

# STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2020

prepared for

Governor Michael J. Dunleavy

under the direction of

Commissioner John MacKinnon  
Transportation and Public Facilities

prepared by

The Department of Transportation and Public Facilities  
Alaska Highway Safety Office  
3132 Channel Drive, P.O. Box 112500  
Juneau, Alaska 99811-2500  
2020



# State of Alaska Highway Safety Annual Report

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**December 31, 2020**

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## Acronym Guide

ACS	Alaska Court System
AHSO	Alaska Highway Safety Office
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APSIN	Alaska Public Safety Information Network
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ASTEP	Alaska Strategic Enforcement Partnership
ATR	Alaska Trauma Registry
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Centers for Disease Control
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IDTF	Impaired Driving Task Force
LEL	Law Enforcement Liaison
MAP-21	Moving Ahead for Progress in the 21st Century
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey
SIRIS	Spatially Integrated Roadway Information System
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TRCC	Traffic Records Coordinating Committee
VMT	Vehicle Miles Traveled

## Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2020 serves as the State's assessment of the 2020 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP that identifies current highway safety problems, defines performance targets and measures, and describes safety programs and projects that will be implemented to address highway safety concerns and achieve the safety performance targets. The AR reviews the yearly progress on implementing Alaska's HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill Moving Ahead for Progress in the 21st Century (MAP 21) and the more recently passed Fixing America's Surface Transportation (FAST) Act.

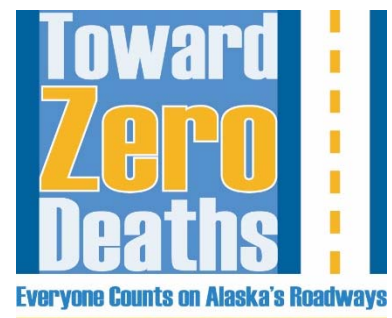
The AHSO administers Federal funds distributed to state, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle related deaths and serious injuries due to through implementation of programs and projects that address driver behavior and improvements in the traffic records systems.

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Although grant funded enforcement was curtailed for most of the year due to COVID-19, and no observational seat belt survey took place, some promising trends were developing. Most notable in 2020, Alaska saw more grant funded speeding citations written (7,263) than in any previous year. Another highlight was a more than 22 percent decrease in Alaska's fatality rate in 2019 (1.14) from 2018 (1.46). The AHSO thanks our local, state, and Federal partners for their commitment to our mission and is grateful for their support.

In 2020, the AHSO and our safety partners continued to work toward our shared goal of Towards Zero Deaths – Everyone Counts on Alaska's Roadways through joint implementation of the HSP and our Strategic Highway Safety Plan (SHSP).

### Our Mission

The AHSO is committed to enhancing the health and well-being of the state's citizens and visitors through a comprehensive statewide behavioral safety program to prevent crashes and save lives. Any loss of life or injury sustained in a traffic crash is unacceptable and likely preventable. The AHSO embraces, and actively promotes, the state's Toward Zero Deaths – Everyone Counts on Alaska's Roadways campaign in collaboration with its partners.



## 1.0 Safety in Alaska

### 1.1 Measurable Progress

Federal regulations require the State to prepare the AR containing adequate project and system specific information to demonstrate measurable progress using performance-based measures. The AHSO is the primary agency responsible for implementing NHTSA-funded highway safety projects in Alaska. The AHSO is also responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for NHTSA. The Department of Transportation and Public Facilities' (DOT&PF) Transportation Data Services Office maintains the Spatially Integrated Roadway Information System (SIRIS), a suite of three systems that includes the Crash Data System (fatality and injury data), Roadway Data System, and the Traffic Monitoring Systems.

The performance goals and measures reported in the AR are from Alaska's FFY 2020 HSP. Fatality data are complete through 2019, and the serious injury data are complete through 2017. Previous years' data have been revised where necessary. If available, 2018 and 2019 data are noted, although some included in figures and tables may be preliminary and will be identified as such.

Traffic fatalities in Alaska decreased from 80 in 2018 to 67 in 2019. The AHSO is committed to implementing and revising safety projects as needed to continue reductions in the number of fatalities and maintain the long-term downward trend in the number of serious injuries.

Table 1.1 compares the fatality rates between Alaska and the United States (U.S.) from 2009 through 2019 and Table 1.2 compares fatalities in 2018-2019 and fatality rates among NHTSA Region 10 states.

**Table 1.1 Fatality Rate Comparison**

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2009	1.13	1.30
2010	1.11	1.17
2011	1.10	1.57
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.17	1.43
2018	1.14	1.46
2019	1.11	1.14

Source: NHTSA FARS. Accessed December 17, 2020.

**Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States**

State	2018 Fatalities	2018 Fatality Rate (Per 100 MVMT)	2019 Fatalities	2019 Fatality Rate (Per 100 MVMT)
Alaska	80	1.46	67	1.14
Idaho	231	1.3	224	1.24
Oregon	506	1.37	489	1.37
Montana	182	1.43	184	1.43
Washington	546	0.88	519	0.83

Source: NHTSA FARS. Accessed December 18, 2020.











## 1.2 Key Accomplishments

In FFY 2020:

- 7,263 grant funded speeding citations were written in FFY 2020, even during limited enforcement during COVID-19 this was a 5.5 percent increase over FFY 2019.
- The AHSO hosted the first statewide traffic safety conference.
- Alaska exceeded the target fatality goal of 75 in 2019 lowering fatalities to 67.
- Motorcycle fatalities fell 50 percent from 12 in 2018 to 6 in 2019.
- Pedestrian fatalities plummeted from 14 in 2018 to 6 in 2019.
- Fatality rate decreased by more than 22 percent from 1.46 in 2018 to 1.14 in 2019.

Table 1.3 provides the results of Alaska’s progress in meeting the state’s target for the core performance measures identified in the FFY 2020 HSP. Green circles indicate the target was met and red circles indicate the target was not met.

**Table 1.3 FFY 2020 Highway Safety Performance Report**

Performance Measure Type	PM ID	Performance Measure	2019 Target	2019 Actual	2019 Met Target	Percent Difference	2020 Target
Core Outcome Measures	C-1	Fatalities	75	67		-11%	80
	C-1a	Fatalities (five-year average)	N/A	N/A	N/A	N/A	N/A
	C-2	Serious Injuries	350	N/A	N/A	N/A	400
	C-3	Fatalities per 100 MVMT	1.5	1.14		-24%	1.5
	C-4	Unrestrained passenger vehicle occupant fatalities	20	22		10%	19
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	21	22		5%	22
	C-6	Speeding-related fatalities	24	29		21%	25
Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	2		-33%	3
	C-9	Young drivers (20 or under) involved in fatal crashes	9	10		11%	8
	C-10	Pedestrian fatalities	11	6		-45%	12
	C-11	Bicyclist fatalities	1	2		100%	1
Core Behavior Measure	B-1	Observed seat belt use	91.00%	94.1%		3.4%	92.00%
Activity Measures (during grant-funded activities)	A-1	Seat belt citations	N/A	1,107	N/A	N/A	N/A
	A-2	Impaired driving arrests	N/A	769	N/A	N/A	N/A
	A-3	Speeding citations	N/A	3,497	N/A	N/A	N/A

Source: NHTSA FARS and the Alaska Highway Safety Office. Accessed December 18, 2020.

### 1.3 Legislation

There was no new traffic safety legislation introduced or passed in Alaska in FFY 2020.

### 1.4 Priorities

The AHSO identified seven priorities in the FFY 2020 HSP that are consistent with the three strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers), Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles), and Roadways. Each emphasis area action plan identifies enforcement, education, engineering, and data strategies that are being implemented and tracked. The seven AHSO priorities included:

- **Impaired Driving** – In 2019, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above decreased to 22 from 27 in 2018, a 19 percent reduction. In 2020, the Anchorage Police

Department’s (APD) Impaired Driving Team was fully operational and all of the team members are now DREs. While the number of DREs in the state fell to 36, this number is expected to increase again after travel restrictions due to COVID-19 dissipate.

- Occupant Protection** – Unrestrained passenger vehicle fatalities increased in 2019 to 22 from 20 in 2018, an increase of nine percent. However, in 2016 there were 37 unrestrained fatalities. Overall, Alaska is anticipating a reduction in unrestrained fatalities due, in part, to the observed seat belt usage rate staying above 90 percent over the last several years, reaching a record high of 94.1 percent in 2019. Grant-funded seat belt citations dipped in 2020 with 301 citations issued. However, it is anticipated that seat belt citations and occupant protection enforcement will increase in 2021 as the vaccine for COVID-19 becomes more widely available.
- Speeding** – Since 2014, Alaska has seen its speeding related fatalities fluctuate. In 2019, the speeding related fatalities dropped 31 percent to 29 over 2018 (42). Historically the largest percentage of all fatalities, in recent years speeding-related fatalities have fallen to around the same number as impaired driving and unrestrained fatalities. Furthermore, the number of speeding citations issued during grant-funded enforcement increased in 2020 to 7,263, an increase of nearly six percent over 2019. This increase in grant-funded enforcement citations can be largely attributed to APD’s Impaired Driving and Glenn Highway Speed Enforcement programs. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement will result in a reduction in speeding fatalities. Table 1.4 shows the fluctuations in speeding-related fatalities and serious injuries between 2010 and 2019.

**Table 1.4 Fatalities and Major Injuries Involving Speeding**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Speeding Fatalities	25	26	14	22	18	22	36	26	42	29
Speeding Serious Injuries	112	64	91	107	76	89	108	75	N/A	N/A
Speeding Fatalities as a Percent of All Fatalities	46%	35%	24%	43%	22%	34%	43%	33%	53%	43%
Speeding Serious Injuries as a Percent of All Serious Injuries	23%	16%	25%	31%	24%	26%	25%	23%	N/A	N/A

Source: Source: NHTSA/STSI and Alaska DOT&PF. Accessed December 18, 2020.

\*Serious Injury data represents the most current data via the AKDOT&PF.










- Motorcycle Safety** – In 2016 and 2017 the number of motorcycle fatalities remained steady at six. Motorcycle fatalities rose to 12 in 2018 and fell again to six in 2019. Of the six fatalities in 2019, two were unhelmeted. The AHSO continues to work with their communications contractor and sports marketing contractor to identify additional educational outreach strategies to address motorcycle fatalities in the state.
- Pedestrian and Bicycle Safety** – Pedestrian and bicyclist fatalities in 2019 showed mixed trends to previous years. Pedestrian fatalities had a significant drop of 57 percent to six in 2019 from 14 fatalities in 2017 and 2018. For 2019, there were two bicyclist fatalities in Alaska, an increase from zero in 2018. The percentage of all fatalities involving pedestrians and bicyclists accounted for nearly 12 percent of all motor vehicle related fatalities in 2019, this is a decrease from 18 percent of all fatalities in 2018.

- Novice Drivers** – Nationally novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen driver does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 states, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. Alaskan novice drivers under 20 years old involved in fatal crashes was ten in 2019, a slight increase from eight in 2018.
- Traffic Records** – Traffic records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2016, Alaska developed a new Traffic Records Strategic Plan in 2017 to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track the progress of traffic safety countermeasure implementation. Improvements in traffic records in FFY 2020 included an increase in citations submitted to the Alaska Court System via TraCS from 25,956 in 2019 to 27,000 submitted in 2020.

## 1.5 Progress in Achieving Performance Targets

No preliminary fatality data (FARS AFR or Alaska CARE System) were available to determine if performance targets identified in the FFY 2020 HSP will be met.

**Table 1.5 Preliminary FFY 2020 Highway Safety Progress Report**

Performance Measure Type	PM ID	Performance Measure	2019 Target	2019 Actual *	2019 Met Target	Percent Difference	2020 Target	2020 Target Progress
Core Outcome Measures	C-1	Fatalities	75	67		-11%	80	In-progress
	C-1a	Fatalities (five-year average)	N/A	N/A	N/A	N/A	N/A	In-progress
	C-3	Fatalities per 100 MVMT	1.5	1.14		-24%	1.5	In-progress
	C-4	Unrestrained passenger vehicle occupant fatalities	20	22		10%	19	In-progress
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	21	22		5%	22	In-progress
	C-6	Speeding-related fatalities	24	29		21%	25	In-progress
	C-7	Motorcycle fatalities	8	6		-25%	7	In-progress
Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	2		-33%	3	In-progress
	C-9	Young drivers (20 or under) involved in fatal crashes	9	10		11%	8	In-progress
	C-10	Pedestrian fatalities	11	6		-45%	12	In-progress

Performance Measure Type	PM ID	Performance Measure	2019 Target	2019 Actual *	2019 Met Target	Percent Difference	2020 Target	2020 Target Progress
	C-11	Bicyclist fatalities	1	2	●	100%	1	In-progress
Core Behavior Measure	B-1	Observed seat belt use	91.0%	94.1%	●	3.4%	92.0%	N/A

Source: NHTSA/STSI. Accessed December 18, 2020.

\*2020 fatality data were not available from FARS or the Alaska CARE System for progress evaluation.

**PLEASE NOTE:** All 2020 data are preliminary and subject to further changes, therefore this data is used only in Section 1.4. The Annual Report is a public document that will be available online. For this reason, the AHSO did not want preliminary data being quoted or used for another purpose before being finalized. For the most recent data stakeholders should contact the AHSO.

Similar to many other states in the nation, Alaska has seen its fatalities rise in the last few years. However, the decrease in 2019 fatalities (67) exceeded the 2019 target of 75 and was below the target of 80 fatalities for 2020. When the FFY 2020 targets were set using the five year rolling average from 2013-2017 fatalities were trending upwards, thus aggressive downward targets were set for FFY 2020. The AHSO adjusted the targets in the FFY 2021 HSP using the five year rolling averages from 2013-2017. With incorporation of this (more recent trend data in upcoming HSPs, the AHSO believes more targets will be met moving forward.

Alaska has made great strides in recent years increasing the observed seat belt rate to historic new highs each year, however speeding, young driver, and unrestrained fatalities increased in 2019. Further complicating matters, all enforcement agencies struggled with staffing issues and the ability to work voluntary enforcement efforts due to COVID-19 related restrictions in FFY 2020, which impacted their participation in high-visibility occupant protection, impaired driving, and speed enforcement. One focus of the 2020 Safety Summit was to provide information and ideas to law enforcement participants through two well attended Law Enforcement Liaison presentations on How an Engaged Law Enforcement Can Save Lives and Young Drivers to encourage participation in AHSO traffic enforcement efforts. The AHSO is confident when the pandemic subsides that participation by law enforcement in these programs will increase substantially.



