immunity under certain conditions (HB-227):**
 - Status: Passed on May 2, 2017 - 100% progression
 - Action: 2017-05-02 – Enrolled
- **Motor vehicles, nonconsensual towing of, Law Enforcement Agency authorized to regulate, service charge dispute resolution process, adoption of rules, civil penalties (SB-201):**
 - Status: Passed on May 16, 2017 - 100% progression
 - Action: 2017-05-16 - Assigned Act No. 2017-321.
- **Motor vehicles, license plates, validation decals to include year and month, electronic format for receipts, dealers, issuance of temporary plates, renewals not required to verify vehicle identification number, Secs. 32-6-63, 32-6-65, 32-6-211, 32-7A-17, 40-12-253, 40-12-258, 40-12-260 am'd. (HB-251):**
 - Status: Passed on May 2, 2017 - 100% progression
 - Action: 2017-05-02 – Enrolled
- **Motor vehicles, self-driving vehicles, Joint Legislative Committee established to study (SJR55):**
 - Status: Passed on March 15, 2017 - 100% progression
 - Action: 2017-03-15 - Assigned Act No. 2017-128.

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

The following is a summary of relevant legislative items introduced during the 2017 session. These items may or may not be resubmitted in the next session:

- **Vanity License Plates (SB-19):** Under existing law, an active, retired, or honorably discharged member of the U.S. Marine Corps, upon payment of required fees and submission of specified documentation showing proof of service, may receive a distinctive U.S. Marine Corps license plate. Existing law requires submission of a military identification card, leave and earning statement, or DD214 form to show proof of service. This bill would add the certification of military service form NA 13038 to the list of documents that may be submitted to show proof of service for purposes of receiving the distinctive Marine Corps license plate.
 - Status: Introduced on February 7, 2017 - 25% progression, died in committee
 - Action: 2017-02-07 - Read for the first time and referred to the Senate committee on Veterans and Military Affairs

- **Vanity License Plates (HB-22)**: This bill would provide for the issuance of a distinctive Alabama Retired Law Enforcement Officer license plate. This bill would provide for an annual fee of fifty dollars to be collected for each distinctive license plate issued, for the design of the distinctive license plate, and for the distribution of the net proceeds to the Alabama State Lodge Fraternal Order of Police and the Alabama Peace Officer's Annuity and Benefit Fund.
 - Status: Introduced on February 7, 2017 - 25% progression, died in committee
 - Action: 2017-02-07 - Read for the first time and referred to the House of Representatives committee on Public Safety and Homeland Security

- **Driver's License (SB-23)**: This bill would require the Alabama State Law Enforcement Agency to operate a driver's license office in each county of the state which office would be operational during regular business hours a minimum of one day each week.
 - Status: Engrossed on March 14, 2017 - 50% progression, died in chamber
 - Action: 2017-04-13 - Public Safety and Homeland Security first Amendment Offered

- **DUI (SB-30)**: Enforcement Agency determines administratively that a person was driving under the influence and the offender's driving record shows no prior alcohol or drug-related enforcement contacts during the immediately preceding five years, the offender's driving privilege is suspended for 90 days. This bill would provide that the suspension would be stayed if the offender elects to have an approved ignition interlock device installed on his or her designated motor vehicle.
 - Status: Introduced on February 7, 2017 - 25% progression, died in chamber
 - Action: 2017-05-17 - Indefinitely Postponed

- **ALEA Pistol Database (HB-51)**: This bill would provide for the Alabama State Law Enforcement Agency (ALEA) to create a statewide database of persons who have been issued a pistol permit. This bill would authorize the use of the database by law enforcement officers during traffic stops. This bill would require the sheriff of each county to provide information regarding the pistol permits issued to ALEA.
 - Status: Introduced on February 7, 2017 - 25% progression, died in committee
 - Action: 2017-02-07 - Read for the first time and referred to the House of Representatives committee on Public Safety and Homeland Security

- **Negligent Homicide while Fatigued, (SB-69)**: Under existing law, a person commits the crime of criminally negligent homicide if he or she causes the death of another person by criminal negligence. Criminally negligent homicide is a

Class A misdemeanor unless the person commits the offense while driving a vehicle or vessel while intoxicated.