As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next Highway Safety Plan to address how it did not meet these performance targets. The AHSO remains intent on establishing an Alaska Law Enforcement Liaison position in FFY 2021 to provide support to local agencies throughout the year and help bring on additional law enforcement agencies to participate in mobilizations. Additionally, in 2020 the AHSO brought on another Grants Administrator to focus on impaired driving projects and initiatives to help address and meet impaired driving targets and administration of those programs. For the first time in 2020, Alaska used a sports marketing contractor to reach a greater audience across the state on safe driving behaviors. Although it is too soon to evaluate these education and communication efforts for impact, it is a proven



countermeasure that the AHSO believes will be successful in reaching and resonating with the target audiences. The AHSO is now overseeing the implementation of Alaska's Strategic Highway Safety Plan (SHSP) which will ensure better alignment between the AHSO and SHSP partners and the emphasis areas within the SHSP. Further adjustments to the HSP will be the accumulation of additional law enforcement agencies working NHTSA funded programs as the AHSO has seen a decline in participating agencies in recent years. It is anticipated after the pandemic subsides law enforcement agencies will begin participating at pre-pandemic levels and the AHSO will also help to bring on additional law enforcement agencies to participate in mobilization campaigns. With all of these efforts, the AHSO believes more performance targets will be met in the future.

## 2.0 Performance Data – Alaska 2014 to 2020

### 2.1 Crash Statistics Summary

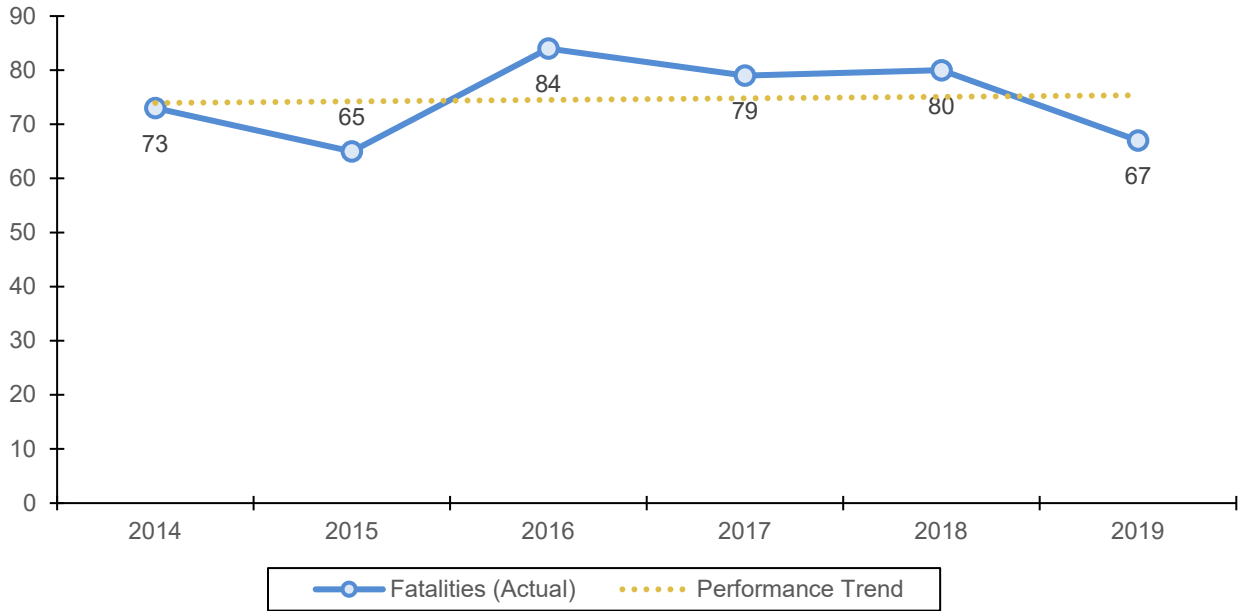
In Alaska, fatalities resulting from motor vehicle related crashes fell from 80 in 2018 to 67 in 2019. Details on Alaska's highway safety trends between 2014 and 2020 are provided in Table 2.1. Figures 2.1 through 2.15 illustrate select performance measures shown in Table 2.1. Fatality data are complete through 2019 and serious injury data are complete through 2017. Previous years' data have been revised where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

**Table 2.1 Alaska Traffic Safety Trends 2014 to 2020**

Crash Data/ Trends	2014	2015	2016	2017	2018	2019	2020	Percent Change 2018-2019
Fatalities (Actual)	73	65	84	79	80	67	N/A	-16%
Fatalities per 100 MVMT	1.50	1.29	1.6	1.43	1.46	1.14	N/A	-22%
Serious Injuries	343	273	311	272	N/A	N/A	N/A	#N/A
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	22	22	31	23	27	22	N/A	-19%
Unrestrained Passenger Vehicle Fatalities	21	15	37	17	20	18	N/A	-10%
Speeding-Related Fatalities	18	22	36	26	42	29	N/A	-31%
Motorcyclist Fatalities	8	11	6	6	12	6	N/A	-50%
Unhelmeted Motorcyclist Fatalities	3	4	2	3	5	2	N/A	-60%
Young Driver (20 or under) Involved in Fatal Crash	11	6	16	6	8	10	N/A	25%
Pedestrian Fatalities	14	12	12	14	14	6	N/A	-57%
Bicyclist Fatalities	3	0	1	1	0	2	N/A	200%
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	88.4%	89.3%	88.5%	90.1%	91.6%	94.1%	N/A	3%
Seatbelt Citations Issued During Grant-Funded Events	612	725	966	1,232	1,107	1,561	301	-80%
DUI Arrests Made During Grant-Funded Events	80	192	202	156	769	870	621	-29%
Speeding Citations Issued During Grant-Funded Events	438	457	747	966	3,497	6,886	7,263	6%

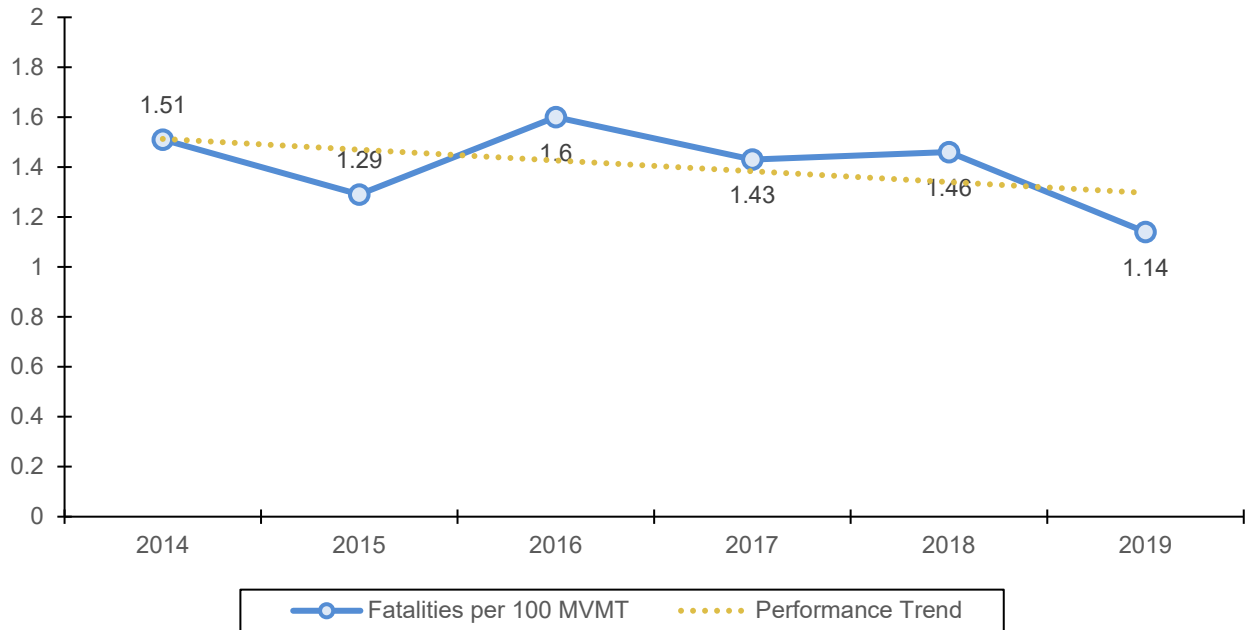
Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed December 21, 2020.

**Figure 2.1 Statewide Fatalities**



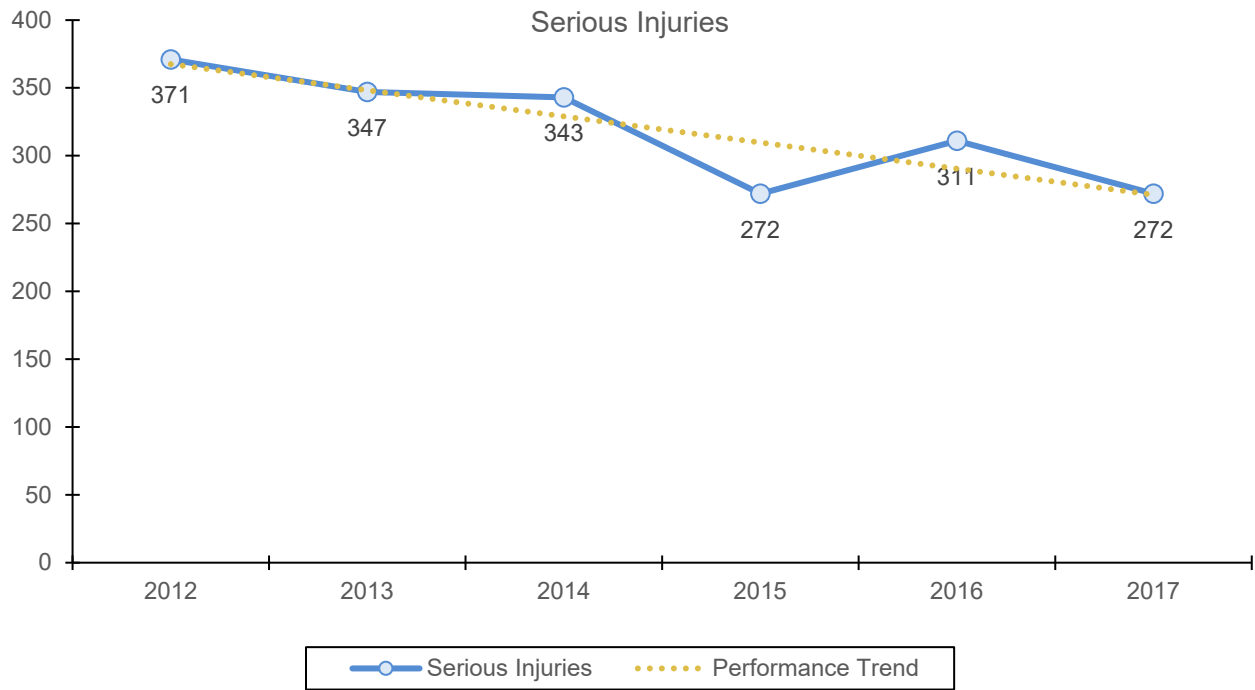
Source: NHTSA STSI/FARS. Accessed December 17, 2020.

**Figure 2.2 Statewide Fatality Rate**



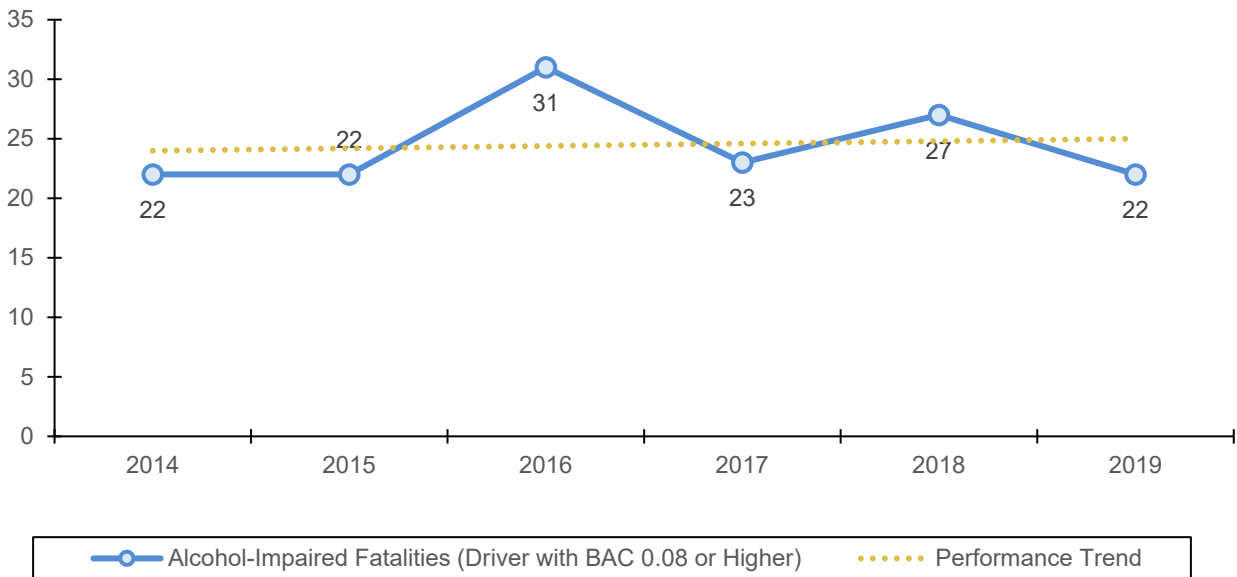
Source: NHTSA STSI/FARS. Accessed December 17, 2020.

**Figure 2.3 Statewide Serious Injuries**



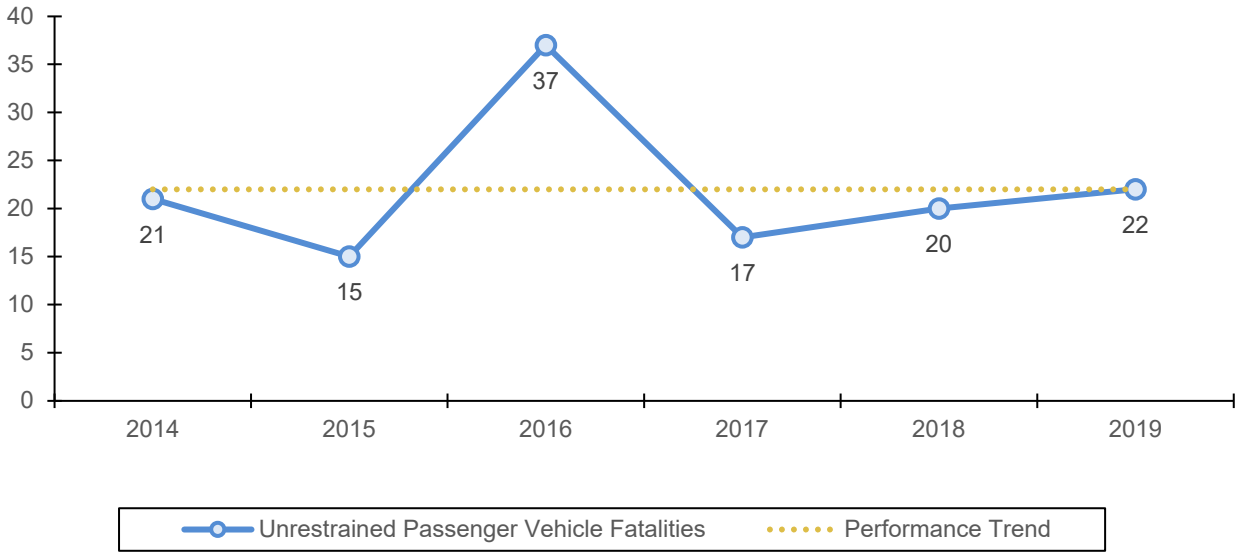
Source: Accessed December 18, 2020 using the CARE database. The 2017 serious injury data is preliminary and 2018 injury data was not available at the time of this report; neither have been included in Figure 2.3.

**Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC**



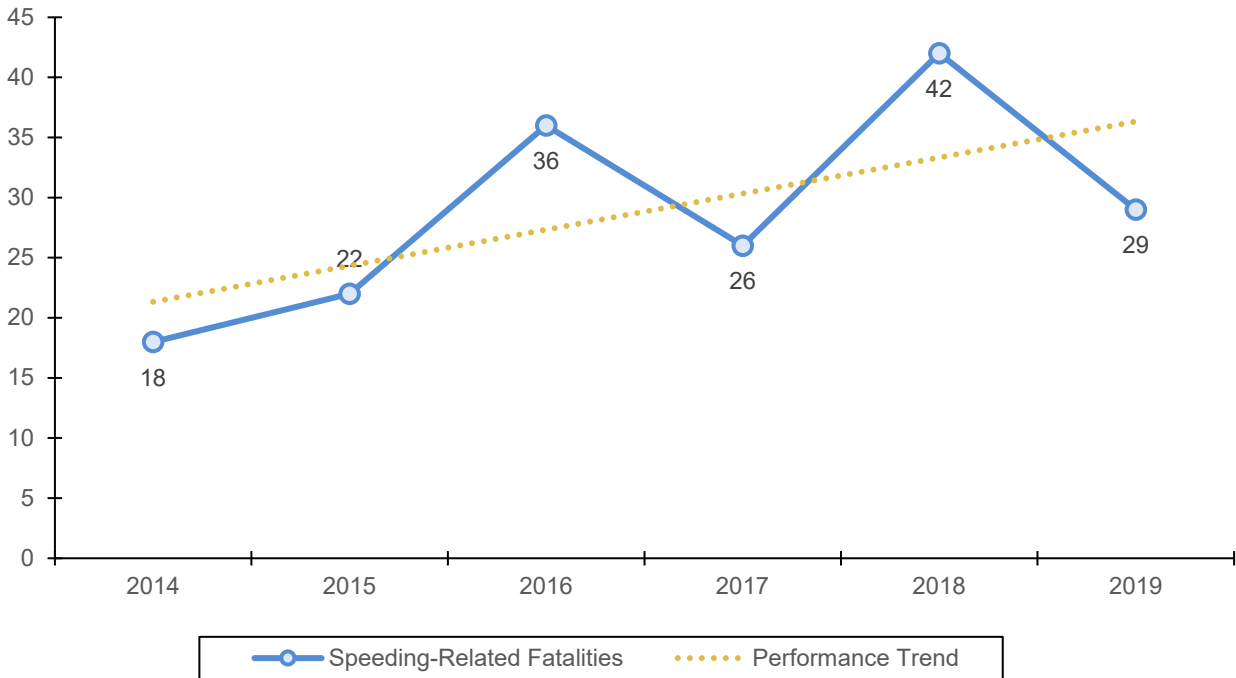
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities**



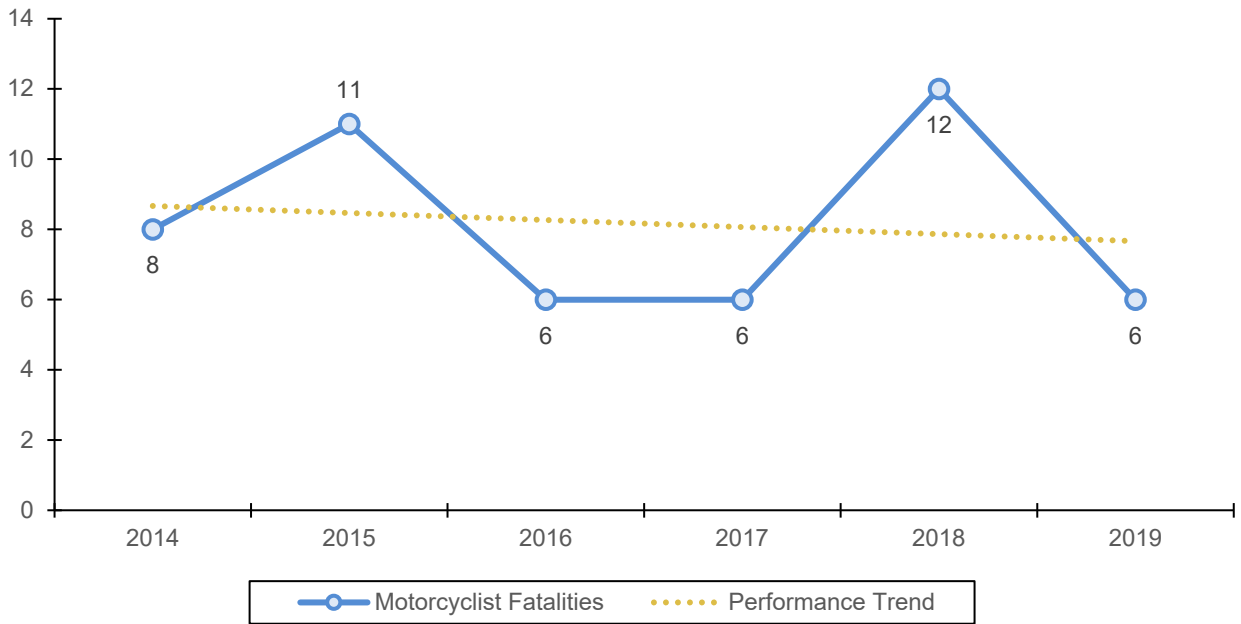
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.6 Speeding-Related Fatalities**



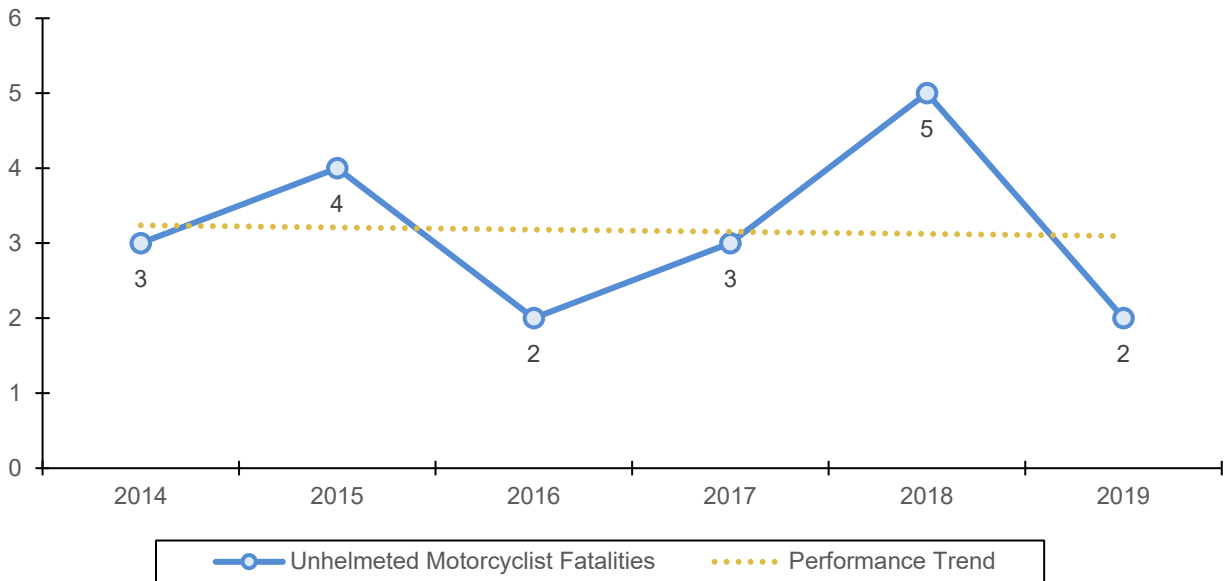
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.7 Motorcycle Fatalities**



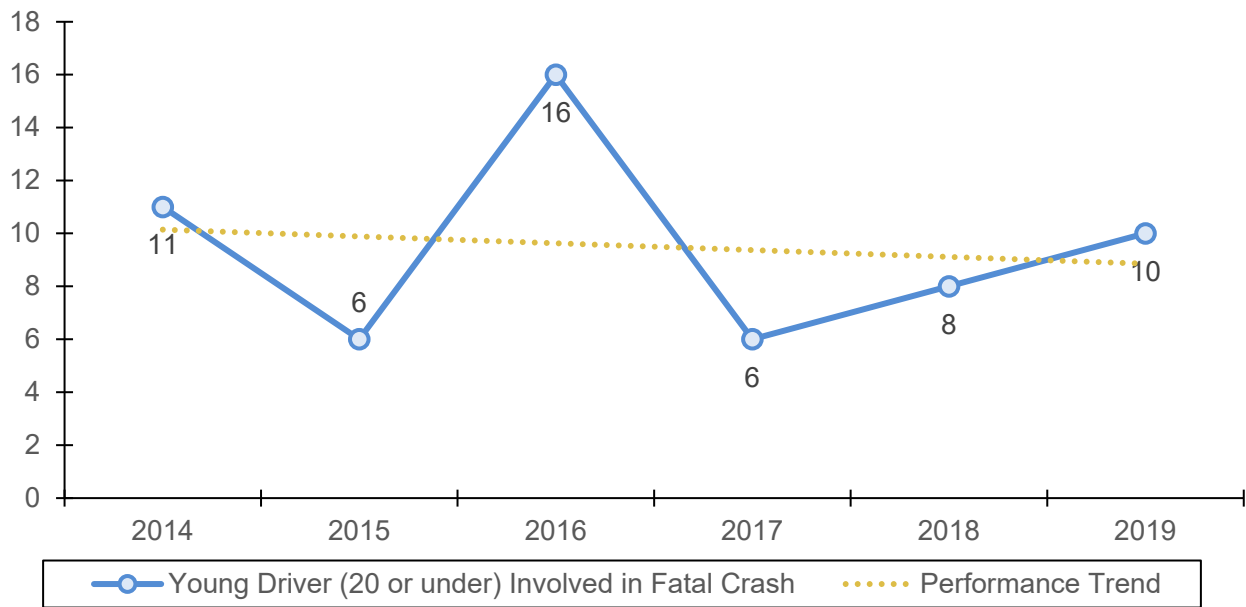
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.8 Unhelmeted Motorcycle Fatalities**



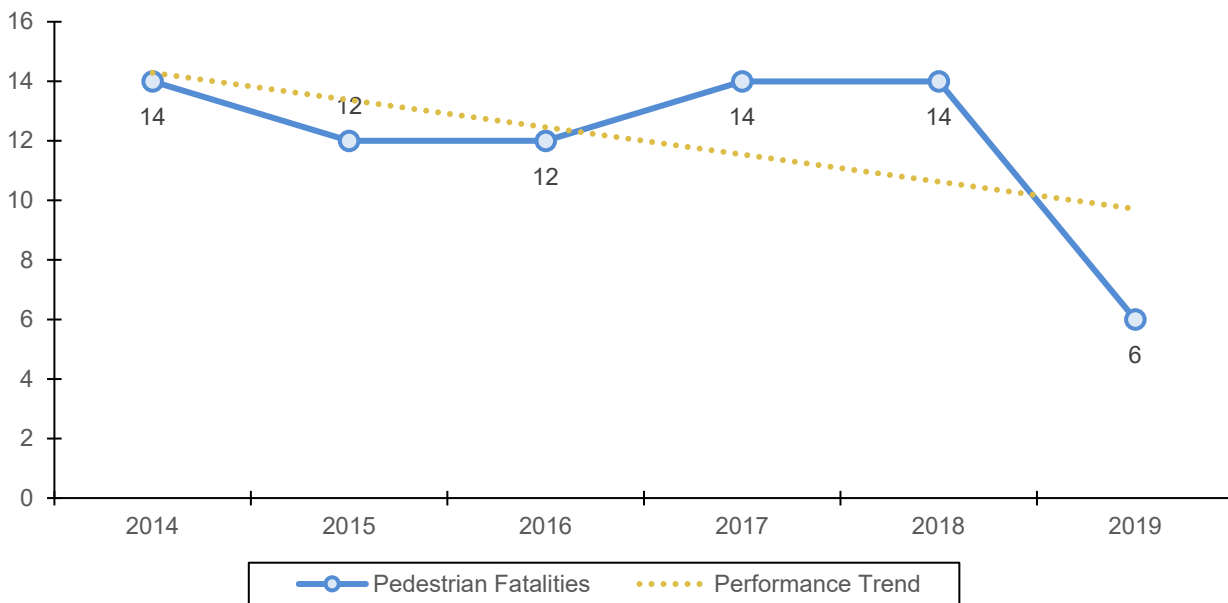
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes**