- Status: Introduced on February 7, 2017 - 25% progression, died in chamber
 - Action: 2017-05-17 - Indefinitely Postponed
- **Anti Road Rage Act (HB-218)**: This bill would require a vehicle traveling on an interstate highway to travel in the right lane unless passing another vehicle. This bill would provide exceptions.
 - Status: Introduced on February 14, 2017 - 25% progression, died in chamber
 - Action: 2017-05-17 - Indefinitely Postponed
- **Damage to Roadway Recovery (HB-220)**: This bill would clarify the definition of damage and further specify under what conditions the state Department of Transportation may recover damages for obstructing, encroaching, or damaging a highway.
 - Status: Introduced on February 14, 2017 - 25% progression, died in committee
 - Action: 2017-02-14 - Read for the first time and referred to the House of Representatives committee on Judiciary
- **Motor Carries - Required to Use Right Lane (HB-18)**: Under current law, a motor vehicle traveling at less than the normal speed of traffic is required to travel in the right-hand lane or as close to the right-hand curb or edge of the roadway as practicable. This bill would specify that, on interstate highways and U.S. highways, a commercial motor vehicle having three or more axles would be required to travel in the right lanes unless passing or under certain other conditions.
 - Status: Introduced on February 7, 2017 - 25% progression, died in chamber
 - Action: 2017-05-17 - Indefinitely Postponed
- **All-Occupant Seat Belt Law (HB-91)**: 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.
 - Status: Introduced on February 7, 2017 - 25% progression, died in committee
 - Action: 2017-02-07 - Read for the first time and referred to the House of Representatives committee on Judiciary

- **Driving Licenses (HB-187)**: This bill would authorize a person who applies for or renews a driver's license, vessel license, or nondriver identification card to provide emergency contact information to the Alabama State Law Enforcement Agency.
 - Status: Introduced on February 14, 2017 - 25% progression, died in chamber
 - Action: 2017-05-17 - Indefinitely Postponed

For a comprehensive list of all TSR legislation introduced during the 2017 session (and previous sessions) consult previous AOHS Annual Reports or visit: <http://www.safehomealabama.gov/GovernmentAgencies/StateAgencies/ALLegislature.aspx>.

Statewide Statistics Table for 2012-2016

	2010	2011	2012	2013	2014	2015	2016	2018** Baseline
C-1 Number of Traffic Fatalities (FARS)	862	895	865	853	820	850	1,038	885
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	10,544	9,904	8,974	8,558	7,960	8,540	8,152	8,437
C-3 Fatalities/VMT (FARS/FHWA)								
• Total_____	1.34	1.38	1.33	1.31	1.25	1.26		1.31
• Urban_____	0.97	1.09	1.01	.82	.72	.67		.86
• Rural_____	1.72	1.70	1.69	1.85	1.97	2.09		1.78
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	394	382	354	369	351	355	412	368
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	264	261	240	259	265	247	279	258
C-6 Number of Speeding-Related Fatalities (FARS)	316	298	273	253	237	236	317	263
C-7 Number of Motorcyclist Fatalities (FARS)	86	98	97	80	65	67	103	82
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	5	10	10	1	10	9	10	8
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	140	136	139	102	91	122	154	122
C-10 Number of Pedestrian Fatalities (FARS)	61	79	77	59	96	98	111	88
C-11 Number of Bicycle Fatalities (FARS)	6	5	9	6	9	9	2	7
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	91.4%	88.0%	89.5%	97.3%	95.7%	93.3%	92.0%	93.6%
Speed Hotspots*	63	45	47	37	33	30	37	45
Speed Fatal Crashes*	212	188	179	165	141	142	207	182
Speed Injury Crashes*	1,883	1,832	1,779	1,663	1,529	1,668	1,700	1,731
Impaired Driving Hotspots*	143	144	179	198	176	166	160	167
Impaired Driving Fatal Crashes*	210	217	186	191	187	207	232	204
Impaired Driving Injury Crashes*	2,798	2,647	2,661	2,490	2,191	2,425	2,342	2,522

* State Data

** Baselines are 5-year averages of the 2012-2016 data.

Alabama Fiscal Year 2017 Traffic Safety Performance Measures

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

2010	2011	2012	2013	2014	Baseline	Goal
862	895	865	852	820	858.8	857

Reduce total traffic fatalities by .24 percent from the five year baseline average of 859 (2010-2014) to 857 by 2017*. **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 (2012 to 2016) number of traffic fatalities for 2017 is 885. The goal was not achieved.

An analysis of Alabama fatal crashes was performed to compare the most recent year (2016) with previous years. This study found that speed was the most significant factor in comparing 2016 results with those of 2012-2015. Speed related fatalities increased dramatically (25.8%) from an average of 212 per year (2012-2015) to 266 in 2016. Speed related fatalities increased dramatically (25.8%) from an average of 212 per year (2012-2015) to 266 in 2016. Overall, fatalities increased an uncharacteristic 28.3% in 2016 compared to 2015. This was the largest increase in the last ten years and could not have been predicted.

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

2010	2011	2012	2013	2014	Base-line	Goal
10,544	9,904	8,974	8,558	7,960	9,188	8,900

Reduce serious injuries in traffic crashes by 3.13 percent from the five year baseline average of 9,188 (2010-2014) to 8,900 by 2017*. **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 (2012 to 2016) number of serious injuries in traffic crashes for 2017 is 8,437. The goal was achieved.

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

Total Fatalities/100M VMT

2010	2011	2012	2013	2014	Baseline	Goal
1.34	1.38	1.33	1.31	1.25	1.32	1.31

Reduce the fatality rate per 100M VMT by .75 percent from the five year baseline average of 1.32 (2010-2014) to 1.31 by 2017*. **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 (2011-2015) fatality rate for 2016 is 1.31. The goal was achieved.

Rural Fatalities/100M VMT

2010	2011	2012	2013	2014	Baseline	Goal
1.72	1.70	1.68	1.85	1.97	1.78	1.77

Reduce the rural fatality rate per 100M VMT by .56 percent from the five year baseline average of 1.78 (2010-2014) to 1.77 by 2017*. The five year average (2011-2015) rural fatality rate for 2017 is 1.78. The goal was not achieved.

An analysis of rural fatality crashes was performed to compare the most recent year (2016) rural fatal crashes with previous years (2012-2015). This study found that the number of fatalities per crash was significant to the increase of rural fatalities in 2016. Crashes involving four and five fatalities accounted for 0.32% of all rural fatal crashes between 2012 and 2015. Crashes involving four and five fatalities rose to over 1% of all rural fatal crashes in 2016.

Urban Fatalities/100M VMT

2010	2011	2012	2013	2014	Baseline	Goal
0.97	1.09	0.99	0.82	0.72	0.92	.90

Reduce the urban fatality rate per 100M VMT by 2.17 percent from the five year baseline average of .92 (2010-2014) to .90 by 2017*. The five year average (2011-2015) urban fatality rate for 2017 is .86. The goal was achieved.

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

2010	2011	2012	2013	2014	Baseline	Goal
394	382	354	369	351	370	368

Reduce the unrestrained passenger vehicle occupant fatalities by .54 percent from the five year baseline average of 370 (2010-2014) to 368 by 2017*.

The five year average (2012 to 2016) number of unrestrained passenger vehicle occupant fatalities for 2017 is 368. The goal was achieved.

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

2010	2011	2012	2013	2014	Baseline	Goal
264	261	257	260	264	261	259

Reduce the alcohol-impaired driving fatalities by .77 percent from the five year baseline average of 261 (2010-2014) to 259 by 2017*.

The five year average (2012-2016) number of driver or motorcycle operator with a BAC of .08 and above (FARS) for 2017 is 258. The goal was achieved.