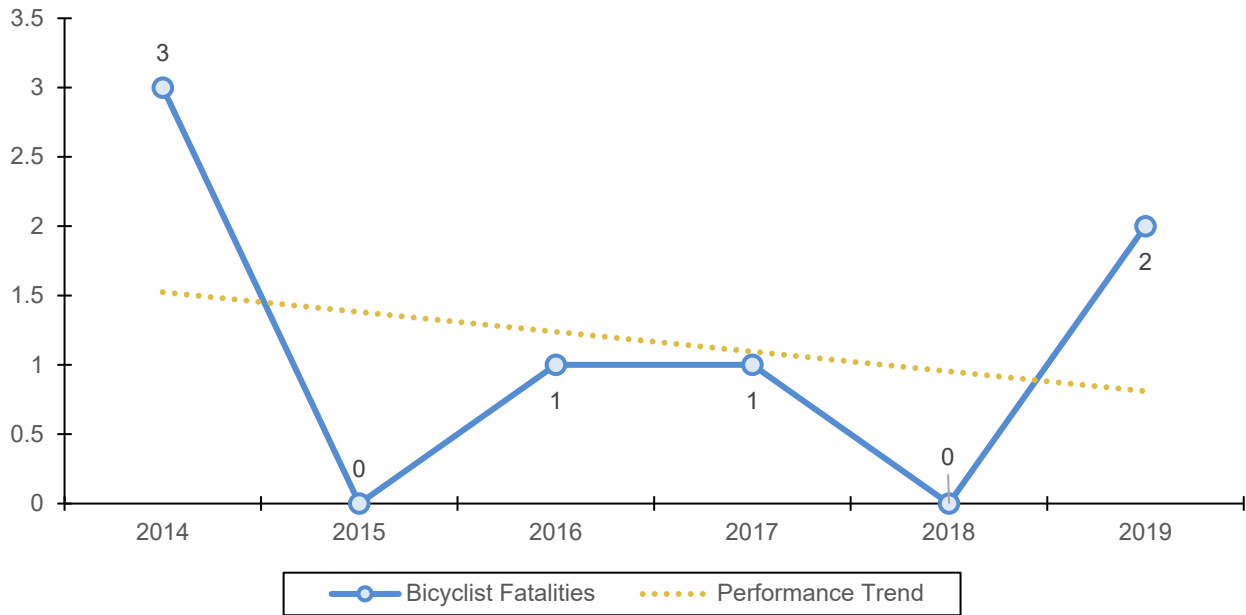
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.10 Pedestrian Fatalities**



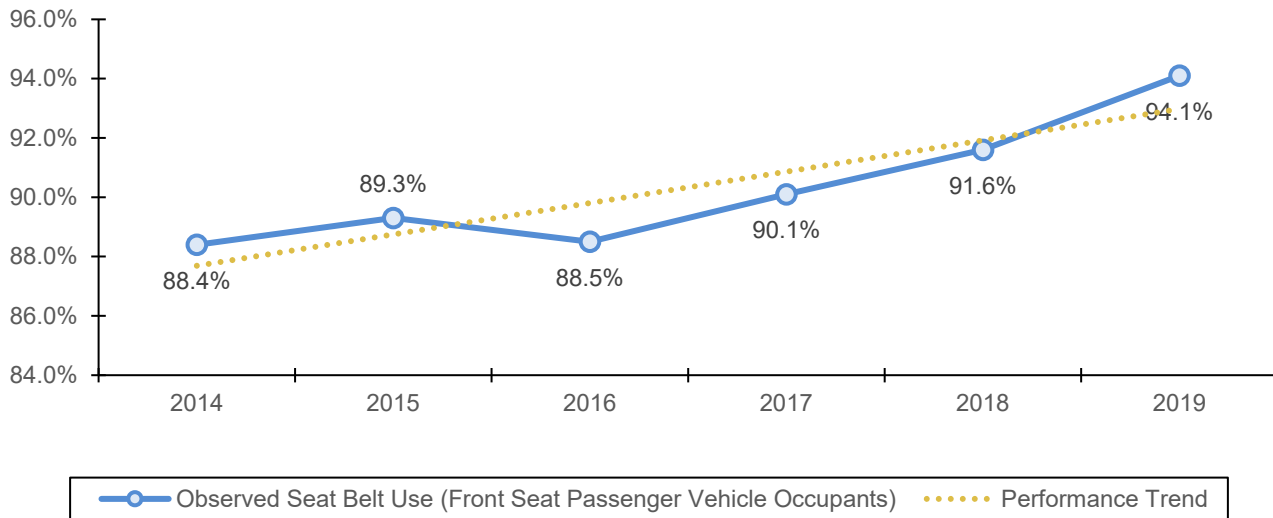
Source: NHTSA STSI/FARS. Accessed December 18, 2020.

**Figure 2.11 Bicyclist Fatalities**



Source: NHTSA STSI/FARS. Accessed December 18, 2020.

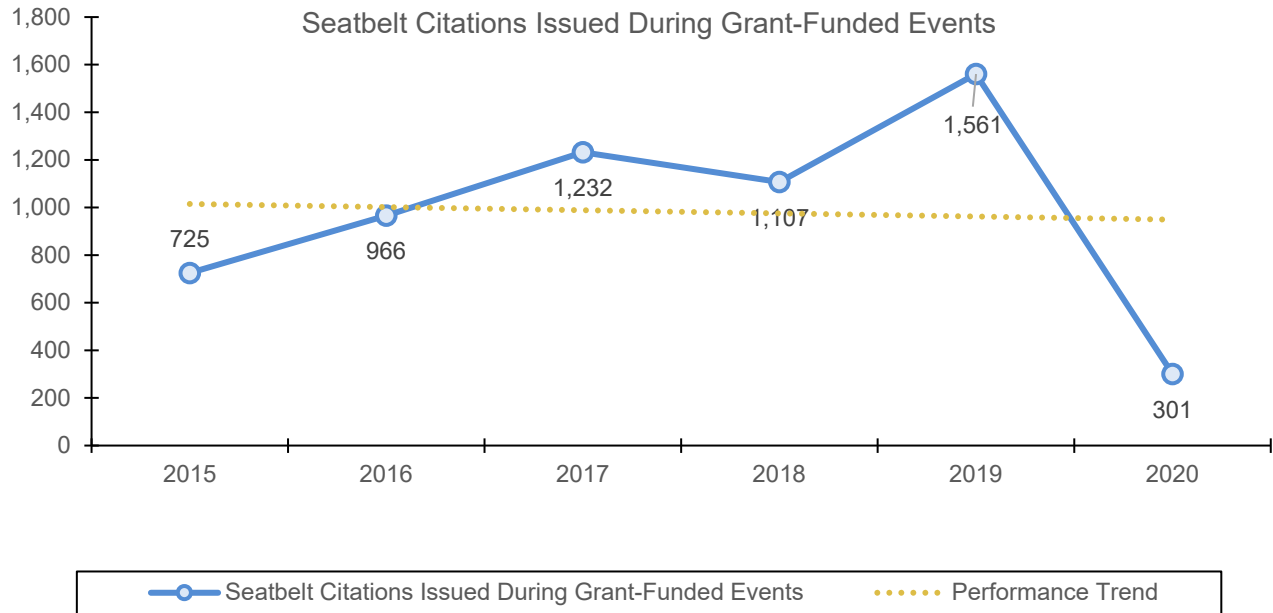
**Figure 2.12 Observed Belt use for Passenger Vehicles**



\*Due to COVID-19 no observational seat belt survey was conducted in 2020.

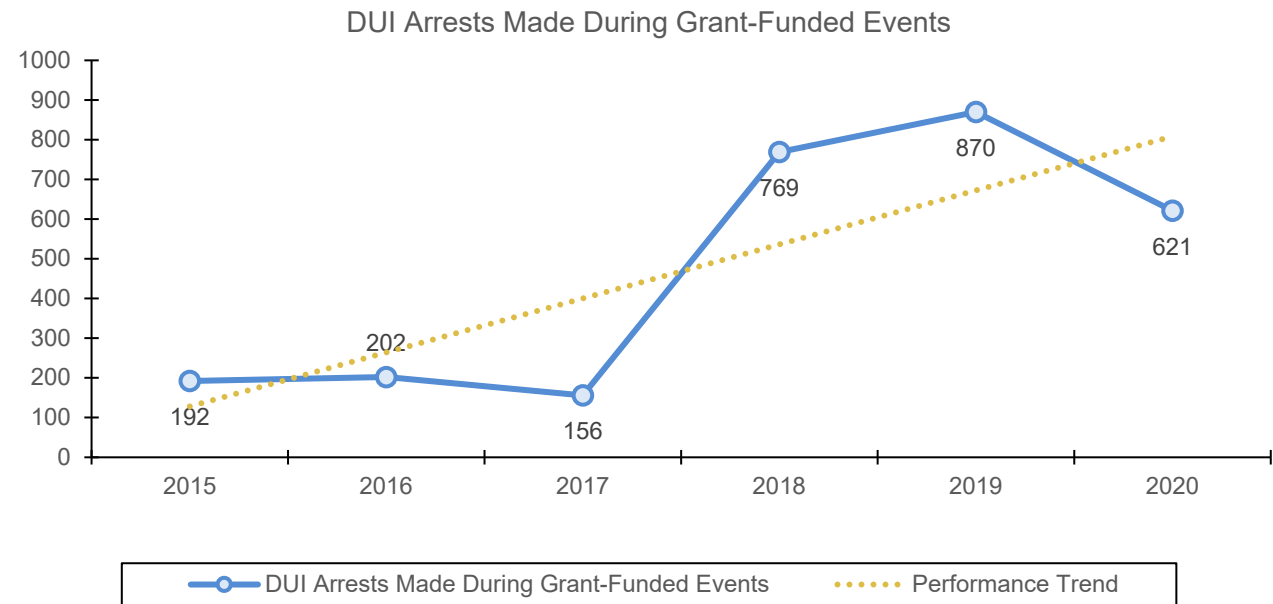


**Figure 2.13 Seatbelt Citations Issued During Grant Funded Events**



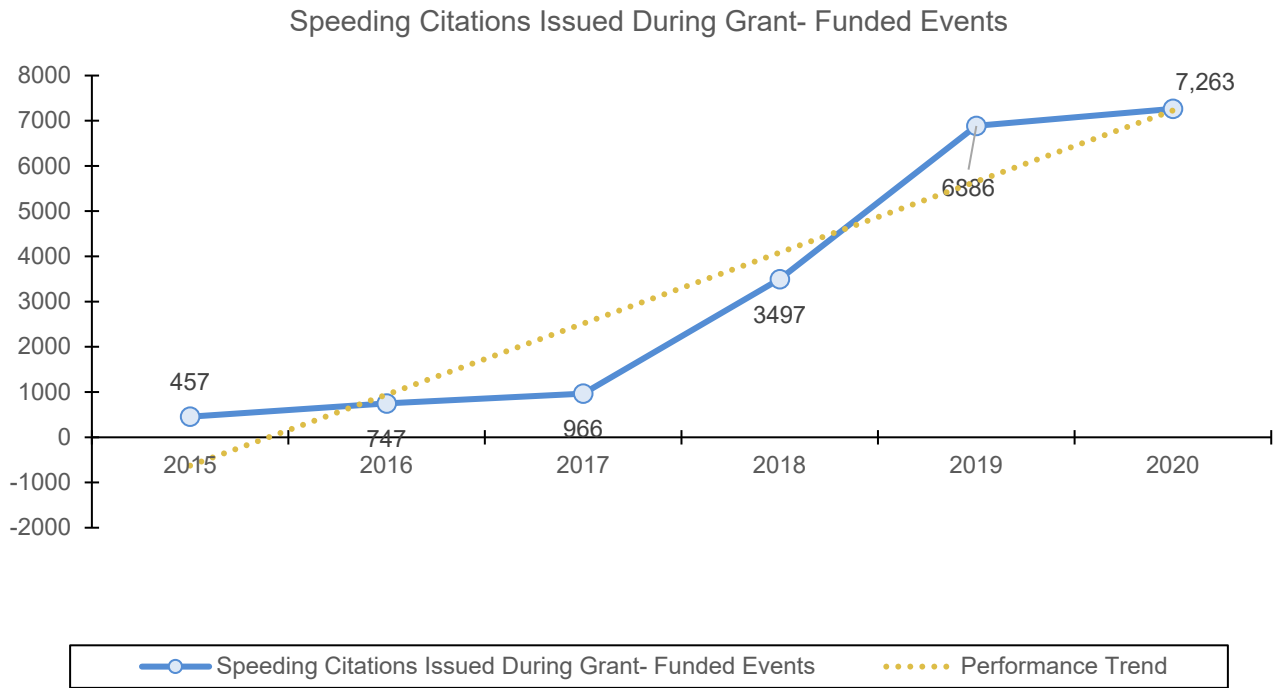
Source: Alaska Highway Safety Office. Accessed December 18, 2020.

**Figure 2.14 DUI Arrests Made During Grant Funded Events**



Source: Alaska Highway Safety Office. Accessed December 18, 2020.

**Figure 2.15 Speeding Citations Issued During Grant Funded Events**



Source: Alaska Highway Safety Office. Accessed December 18, 2020.

## 3.0 Program Areas

### 3.1 Evidence Based Enforcement Program Activities

In FFY 2020, the AHSO continued to support and implement evidence based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the program areas below. This past year Click It or Ticket (CIOT) was cancelled due to COVID-19, however, five law enforcement agencies participated in Click It or Ticket blitz over the Thanksgiving and New Year holidays in 2019. The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components; data-driven problem identification, implementation of evidence based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY 2020 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, evidence-based strategies they would deploy, and how they would track their progress. All prospective grantee applications were vetted and scored on their evidence based approach. FFY 2020 grantees were also required to submit a year-end report of the project activities, as well as the goals and objectives they set for the year.

Lastly, to ensure these law enforcement projects remained nimble with the ability to adjust to any situation, various tracking mechanisms were utilized to provide program managers and law enforcement managers with quick insights into the progress of each project. Consistent contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, emails, and press events. Monthly progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times worked and the number of tickets issued. This monthly monitoring allowed for subtle or major adjustments by each grantee, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety enforcement in Alaska.

### 3.2 Compilation of Enforcement Activity Results

In FFY 2020, five law enforcement agencies participated in the national Click It or Ticket campaign or in the Driver Sober or Get Pulled Over campaign. All participation in the national campaigns occurred prior to the COVID-19 restrictions in March 2020. All of the FFY 2020 NHTSA funded law enforcement activities resulted in:

- 301 seat belt citations
- 621 impaired driving arrests
- 7,263 speeding citations

The performance target(s), FFY 2020 results, and project descriptions for the seven program areas addressed in the HSP are described in the following sections 3.3 to 3.9. Similar information is provided for Paid Media (3.10) and Planning and Administration (3.11) activities.

### 3.3 Impaired Driving

#### Problem Statement

Impaired driving is the number one priority for the Alaska Highway Safety Office as it is a preventable crime. Legalization of marijuana in the state has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in traffic fatalities since 1977, but alcohol and drug use has not followed this downward trend and continues to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol alone was a factor in 33 percent of Alaska's traffic fatalities in 2019.



#### Performance Target

1. Limit the increase in traffic fatalities to 14 percent from 70 (2013-2017 average) to 80 (2016-2020 average).

#### Projects and Funding

The FFY 2020 HSP included impaired driving projects to address the above performance targets and reduce impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

#### Performance Results

Alaska did not reach the target of 21 alcohol-impaired related fatalities or lower in 2019 but came close with 22 alcohol-impaired related fatalities, the lowest number since 2015. During FFY 2020, five agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times resulting in 621 impaired driving arrests. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of DREs in the State which dropped to 36 from 38 in 2020.



The FFY 2020 telephone survey indicated that nearly two-thirds (62 percent) of Alaskan drivers think they are very likely or likely to be arrested for driving after drinking (Figure 4.2). This is an increase from 53 percent noted by respondents in the 2016 survey.

#### Project Descriptions

##### Project Title: High-Visibility DUI Enforcement (405d M5HVE-20-01-FA(A))

**Project Description:** The AHSO utilized 405d funds for law enforcement agencies to participate in High Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2020. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the Alaska State Troopers (AST) and five local police departments (Anchorage, Dillingham, Juneau, Homer, and Kenai) to conduct data-driven enforcement operations in areas of high risk for impaired driving

crashes in coordination with the national mobilizations. The results of their collective work in FFY 2020 were limited due to the COVID-19. However, overall grant enforcement still resulted in 621 DUI arrests.

**Budgeted:** \$600,000.00

**Expended:** \$117,979.44

**Project Title: Statewide LEL – Impaired Driving (405d PT-20-06-FA(D))**

**Project Description:** This project was planned to fund the position (salary or labor hours and expenses) of up to three regional Law Enforcement Liaisons to function as an extension of the AHSO. The LELs were to assist with recruiting law enforcement agencies to work impaired driving projects and help police agencies analyze their crash data to identify impaired driving hot spots and corridors, implement high-visibility enforcement strategies, and collect and report citation and HVE data. The LELs also would work with Alaska’s DREs to address deployment and training/recertification for law enforcement (ARIDE– Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals). AHSO planned to utilize the services of the Region 10 LEL to coordinate the LELs until a statewide coordinator could be identified.

The project did not materialize in FFY 2020 due to changes at the administrative levels of agencies that had previously agreed to provide an LEL. New agreements must be signed with the agencies. The AHSO intends to begin the program in FFY 2021 and will add another Grants Administrator to focus on impaired driving projects and initiatives.

**Budgeted:** \$60,000

**Expended:** \$0

**Project Title: DPS Statewide DRE (405d M5X-20-01-FA(A))**

**Project Description:** The legalization of recreational use of marijuana has heightened the importance of the state’s DRE program. The Alaska Highway Patrol’s DRE coordinator ran into multiple challenges in 2020 due to COVID -19 which limited the ability to take trainings and facilitate trainings. Of the project’s eight goals, one was met, three were partially met and the remaining four were not met. At the end of FFY 2020, accounting for attrition, Alaska had 36 active DRE officers, two less than at the end of the previous year. Additionally, one ARIDE class held for law enforcement in FFY 2020 was attended by six students. Although the national DRE conference and Alaska’s in-service conference were both cancelled, the national DRE conference was moved to a virtual conference and eight DREs and two prosecutors participated in the virtual conference.

**Budgeted:** \$290,500.00

**Expended:** \$6,695.14

**Project Title: AK DPS Toxicology Services (402 AL-20-02-FA(A))**

**Project Description:** In FFY 2019, the Alaska State Public Health Laboratory (AKPHL) was tasked with clearing the DUID toxicology testing backlog. In FFY 2020 the AKPHL received 745 DUID cases. In Q1 and Q2, toxicology testing included cannabis, stimulants and opiate (narcotic analgesics) Tier I drug classes. In Q3, CNS depressants (benzodiazepines, hypnotics, relaxants), fentanyl and buprenorphine were added to the Tier I panel. Cases were submitted to AKPHL from 28 law agencies across Alaska. Of the four goals established for FFY

2020, three were met and one was partially met. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved in Q3 and Q4.

**Budgeted:** \$221,077.00

**Expended:** \$132,290.64

**Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (402PT-20-06-00(A) – MAP-21 and 402PT-20-06-FA(E) – FAST Act)**

**Project Description:** The Anchorage Police Department's Impaired Driving Enforcement Unit started working in FFY 2017. In FFY 2020, the unit was fully functional with all members becoming DREs. Despite COVID-19 leading to fewer travelers and two lockdown mandates closed bars and restaurants for a time the unit conducted 6,194 traffic stops in which 10,167 persons were contacted. During these stops the team made 541 misdemeanor DUI arrests and 39 felony DUI arrests, and issued 1,384 speeding citations, 71 seatbelt citations, 120 warrant arrests, 33 DRE evaluations, and 109 open container violations. From these efforts in FY 2020, there were four alcohol-related fatalities in Anchorage which was substantially better than the 14 alcohol-related fatalities in 2019.



**Budgeted:** \$338,322.44 (MAP-21); \$1,399,677.56 (FAST)

**Expended:** \$338,322.44 (MAP-21); \$750,778.89 (FAST)

**Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X-20-01-FA(B))**

**Project Description:** This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2020 the Fairbanks Police Department conducted roving patrols that targeted impaired drivers. All project activities and milestones were met, including conducting saturation patrols and participation in high visibility enforcement campaigns. During this grant period 100 DUI related citations were written and there were zero alcohol-related fatalities in the City of Fairbanks. Seat belt and child restraint citations were tracked during the project, however very few cited drivers had children with them and all were using safety restraints. While the Police Department noted that this was unexpected they believe campaigns such as Click It or Tick are working even among impaired drivers in their jurisdiction.

**Budgeted:** \$142,919

**Expended:** \$86,458.89

## 3.4 Occupant Protection

### Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 94.1 percent in 2019. Due to COVID-19 no observational seat belt survey was conducted in 2020. According to the 2020 statewide phone survey, respondents indicated they use their seatbelt "always" or "nearly always" 91 percent of the time. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 86 percent of the time. In addition, 31 percent of respondents believed they "always" or "nearly always" had a chance of receiving a seatbelt ticket for not wearing one. This is an increase from 29 percent in 2019.

### Performance Targets

1. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 5 percent from 20 (2013-2017 average) to 19 (2016-2020 average) by December 31, 2020.
2. Increase observed seat belt use for passenger vehicles by .04 percent from 91.6 percent in 2018 to 92 percent by December 31, 2020.

### Projects and Funding

The FFY 2020 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities and achieving the observed seat belt use performance target. Funds spent on occupant protection related communication efforts are described in more detail in Section 3.10 – Paid Media. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).



### Performance Results

Alaska smashed the target of surpassing a 91 percent observed seat belt use rate in 2019 and achieved a rate of 94.1 percent. However, due to COVID-19 no observational seat belt survey occurred in 2020. While seatbelt citations were also impacted by the pandemic 301 were still issued during grant-funded activity in FFY 2020.

### Project Descriptions

#### Project Title: Occupant Protection Use Survey (OPUS) (405b M1CPS-20-04-FA(B))

**Project Description:** The state is required to evaluate the impact of its programs aimed at increasing seat belt use by conducting an annual observational survey of driver and front seat outboard passenger belt use per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Alaska's seat belt use observational survey methodology, which was redesigned in FFY 2017 and approved by NHTSA, was

to be used again in 2020. The design allows the capture of demographic data to assist in targeting the occupant protection programs and measuring performance. Unfortunately, due to COVID-19 restrictions and precautions the survey was cancelled for 2020 after some initial planning took place. The AHSO plans to resume the survey in 2021.

**Budgeted:** \$40,000.00

**Expended:** \$3,122.37

**Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-20-06-G-FA(A))**

**Project Description:** The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Fairbanks, Juneau, Kenai, Soldotna) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the Click It or Ticket mobilization in November 2019 and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Due to COVID-19 the May CIOT blitz was cancelled because restrictions prevented many law enforcement officers from participating. Enforcement that did occur throughout the year focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's previous annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY 2020, these law enforcement agencies worked 1,309 hours HVE overtime, which resulted in nine impaired driving arrests, 1,222 occupant protection citations, seven no car seat citations, and 18 warrant arrests.

**Budgeted:** \$250,000.00

**Expended:** \$37,945.70

**Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1CPS-20-04-FA(A))**

**Project Description:** Safe Kids Kenai Peninsula (SKKP) supports the CPS component of the state's Occupant Protection Strategic Plan. SKKP coordinated, trained, supported certification, and mentored CPS technicians in the region; and made contact in the communities of Soldotna, Kenai, Sterling, Nikski, Funny River, Homer, Anchor Point, Anchorage Moose Pass, and Bear Creek through direct CPS education and/or car seat events or support of local technicians and events. Although COVID-19 impacted and cancelled planned car seat events, SKKP still conducted earned media opportunities and initiated a CPS media campaign through the Central Peninsula Hospital to educate the public. The results of SKKP's efforts were 516 car seat checks, which reached 800 children and 1,500 adults. Despite the pandemic, the program was still able to meet three of its FFY 2020 performance targets except the number of new car seats distributed and coordinating 19 car seat events.

**Budgeted:** \$31,203

**Expended:** \$10,888.86



**Project Title: Fairbanks Safe Rider Program (405b M2CPS-20-04FA(A))**

**Project Description:** In support of the CPS component of the state's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program coordinated, trained, supported certification, mentored CPS technicians in the region, hosted CPS events (pre-COVID-19) , supported existing and developed additional child safety seat fitting stations, and conducted earned media opportunities to educate the public. Due to COVID-19 the goals set for CPS events were not met, however, the need was still great for new parents. The program provided CPS guidance to 866 parents and caregivers, far exceeding the goal of 270. Since car seat events were not possible 221 individual car seat checks were scheduled and preformed, exceeding the goal of 216. Lastly, the program conducted 64 car seat fittings during hospital rounds, exceeding the goal of 36.

**Budgeted:** \$89,744.00

**Expended:** \$84,615.53

**Project Title: Mat-Su Child Passenger Safety Program (405b M2CPS-20-04-FA(B))**

**Project Description:** In support of the CPS component of the state's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program coordinated and mentored CPS technicians in the region, distributed a quarterly newsletter to their region's technicians which Safe Kids requested permission to distribute throughout the state, posted monthly seat check events on the hospital's new Facebook page, sent CPS brochures and a calendar of seat check events to all foster parents in their area, and conducted earned media opportunities to educate the public. COVID-19 impacted the ability to hold car seat check events and overall car seat checks were lower than normal. However, face to face meetings with new parents before they were discharged continued unabated. In FFY 2020, the Mat-Su Services for Children and Adults, Inc. checked 131 car seats and provided child passenger safety education to 80 percent of all new parents who were discharging with their newborn infant from the Mat-Su Regional Medical Center.

**Budgeted:** \$52,958.00

**Expended:** \$48,141.41

**Project Title: Statewide CPS Coordinator and Co-Coordinator (405b M2CPS-20-04-21(A) Coordinator and 405b M2CPS-20-04-21(B) Co-Coordinator**

**Project Description:** This project funded the statewide CPS Coordinator and Co-Coordinator who functioned as extensions of the AHSO. The coordinators oversaw the CPS (technician, instructor, and inspection station) database and monitored the recertification rate; compiled an events calendar and assisted with the occupant protection portion of the AHSO web site; provided news and television interviews; and provided support to the AHSO with occupant protection communications and other activities as needed. In FFY 2020, the Coordinators and staff checked 336 car seats and distributed 241 car seats, taught one CPS certification course, assisted keeping CPS technicians re-certified in spite of the pandemic, and reviewed new CPST curriculum.

**Budgeted:** \$80,000.00 (\$40,000.00 each)

**Expended:** \$40,994.43 (Coordinator \$ 24,835.37 and Co-Coordinator \$16,159.06)

## 3.5 Speeding

### Problem Statement

Alaska has seen a general upward trend in speeding related fatalities in recent years following a previous downward trend. From 2006 to 2015, Alaska made great strides in reducing speeding-related fatalities from 30 in 2006 to 22 in 2015. In 2018, Alaska saw a ten year high of 42 speeding-related fatalities but in 2019 speeding related fatalities dropped to 29. The recent upward trend in speeding related fatalities made it one of the leading causes of death (43 percent) in Alaskan motor vehicle crashes in 2020.



### Performance Target

1. Maintain speeding-related fatalities at 25 (2013-2017 average) through the 2016-2020 average by December 31, 2020.

### Projects and Funding

The FFY 2020 HSP outlined a number of strategies to address speeding related crashes and achieve the aforementioned performance target. The AHSO awarded a substantial grant to the Alaska State Troopers to conduct data-driven high-visibility enforcement operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. The AHSO also awarded a speed enforcement grant to Anchorage Police Department in 2020. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

### Performance Results

Speeding-related fatalities decreased from 42 in 2018 to 29 in 2019, missing the FFY 2019 target of 24. In reviewing the number of grant-funded speeding citations, there was a dramatic increase each of the last five years. Speeding citations increased from 457 in 2015, to 747 in 2016, 966 in 2017, 3,497 in 2018, and 6,886 in 2019. Even during the pandemic 7,263 speeding citations were written during grant funded events in 2020. With renewed focus on speeding enforcement the AHSO believes speeding fatalities will begin to fall again in the coming years.

### Project Descriptions

#### Project Title: AST Speeding Fatality Reduction Effort (402 PT-20-06-FA(B))

**Project Description:** The Alaska State Troopers conducted data-driven enforcement of the posted speed limit at locations based upon speed crash data. High-visibility enforcement consisted of operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. A total of 2,002 overtime hours were worked by Troopers around the state including in all five detachments, Alaska Wildlife Troopers, Northern and Southern Divisions, Headquarters' staff, Alaska Bureau of Investigations, and the Alaska Bureau of Highway Patrol and Judicial Services in and around the Palmer/Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Fairbanks, and Kenai Peninsula and Seward. In total, Troopers issued a total of 9,370 speeding citations, nearly as many issued in FFY 2019, which is impressive

considering troopers were not allowed to work overtime from mid-March to May. In 2020 there were 40 fatal crashes investigated by Troopers, a 2.5 percent reduction from 2019.

**Budgeted:** \$444,000.00

**Expended:** \$225,440.43

#### **Project Title: Anchorage Police Department Glenn Hwy Speed Enforcement (402 PT-20-06-FA(G))**

**Project Description:** The Glenn Highway Speed Enforcement project was conducted to reduce the number of speed related fatalities within the Municipality of Anchorage. The APD conducted 1,346.5 hours of speed enforcement on the Glenn Highway at random times of the day and various days of the week. During that time, 3,586 traffic stops were made and 3,325 speeding citations were issued. An additional 601 citations were issued for various other violations and 17 arrests made, six of which were for DUI. The first performance measure to have less than four speed related fatalities was met as there were three speed related fatalities in 2020. Another project performance target was to gain voluntary compliance of the speed limit based on the annual phone survey compiled by the Alaska Highway Safety Office. Based on the numbers that were able to be compiled, respondents indicated an increased perceived risk of receiving a speeding citation than in years past.