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

2010	2011	2012	2013	2014	Baseline	Goal
316	298	273	253	237	275	270

Reduce the speeding-related fatalities by 1.8 percent from the five year baseline average of 275 (2010-2014) to 270 by 2017*.The five year average (2012 to 2016) number of speeding-related fatalities (FARS) for 2017 is 263. The goal was achieved.

C-7) Number of motorcyclist fatalities (FARS)

2010	2011	2012	2013	2014	Baseline	Goal
86	98	97	80	65	85	83

Reduce the motorcyclist fatalities by 2.3 percent from the five year baseline average of 85 (2010-2014) to 83 by 2017*.The five year average (2012 to 2016) number of motorcyclist fatalities (FARS) for 2017 is 82. The goal was achieved.

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

2010	2011	2012	2013	2014	Baseline	Goal
5	10	10	1	10	7.2	6

Reduce the un-helmeted motorcyclist fatalities by 14.3 percent from the five year baseline average of 7 (2010-2014) to 6 by 2017*. The five year average (2012 to 2016) number of un-helmeted motorcyclist fatalities (FARS) for 2017 is 8. The goal was not achieved.

An analysis of un-helmeted fatalities was performed to compare the most recent year (2016) un-helmeted fatalities with previous years (2012-2015). This study found younger motorcyclists accounts for a dramatic increase in un-helmeted fatalities. Motorcyclists aged 25 and younger accounted for 20.83% of all un-helmeted between 2012 and 2015. Un-helmeted fatalities for this age group increased to 44.44% of all un-helmeted fatalities in 2016.

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

2010	2011	2012	2013	2014	Baseline	Goal
140	136	139	102	91	122	118

Reduce the number of drivers age 20 or younger involved in fatal crashes by 3.3 percent from the five year baseline average of 122 (2010-2014) to 118 by 2017*. The five year average (2012 to 2016) number of drivers age 20 or younger involved in fatal crashes (FARS) for 2017 is 122. The goal was not achieved.

An analysis of young driver fatalities was performed to compare the most recent year (2016) young driver fatalities with previous years (2012-2015). This study found several counties accounted for the increase in young driver fatalities. Houston, Escambia, Macon, Baldwin, and Etowah counties accounted for 5.37% of all younger driver fatalities between 2012 and 2015. Younger drivers in these counties increased to 24.3% of all younger driver fatalities in 2016.

C-10) Number of pedestrian fatalities (FARS)

2010	2011	2012	2013	2014	Baseline	Goal
61	79	77	59	96	69	68

Reduce the number of pedestrian fatalities 1.4 percent from the five year baseline average of 69 (2010-2014) to 68 by 2017*. The five year average (2012 to 2016) number of pedestrian fatalities (FARS) for 2016 is 88. The goal was not achieved.

An analysis of pedestrian fatalities was performed to compare the most recent year (2016) pedestrian fatalities with previous years (2012-2015). This study found improper crossing by the pedestrian to be the most over-represented contributing circumstance. Improper crossing accounted for 20.1% of all pedestrian fatalities between 2012 and 2015. Improper crossing pedestrian fatalities increased to 35.3% of all pedestrian fatalities in 2016.

Alabama Traffic Safety Activity Measures

Year	2012	2013	2014	2015	2016	2017
Speeding Citations	42,067	57,670	63,890	64,719	30,807	36,027
DUI Arrests	2,021	2,508	3,848	2,381	906	830
Seat Belt Citations	30,384	25,536	36,120	17,801	10,575	12,002

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 led 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).

Consistent with 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.

The record high number of traffic fatalities in Alabama occurred in calendar year 2006 with a total of 1207. Between 2007 and 2011, there was a reduction of 271 lives per year (a total of 1353 fatalities over that five-year time period). This rate of reduction was 6% per year, and 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 that are generally closer to emergency medical services;
- 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.