**Budgeted:** \$162,400.00

**Expended:** \$162,175.00

#### **Project Title: Juneau Police Department Comprehensive Traffic Safety Plan**

**Project Description:** Although the Juneau Police Department established a fully functioning and comprehensive traffic unit in FY 2018, and it was anticipated they would be funded in FFY 2020, their application for funding was denied. The application submitted was unrelated to traffic safety and did not tie into the states plans for reducing motor vehicle crashes. The AHSO encouraged Juneau Police Department to resubmit a new grant application but none was received.

**Budgeted:** \$26,500.00

**Expended:** \$0

## 3.6 Motorcycle Safety

### Problem Statement

In 2019, there were six motorcycle fatalities which accounted for nearly 9 percent of all fatalities in Alaska. This was a significant reduction from the 12 motorcycle fatalities in 2018. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2019 was 67 percent, up from 50 percent in 2017. In 2017, Alaska recorded 31,542 registered motorcycles.

## Performance Targets

1. To decrease motorcyclist fatalities by 13 percent from 8 (2013-2017 average) to 7 (2016-2020 average) by December 31, 2020.
2. Maintain unhelmeted motorcyclist fatalities at three (2013-2017 average) through the 2016-2020 average by December 31, 2020.

## Projects and Funding

The FFY 2020 HSP included a media campaign to address and make progress towards the above performance targets. Program costs to support motorcyclist safety included funds for the paid media buys and are listed in Section 3.10 – Paid Media. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s).



## Performance Results

At the time of this report, 2020 data were not available for the motorcycle performance measures. Over the last six years Alaska has seen a general decline in the number of motorcyclist fatalities which dropped from 12 fatalities in 2018 to six in 2019. Due to the decrease in motorcyclist fatalities in Alaska in 2016 and 2017, the trend line over the last ten years is still trending downwards.

## Project Descriptions

The paid media buys detailed in Section 3.10 – Paid Media includes \$19,000.00 to support *We All Share the Road* motorcyclist safety radio messages during the month of May.

## 3.7 Pedestrian and Bicycle Safety

### Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2019, pedestrians and bicyclists accounted for 12 percent of all fatalities on Alaska's roadways. From 2010 to 2019, bicyclist fatalities remained flat, however, pedestrian fatalities have been trending upward although they did drop from 14 in 2018 to six in 2019. At the time of this report no data were available to determine if impairment was associated with any of the pedestrian and bicyclist fatalities.

### Performance Targets

1. Maintain pedestrian fatalities at 12 (2013-2017 average) through the 2016-2020 average by December 31, 2020.
2. Maintain bicyclist fatalities at one (2013-2017 average) through the 2016-2020 average by December 31, 2020.

## Performance Results

At the time of this report, the 2020 data for the bicycle and pedestrian performance targets were unavailable. In 2018, there were 14 pedestrian fatalities, exceeding the FFY 2018 target of ten fatalities, however in 2019 pedestrian fatalities fell to six. On average these fatalities have been trending up since 2006, and 14 pedestrian fatalities is tied for the highest total in over 10 years that was also seen in 2017. In 2015, Alaska reached the target of zero bicyclist fatalities and again there were zero bicyclist fatalities in 2018, helping the state move Toward Zero Deaths. In FFY 2019, the target was one or fewer bicycle fatalities and Alaska saw two fatalities. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus increasing exposure to being involved in traffic crashes.

## Project Descriptions

### Project Title: Center for Safe Alaskans Bicycle and Pedestrian Safety (402 PS-20-05-FA(A))

**Project Description:** In FFY 2020, the Center for Safe Alaskans engaged with the Anchorage Department of Health (ADH), State of Alaska Department of Health and Social Services and People Mover to launch a conspicuity campaign and inform the community about the importance of visibility. The Center fulfilled over 215 requests from across Alaska requesting over 1,400 pieces of reflective tape for households/families, and shared educational information with partners, on social media, and websites to educate this vulnerable population. Working within CDC guidelines and both State of Alaska and Municipality of Anchorage COVID-19 mandates, the Center provided pedestrian and bicycle education safety information and assistance at elementary schools and community events where the reflective tape and educational information was distributed. By the end of FFY 2020 over 10,000 Alaskans were provided with bicycle/pedestrian safety education as well as reflective tape, which surpassed their goal.

**Budgeted:** \$64,432.00

**Expended:** \$49,323.45

### Bike Anchorage - Bicycle Serious Injury Avoidance (402 PS-20-05-FA(B))

**Project Description:** Bike Anchorage had issues delivering most proposed objectives due to COVID-19. The Smart Cycling courses and 123 Youth courses were limited to five course each in Anchorage, Fairbanks, and Juneau before transitioning to an online course. Only 96 people were instructed by Bike Anchorage through the online course created. The League of American Bicyclists Instructor course occurred with eight individuals trained. Confidence surveys and knowledge-based exams were administered before and after each course. The course finished with an 80 percent increase in reported self-confidence.

**Budgeted:** \$53,000.00

**Expended:** \$ 18,866.71

## 3.8 Novice Drivers

### Problem Statement

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the state's graduated driver license program (GDL), teens may obtain a learner's or instruction permit at the age of 14 with parental consent. This increases Alaskan teens' exposure to crashes. Alaska recorded ten young driver fatalities in 2019, which is three more fatalities than 2018. Fatal crashes involving young drivers 20 or under has steadily decreased in Alaska over the last ten years.

### Performance Targets

1. To decrease drivers age 20 or younger fatalities by 11 percent from 9 (2013-2017 average) to 8 (2016-2020 average) by December 31, 2020.

### Projects and Funding

The FFY 2020 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

### Performance Results

At the time of this report, 2020 novice driver data were not available. Novice driver fatalities had a slight increase from eight in 2018 to ten in 2019, which was below the target of nine. Over the previous five years (2014-2018) novice driver fatalities have been falling.

### Project Descriptions

#### Project Title: Center For Safe Alaskans - Safe Roads for all Ages (402 SA-20-19-FA(A))

**Project Description:** The Center for Safe Alaskans was able to adjust and serve the young driver community during the COVID-19 pandemic. The Center provided Teen Safe Driving Week resource toolkits to eight Anchorage High Schools and funded four Teen Driving Transportation Safety grants for high schools and other youth serving organizations. Schedule changes proved to be a challenge to gain access and permission to conduct the assessments in high school classrooms. The Center also worked with Cambridge Systematics to coordinate a Young Driver Emphasis Area Team meeting. Four Young Driver Peer to Peer Transportation Safety mini-grant recipients worked to complete their projects while adhering to CDC and Municipality of Anchorage COVID-19 pandemic mandates. All four transportation safety grantees finished their projects with virtual guidance from the Center's staff. Alaska Theatre of Youth created a PSA about distracted driving while Alaska Geographic youth learned how to create plans for safely transporting their peers including planning for significant inclement weather or other challenges that could arise in Alaska. Amongst Theatre of Youth program participants, there was an increase from 71 percent (start of project) to 86 percent (end of project) of youth strongly agreeing that texting while driving can have a negative impact on their loved ones. East High School created a PSA about distracted driving and placed ads on several buses in Anchorage. Dimond High School

created a parking lot accountability form for students/staff to anonymously report unsafe driving behavior, and placed banners with safe driving messages around the campus. Youth grantees completed pre and post surveys to measure changes in knowledge, beliefs, and attitudes about transportation safety and their own ability to make a difference. In both school-based projects, 84 percent of the youth strongly agreed that their project helped promote safer driving decisions among students at their school. Finally, 94.7 percent of youth respondents in the AHSO-funded transportation safety projects agreed or strongly agreed that their project made a positive difference in their community.

**Budgeted:** \$360,456.00

**Expended:** \$345,887.38

### Project Title: Homer Police Department – Project Drive (405d M5X-19-01-FA(C))

**Project Description:** The Homer Police Department was unable to conduct their presentations and activities at local schools due to COVID-19. The Department hopes to begin the Project Drive initiative again sometime in FFY 2021.

**Budgeted:** \$7,000.00

**Expended:** \$0

## 3.9 Traffic Records

### Problem Statement

Timely, accurate, complete, uniform, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska's roadway system. An assessment of Alaska's traffic records system was conducted in 2016 and a new five-year traffic records strategic plan was developed by the Alaska Traffic Records Coordinating Committee (ATRCC), of which AHSO is a member, in 2017. The plan calls for ongoing coordination among all stakeholders in support of initiatives and projects that improve the quality of the State's traffic records systems.

### Performance Targets

The performance targets (referred to as objectives in the five-year traffic records strategic plan), which directly relate to activity in the FFY 2020 HSP, include:

- 2.3 – Improve the timeliness of the Citation/Adjudication Data System;
- 3.1 – Improve the accuracy of Crash Records Data System records;
- 3.4 – Improve the accuracy of the Citation/ Adjudication Data System data;
- 4.1 – Improve the completeness of the Crash Records Data System data;
- 4.3 - Improve the completeness of the Citation/Adjudication Data System data;
- 5.2 – Improve the uniformity of the Citation/Adjudication Data System; and

## 6.1 – Develop a Data Integration Master Plan.

### Projects and Funding

The FFY 2020 HSP included traffic records projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the projects, funds spent on each project, and the funding source(s).

### Performance Results

The projects funded in FFY 2020 served to improve the timeliness, accuracy, completeness, uniformity, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system.

### Project Descriptions

#### **Project Title: Anchorage Crash and Alaska Trauma Registry Data Linkage (405c M3DA-20-08-21(B))**

**Project Description:** This project marked the transition from proof of concept, through prototype, to developmental implementation. This accomplishment signaled achievement of the Project's main and most essential goal – linkage of trauma to applicable crash records. The FFY 2020 goal for this grant was to run linkage protocols on 100 percent of Anchorage traffic crash and Alaska Trauma Registry (ATR) motor vehicle related injuries for 2017 and 2013. Currently there is now a data set of 789 linked cases from 2013 -2017, out of 944 records reviewed. The remaining 155 ATR cases did not have a crash report associated with them. In some cases these were hit and runs, and single vehicle crashes where police were not called. Interestingly, and worthy of further analysis, 18 percent (n=29) involved motorcycles and 20 percent (n=32) were pedestrians. This shows that pedestrian and motorcycle injuries are under-reported in crash reports.

**Budgeted:** \$90,400.00

**Expended:** \$89,967.70

#### **Project Title: Crash Data Entry Services (405c M3DA-20-08-21 (B))**

**Project Description:** AHSO continued funding a contractor to reduce the current crash data backlog at DOT&PF for FFY 2020. Changes in the Alaska Motor Vehicle Collision Report (12-200), a police completed report; problems with the electronic entry of the Alaska Motor Vehicle Crash Form (12-209), a self-reporting form for less serious crashes; a lack of electronic transfer of crash data prior to mid-2015; and the continued lack of electronic crash data transfer from the Anchorage Police Department (the largest collector of crash data in Alaska) all contributed to a significant crash data backlog. Unfortunately, on March 31, 2020 the contractor unexpectedly closed their doors for good and the AHSO is without a contractor until FFY 2021 to continue to address the backlog of crash data.

**Budgeted:** \$60,000.00

**Expended:** \$3,136.77

#### **Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-20-00-FA(A))**



**Project Description:** AHSO continues to pay the license and maintenance fees for TraCS, Easy Street Draw, Incident Tool Locator, and other license and maintenance fees as required by state and local law enforcement agencies. Funding these fees ensures agencies currently using the TraCS Suite of programs continue to do so for crash data collection and traffic citation issuance and its transmittal to the Alaska Court System. AHSO's continued commitment to pay these license fees assures smaller agencies using or contemplating the deployment of TraCS that this long-term operating cost will be covered.

**Budgeted:** \$100,000.00

**Expended:** \$88,765.00

#### **Project Title: Nome Police Department TraCS Onboarding (405c M3DA-20-00-FA(C))**

**Project Description:** To assist Nome Police Department in submitting electronic crash reports via TraCS the AHSO awarded the department equipment for their seven patrol cars which will help increase the percentage of time spent on traffic enforcement and eliminate the approximate 25 percent deficiency notices from the courts due to poor penmanship, incorrect court dates, or citing of wrong statutes. Install was not able to be completed until September so at the time of reporting there is no additional information.

**Budgeted:** \$7,864.00

**Expended:** \$7,864.00

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## 3.10 Paid Media

### Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY 2020. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaigns.

### Performance Targets

The purpose of our media program is to conduct public outreach and support national mobilizations that support AHSO grant activities and meet performance measures in other HSP program areas. The overarching/umbrella campaign focus was Toward Zero Deaths - Everyone Counts on Alaska's Roadways in alignment with the SHSP. The goals of the paid media program were to:

1. Educate roadway users about their roles and responsibilities for safely sharing the road.
2. Change the behavior of all roadway users resulting in a decrease in the incidence of crashes resulting in property damage, injury and or death.
3. Increase public awareness of the enforcement of traffic safety laws in an effort to achieve a zero deaths goal.

## Projects and Funding

The FFY 2020 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s). The Sports Marketing and Educational Traffic Safety Media Buys were implemented for the first time in Alaska in FFY 2020.

## Performance Results

The Paid Media project activity supported the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY 2020 HSP. The Sports Marketing and Educational Traffic Safety Media Buys were implemented for the first time, however, due to COVID-19 many of the planned activities were eliminated.

## Project Descriptions

**Project Title: Communications Contractor and Educational Traffic Safety Media Buys (402 PM-20-25-FA(A) – Media Contract; 402 PM-20-25-FA(B) – OP Media Buys; 402 PM-20-25-FA(C) – Impaired Media Buys; 405d M5PEM-20-01-21(A) – Impaired Media Buys; 402 PM-20-25-FA(D) – Speeding Media Buys; 402 PM-20-25-FA(E) – Pedestrian Safety Media Buys; 402 PM-20-25-FA(F) – Motorcycle Media Buys; 402 PM-20-25-FA(G) – Novice Drivers Media Buys; 402 PM-20-25-FA(H) – Distracted Media Buys)**

**Project Description:** The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY 2020 HSP and Alaska's Strategic Highway Safety Plan. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving (which includes speeding); pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national Click It or Ticket and Drive/Ride Sober or Get Pulled Over high-visibility enforcement mobilizations. The creative and media buys were targeted to reach key demographic groups as determined by data analysis (e.g., the parents of teen drivers, males between 18 and 35 years of age, motorist awareness of motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with Alaska's logo.