With the large reduction in fuel prices the last couple of years, sustaining the modest rate of 2% per year is going to be a major challenge. As can be seen from the following table, Alabama was not able to achieve the 2% goal in fatality reduction for the three year average for 2013-2015. However, it is notable that the fatality rate for the State of Alabama has been declining since 2011 even though the vehicle miles traveled have been increasing as shown in Table 1 in Section 2.3.

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

Table 2 shows how the number of hotspots is being monitored. The criteria used to find the number of hotspots and the calculation of the rate has not changed over the years in order to make the total number of hotspots comparable from year to year.

Table 2. 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
2017	2013-2015	30	166	196

The statewide effort will continue to focus traffic safety funding on these hotspot locations, taking every possible action 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 and between 2010 and 2011. There was an increase in the three year periods that ended on 2012 and 2013. This was generally reversed in the three year periods that ended in years 2014 and 2015.

General Strategy: To require the CTSP/LEL Coordinators to focus their plans primarily on the evidence-based 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 3a and 3b present a summary of all crashes for the Calendar Years 2001-2015. These statistics should be referenced as overall goals and strategies are discussed and determined.

Table 3a. Summary of All Crashes – CY 2001-2008 Alabama Data

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008
Fatal Crashes	902	931	899	1033	1013	1074	1010	886
Percent Fatal Crash	0.67%	0.66%	0.64%	0.71%	0.70%	0.77%	0.75%	0.71%
Injury Crashes	29771	30922	30748	31856	31335	30527	28295	25613
Percent Injury Crashes	22.26%	22.02%	21.80%	21.77%	21.76%	21.84%	20.92%	20.66%
PDO Crashes	103066	108583	109420	113469	111645	108179	107971	99241
Percent PDO Crashes	77.07%	77.32%	77.57%	77.53%	77.54%	77.39%	79.83%	80.05%
Total	133739	140436	141067	146358	143993	139780	135256	123968

Table 3b. Summary of All Crashes – CY 2009-2015 Alabama Data

Performance Measures	2009	2010	2011	2012	2013	2014	2015
Fatal Crashes	775	793	814	815	745	737	739
Percent Fatal Crash	0.63%	0.62%	0.64%	0.63%	0.59%	0.55%	0.50%
Injury Crashes	27675	29051	27687	27551	26810	28019	30858
Percent Injury Crashes	22.37%	22.63%	21.69%	21.45%	21.15%	21.04%	20.93%
PDO Crashes	96840	100126	100795	101706	100675	100319	111674
Percent PDO Crashes	78.26%	77.99%	78.95%	79.18%	79.43%	75.33%	75.74%
Total	123740	128384	127668	128442	126740	133175	147452

Table 3 summarizes hotspots by Crash and Region for FY 2017. The table shows percentages for each Region in four categories: Hotspots, Fatal, Injury, and Total Crashes.

Table 3. Summary of Hotspots by Crash and Region

	Hotspots	Regional	Fatal Crashes	Regional	Injury Crashes	Regional	Total Crashes	Regional
East	162	35.60%	296	28.79%	3347	32.70%	6571	33.40%
North	92	20.22%	246	23.93%	2856	27.91%	5376	27.33%
South	92	20.22%	258	25.10%	1963	19.18%	3864	19.64%
Southeast	109	23.96%	228	22.18%	2068	20.21%	3861	19.63%
TOTAL	455		1,028		10,234		19,672	

Analyses similar to mileposted routes 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 2017 analysis, data from three prior years (CY 2013-2015) 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 2015). The following table gives the numbers of hotspots found according to the various location types and criteria.

Hotspot Target	Location Type	Number of Hotspots	Criteria
General	Mileposted	97	≥ 20 RD Crashes in 10 Miles
General	Intersection	86	≥ 4 RD Crashes at Intersection
General	Segment	66	≥ 4 RD Crashes on Segment
Child Restraint	Mileposted	83	≥ 4 CRD Crashes in 10 Miles
Child Restraint	Intersection	93	≥ 2 CRD Crashes at Intersection
Child Restraint	Segment	30	≥ 2 CRD Crashes on Segment
TOTAL		455	

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 details for this plan are given in Attachment A.

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.