**Budgeted:** \$41,800.00 (Media Contract); \$160,000.00 (Impaired Driving); \$218,000.00 (OP and CPS); \$33,000.00 (Teen Driving); \$223,000.00 (Distracted Driving); \$182,000.00 (Speed); \$19,000.00 (Motorcycle); \$75,000.00 (Pedestrian); and \$700,000.00 (Impaired Driving)

**Expended:** \$41,782.75 (Media Contract); \$153,871.86 (Impaired Driving); \$217,423.76 (OP and CPS); \$32,996.95 (Teen Driving); \$222,937.17 (Distracted Driving); \$171,849.96 (Speed); \$19,000.00 (Motorcycle); \$74,796.01 (Pedestrian); and \$700,000.00 (Impaired Driving)

## Project Title: Special Events and Sports Marketing (Alliance) (402 PM-20-25-FA(I) and 402 PM-20-25-FA(J))

**Project Description:** This was the first year the AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events. Although COVID-19 impacted the initial plans for this project the AHSO was able to work with Alliance to still reach the targeted populations. This project was designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the state which are not currently addressed directly in other paid media activities. The messaging for this project were tailored to meet the strategic objectives of the AHSO and projects were selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. Some of the targeted campaigns of this project included:

- **College Sports Campaign:** Alliance promoted the highway safety message at college sporting events across the state throughout their most prominent seasons. Each college venue/team provided Public Address Announcements periodically throughout its events to its fans, furthering the highway safety message. Alliance set up an interactive display at one premium game for each season. Attendees engaged with interactive elements such as Fatal Vision goggles and impaired driving simulator.
- **Arena Signage:** Three of Alaska's premier arenas provide a great opportunity to share the highway safety message with Alaska residents of all ages through a variety of events. The "Stop Speeding Before It Stops You" and "Don't Drive Impaired. Arrive Alive" highway safety messages were displayed at three premium arenas across the state. Each arena hosted a variety of events including sporting events, community events, banquets and concerts.
- **Alaska State Fairgrounds:** Signage with the "Don't Drive Impaired. Arrive Alive" and "Stop Speeding Before It Stops You" messages is up along one of the most heavily trafficked routes in Alaska on the Glenn Highway and is one of the few billboards in the entire state as it was grandfathered into the Alaska billboard policy. Highway safety messages are rotated consistently throughout all hours of the day. It also serves as entry/exit signage to the Alaska State Fairgrounds and its events throughout the year, drawing nearly 400,000 guests annually. The LED billboard signage sees 13,400 vehicles per day throughout the year for an estimated total of approximately 5.3 million people annually.
- **Festivals and Community Events:** Alliance promoted highway safety messaging at ten festivals and community events across the state. At each event an interactive display was set up to engage attendees with interactive and educational elements, such as fatal vision goggles.



- **Motorcycle Rides and Rally's:** Alliance identified six target-rich locations to promote a safe riding message focused on motorcycle safety and speed. Alliance worked with motorcycle-centric locations to set up highly visible displays and engage patrons with highway safety messages. Alliance scheduled the events, coordinated with the event organizers, designed and produced a display with signage featuring the campaign logos and messaging that was set up in a high traffic location of the event venue. Alliance also provided an interactive highway safety display to engage attendees at events.
- **State Parks Campaign:** The Alaska State Parks offer a great visible location for the highway safety message to be seen from residents throughout the state, especially in 2020. Alliance partnered with the Alaska State Parks to provide billboard signage at dozens of popular parks trailheads with a focus on both the most heavily-trafficked parks throughout the state as well as those closest to primary at-risk driving routes. Highway safety messages were promoted on bulletin boards in various locations along major highways in the state parks. Alliance put an updated bulletin board at every board location along Seward Highway, the most dangerous highway in the state, focusing on the area between Anchorage and Girdwood and including Indiana Valley Trailhead, a local hunting location just off the highway. Lastly, highway safety messages, "Stop Speeding Before It Stops You" and "Don't Drive Impaired. Arrive Alive," was promoted on the Alaska State Parks social media channels.



**Budgeted:** \$288,000.00 (Speed) and \$208,000.00 (Impaired)

**Expended:** \$287,999.98 (Speed) and \$208,000.00 (Impaired)

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## 3.11 Planning and Administration

### Problem Statement

The Alaska Highway Safety Office serves as the primary agency responsible for ensuring the State's behavioral and traffic records highway safety concerns are identified and addressed through the development and implementation of data-driven and evidence-based countermeasures.

### Goal

To administer a fiscally responsible, effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State's specific safety characteristics.

### Performance Targets

1. Conduct a Stakeholders' meeting to receive input for development of the FFY 2020 Highway Safety Performance Plan.

2. Deliver the FFY 2019 Annual Report by December 31, 2019.
3. Deliver the Federal Fiscal Year 2020 Highway Safety Plan by July 1, 2020.

## Projects and Funding

The 2020 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0 and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).



## Project Descriptions

### Project Title: AHSO Operations/Planning and Administration (402 PA-20-00-FA)

**Project Description:** The Alaska Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures. In FFY 2020, the staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State's specific safety characteristics. Funded personnel costs, operating costs, travel expenses, conferences and training, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services to provide statewide program direction, financial, clerical support, property management, and an audit for the 402 statewide programs. Helped the AHSO manage projects to align with Toward Zero Deaths.

**Budgeted:** \$200,000.00

**Expended:** \$175,998.01

### Project Title: Attitudinal Telephone Survey (402 SA-20-19-FA(B))

**Project Description:** The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with Walsh Sheppard to determine which messages were included in recent campaigns and how best to capture recall and perceptions of Alaskan drivers. The Center for Safe Alaskans designed the survey tool and worked with Hays Research to conduct the survey. Additional results of the survey are detailed in Section 4.0.

**Budgeted:** \$30,000.00

**Expended:** \$28,999.72

**Project Title: Alaska Highway Safety Summit (402 PT-20-06-FA(F))**

**Project Description:** The AHSO hosted a two-day Highway Safety Summit in January of 2020 with over 100 attendees from across the state representing a diverse mix of safety stakeholders. The purpose of the conference was to gather highway safety professionals and stakeholders from around the state to discuss what is being done to address highway safety issues, update the state's safety community on best practices and new initiatives, coordinate stakeholder efforts to address performance measures in Alaska's HSP and SHSP, and discuss future plans. Agenda items covered child passenger safety, distracted driving, infrastructure safety, young drivers, pedestrian and bicycle safety, impaired driving, and how to partner with the AHSO. Speakers included representatives from law enforcement, AARP, engineers from Alaska DOT&PF, public information and marketing, FHWA, and the Alaska DOT&PF Commissioner.

**Budgeted:** \$150,000.00

**Expended:** \$23,263.57



## 4.0 Attitudinal Phone Survey – 2020

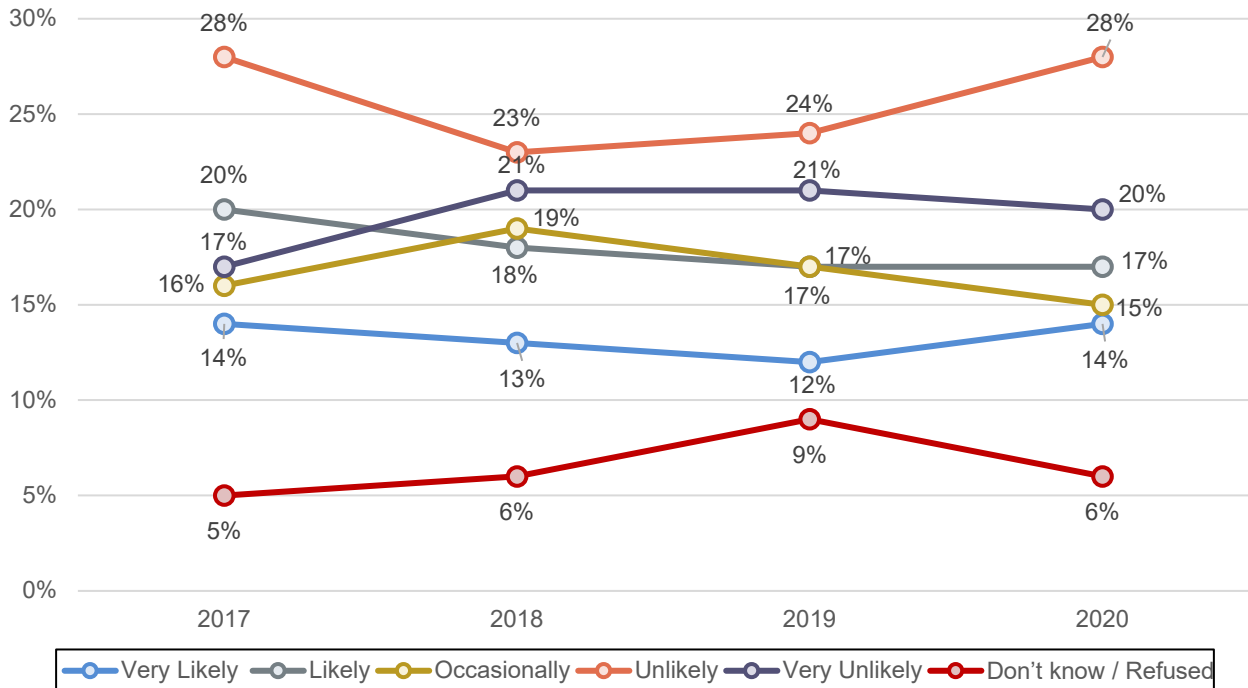
The Center for Safe Alaskans (CSA) in conjunction with Hays Research Group LLC (HRG) designed and implemented the 2020 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted from September 8, 2020 to September 14, 2020 and averaged 12 minutes in length. The random sample of 383 (n = 383) was drawn from randomly selected drivers. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to state population figures within the margin of errors. The 2020 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones. An over-sample of Anchorage residents was done to gather enough responses to break down data for Anchorage only, however the overall data was weighted to reflect the actual population breakdown of the entire state of Alaska. The survey included both multiple choice and open-ended questions.

### 4.1 Survey Findings and Highlights

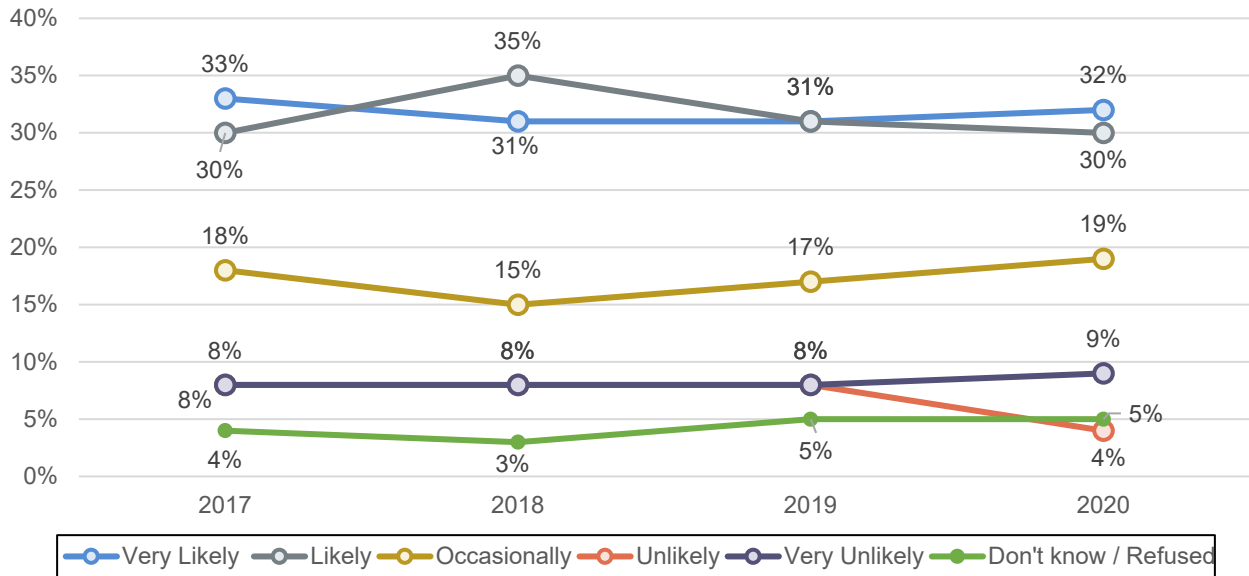
The following findings from the 2020 traffic safety telephone survey are from the executive summary of the report.

**Figure 4.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”**



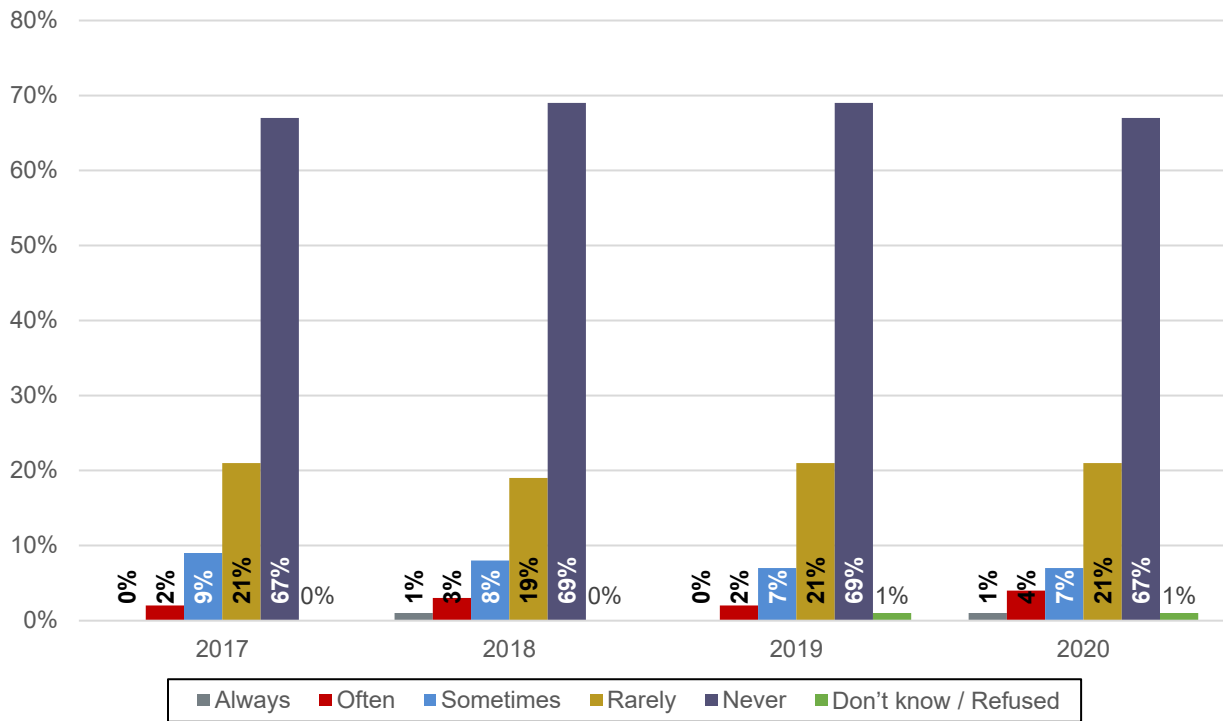
Source: Center for Safe Alaskans: 2020 Alaska Driver Survey.

**Figure 4.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”**



Source: Center for Safe Alaskans: 2020 Alaska Driver Survey.

**Figure 4.3 Survey Responses: “How often do you read or send text messages while driving your car?”**



Source: Center for Safe Alaskans: 2020 Alaska Driver Survey.



## 2020 Survey Demographics

- 52 percent of respondents were females and 48 percent were males.
- 43 percent of the sample were college graduates.
- 74 percent were Caucasian and 18 percent were non-Caucasian.

## 5.0 Alaska Observational Surveys of Seat Belt Use – 2020

Included in the Coronavirus Aid, Relief, and Economic Security (CARES) Act were provisions to the requirements of the FAST Act. One of those provisions gave states an option to not conduct an observational seat belt survey in 2020. Due to the health and travel restrictions of COVID-19, the AHSO made the determination not to conduct the observational seat belt survey in 2020.

## 6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract with media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 6.1 details the FFY 2020 paid media buys coordinated by Walsh Sheppard and includes media type, audience size, evaluation results, and total paid by media source as developed in the Communications Plan approved by AHSO.

**Table 6.1 FFY 2020 Paid Media**

Campaign Name	Media	# of Impressions/Spots	Bonus Spots	Budget	Expenditures
<b>NOVICE DRIVERS</b>					
<b>Teen Driver Safety Week October 20-31, 2019</b>					
W S: Arrive Alive	Digital	2,239,191	N/A	\$7,300.00	\$ 7,341.27
W S: Arrive Alive	Radio	495	187	\$9,380.00	\$ 9,380.00
<b>Ongoing Novice Driver May 1,-September 30, 2020</b>					
W S/NHTSA: Learn the rules of the road	Digital	2,352,054	N/A	\$16,278.73	\$ 16,275.68
<b>IMPAIRED DRIVING</b>					
<b>Halloween October 25-31, 2019</b>					
W S: Hangover	Radio	334	62	\$7,700.00	\$ 7,710.00
W S: Arrive Alive	Digital	1,097,364	N/A	\$5,000.00	\$ 5,000.00
<b>Ongoing October-December, 2019</b>					
WS: Drive High, Get DUI	Digital	4,093,696	N/A	\$23,000.00	\$ 22,999.80
WS: Hangover, Summer Rain	TV	1,781	5,703	\$57,894.00	\$ 57,969.00
WS: Viral, Don't Drive High, Star Wars, Empty Seat	Cinema	849,565	N/A	\$40,000.00	\$ 39,786.72
<b>Thanksgiving November 11/21-12/1, 2019</b>					
W S: Don't Be A Turkey	Digital	1,298,323	N/A	\$9,500.00	\$ 8,880.79
NHTSA: Excuses Are Cheap, W S: Hangover	Radio	299	40	\$12,500.00	\$ 16,796.00
W S: Hangover	TV	111	37	\$20,000.00	\$ 16,795.00
<b>Holiday December 11 2019-Jan 1, 2020</b>					

W/S: Don't Wreck The Holidays	Digital	1,339,530	N/A	\$11,000.00	\$ 11,171.26
W/S: Don't Wreck The Holidays	Hulu	563,421	N/A	\$7,500.00	\$ 7,647.00
W/S: Empty Seat, Unhappy Holidays	Radio	566	79	\$23,500.00	\$ 23,484.00
W/S/Ad Council: Empty Seat, Holiday Party	TV	128	46	\$15,000.00	\$ 15,020.00
<b>NFL Pro Football Package Impaired JNU FBKS ANC</b>					
Ad Council: Vanessa, WS: Drive High, WS: Summer Rain; WS: Hangover	TV	154	141	\$47,821.75	\$ 51,284.00
<b>NCAA College Football Impaired JNU FBKS ANC</b>					
Ad Council: Vanessa, WS: Drive High, WS: Summer Rain; WS: Hangover	TV	40	56	\$5,550.00	\$ 5,550.00
<b>Baseball Impaired JNU FBKS ANC</b>					
Ad Council: Vanessa, WS: Drive High, WS: Summer Rain; WS: Hangover	TV	24	109	\$4,814.00	\$ 4,814.00
<b>New Year Impaired 12/27-1/5</b>					
WS: Buzzed Busted Broke	Digital	209,338	N/A	\$1,000.00	\$ 1,000.00
<b>Superbowl Impaired 1/29-2/3</b>					
NHTSA: Fans Don't Let Fans Drive Drunk	Digital	292,048	N/A	\$3,000.00	\$ 3,000.00
<b>NBA Package</b>					
WS: Hangover, Viral, Summer Rain; Ad Council Feel Different Drive Different, You Can Run But You Can't Drive High	TV	1,025	2,693	\$50,000.00	\$ 49,681.36
<b>St. Patrick's Impaired 3/13-3/22</b>					
WS: Don't Test Your Luck, Drive High Get DUI, Frozen Impaired	Digital	940,552	N/A	\$8,193.86	\$ 8,193.86
NHTSA: St Patrick's Day Don't Test Your Luck	Radio	845	115	\$19,481.00	\$ 19,481.00
<b>Ongoing January-March 2020</b>					
WS: OTC, Drive High Get DUI, Frozen Impaired; Ad Council Pineapple	Digital	4,111,918	N/A	\$29,831.00	\$ 29,543.73

WS: OTC Drive High	Radio	837	140	\$20,000.00	\$ 19,997.00
<b>420 Impaired 4/13-4/21</b>					
WS: Blazed Up; NHTSA: Feel Different, Drive Different	Digital	2,126,339	N/A	\$10,000.00	\$ 10,010.25
NHTSA: It's Not Okay; WS: Don't Drive High	Radio	856	210	\$20,000.00	\$ 20,000.00
<b>Memorial Day 5/18-5/31</b>					
WS: Memorial Day, Summer Rain	Digital	1,466,146	N/A	\$9,000.00	\$ 9,367.15
WS: Viral	Radio	1,079	152	\$25,000.00	\$ 25,000.00
<b>Ongoing Impaired 4/1-6/30</b>					
WS: Buzzed. Busted. Broke, Drive High, Get DUI	Digital	1,270,783		\$10,000.00	\$ 9,787.99
WS: Hangover, Viral	Radio	752	160	\$18,500.00	\$ 18,428.00
WS: Drive High, Get DUI	TV	218	97	\$41,000.00	\$ 41,036.00
WS: Drive High, Get DUI	OTT	1,342,064	N/A	\$20,000.00	\$ 19,325.10
<b>Fishing Report 5/14-9/12</b>					
KTUU/WJS Buzzed Driving is Drunk Driving	Digital	630,000	N/A	\$6,414.00	\$ 6,414.00
WS: Summer Rain; Hangover; Viral	TV	56	458	\$27,336.00	\$ 27,336.00
<b>NHL Impaired</b>					
WS: Hangover, Viral	TV	8	4	\$4,500.00	\$ 4,500.00
<b>4th of July, June 29-July 5</b>					
WS: Memorial Day. Ad Council: Backyard BBQ; WS: Flag	Digital	1,363,762	N/A	\$7,500.00	\$ 7,492.98
WS: Hangover, Viral	Radio	699	88	\$15,000.00	\$ 15,003.00
<b>Ongoing Impaired, July 1-September 30</b>					
Ad Council: Warning Signs, WS: Summer Rain	Digital	1,309,579	N/A	\$10,000.00	\$ 10,074.41
WS: Summer Rain	TV	208	50	\$36,000.00	\$ 35,905.00
NHTSA/Ad Council: One More	Radio	1,607	290	\$41,500.00	\$ 41,508.00
WS: Summer Rain	OTT	647,851	N/A	\$10,000.00	\$ 10,658.10
<b>August/September Sports Package 8/1-9/30</b>					
WS: Viral, Summer Rain; Ad Council: You	TV	2,166	973	\$30,762.00	\$ 30,762.00

<b>Can Run But You Can't Drive High</b>						
<b>Labor Day, September 1-30</b>						
Ad Council: Warning Signs, Backyard BBQ	Digital	1,297,095	N/A	\$12,000.00	\$	11,924.36
Ad Council: Backyard BBQ	TV	63	12	\$12,000.00	\$	13,535.00
WS: Hangover, Drive High Get DUI	Radio	1,287	168	\$30,000.00	\$	30,000.00
<b>Ongoing Impaired 10/1/2019-9/30/2020</b>						
Rotation of WS, NHTSA, and Ad Council Impaired Driving Prevention Spots	KTUU OTT	1,996,080	N/A	\$30,000.00	\$	30,000.00
<b>MOTORCYCLE</b>						
<b>Ongoing Awareness Traffic Report April-June 2020</b>						
WS: We All Share the Road	Radio	36	0	\$384.00	\$	384.00
<b>Motorcycle Safety Awareness Month May 11-June 21, 2020</b>						
WS: We All Share the Road, AST Adaptation Motorcycle Safety	Radio	873	234	\$19,000.00	\$	18,616.00
<b>OCCUPANT PROTECTION</b>						
<b>Child Passenger October-December, 10/15-12/31</b>						
WS: Secure Your Child's Safety	Digital	490,683	N/A	\$9,000.00	\$	8,629.40
<b>Thanksgiving Seat Belt</b>						
WS: Buckle Up, Save Your Giblets	Digital	801,248	N/A	\$6,000.00	\$	5,419.54
<b>Child Passenger January-March, 2020</b>						
Ad Council: Know Their Future	Digital	676,385	N/A	\$9,000.00	\$	8,686.59
<b>Child Passenger April-June, 2020</b>						
WS: Secure Your Child's Safety	Digital	1,307,939	N/A	\$8,500.00	\$	8,506.16
<b>Ongoing Occupant Protection, April-June 2020</b>						
WS: Occupant Protection is for Everyone	TV	153	62	\$25,000.00	\$	26,362.60
WS: Occupant Protection is for Everyone	Radio	1,354	341	\$30,000.00	\$	31,133.40
<b>Child Passenger July-August, 2020</b>						

Ad Council: Know It Alls	Digital	921,592	N/A	\$6,499.98	\$ 6,699.66
<b>CPS Week September 1-September 30, 2020</b>					
WS: Secure Your Child's Safety, TOYOTA: Buckle Up for Life	Digital	189,650	N/A	\$2,000.00	\$ 2,000.00
WS: Secure Your Child's Safety	TV	462	255	\$16,500.00	\$ 17,966.00
NHTSA: Let Me Ask	Radio	706	35	\$16,500.00	\$ 16,000.00
<b>Ongoing Occupant Protection, July 1-September 30</b>					
WS: Occupant Protection	Digital	1,317,862	N/A	\$9,000.00	\$ 8,495.41
WS: Occupant Protection	TV	422	99	\$20,000.00	\$ 20,609.00
NHTSA: Car Talk	Radio	1,923	494	\$51,001.00	\$ 41,916.00
WS: Occupant Protection	OTT	645,976	N/A	\$15,000.00	\$ 15,000.00
<b>SPEEDING</b>					
<b>Ongoing Awareness Traffic Report April 2020</b>					
WS: Drive the Speed Limit	Radio	18	0	\$288.00	\$ 288.00
<b>Ongoing Speeding 5/4-6/30</b>					
WS: Drive the Speed Limit	Digital	1,331,000	N/A	\$5,000.00	\$ 5,000.00
WS: Own the Road	Radio	1,117	212	\$20,001.00	\$ 20,577.00
WS: Own the Road	OTT	329,757	N/A	\$15,000.00	\$ 15,000.20
WS: Own the Road	TV	112	1097	\$8,385.00	\$ 8,385.00
<b>Ongoing Speeding 7/1-9/30</b>					
WS: Drive the Speed Limit	Digital	606,178	N/A	\$3,950.00	\$ 5,292.76
WS: Own the Road	Radio	3,206	613	\$60,000.00	\$ 60,000.00
WS: Own the Road	TV	1,428	1,109	\$43,000.00	\$ 44,307.00
WS: Own the Road	OTT	494,636	N/A	\$13,000.00	\$ 13,000.00
<b>PEDESTRIAN SAFETY</b>					
<b>Ongoing Campaign, November 8-December 31</b>					
WS: We All Share the Road	Radio	734	349	\$15,000.00	\$ 15,005.00
<b>Ongoing Campaign, January 1-March 31</b>					

WS: We All Share the Road	Radio	710	362	\$15,000.00	\$ 14,956.00
<b>Ongoing Campaign, May 5-June 30</b>					
WS: We All Share the Road	Radio	473	202	\$11,998.00	\$ 9,682.00
<b>Ongoing Campaign, July 1-September 28</b>					
WS: We All Share the Road	Radio	976	448	\$23,996.00	\$ 21,153.00
WS: Pedestrian Safety ABCs	OTT	332,680	N/A	\$11,900.00	\$ 14,000.00
<b>DISTRACTED DRIVING</b>					
<b>Ongoing Campaign, November 11-December 31</b>					
WS: 5 Ways to Arrive Alive, Ad Council: Good Habit	Digital	2,685,619	N/A	\$15,000.00	\$ 14,999.27
NHTSA: End of Conversation; WS: Arrive Alive; NHTSA/Ad C: 15 Text + Whatever	Traffic Report	240	0	\$2,400.00	\$ 2,400.00
<b>Ongoing Campaign, January 1-March 31</b>					
WS: Don't Text and Drive, Ad Council: Good Habit	Digital	1,685,199	N/A	\$9,000.00	\$ 8,998.83
NHTSA: End of Conversation; WS: Arrive Alive; NHTSA/Ad C: 15 Text + Whatever	Traffic Report	780	0	\$7,800.00	\$ 7,800.00
Ad Council: Text & Whatever :30; WS Arrive Alive :30	Radio	1,211	363	\$26,000.00	\$ 25,560.00
Ad Council: Good Habit	OTT	146,738	N/A	\$7,000.00	\$ 7,000.00
<b>National Distracted Driving Month/Ongoing, April 1-June 30</b>					
WS: Don't Text and Drive, Ad Council: Good Habit	Digital	834,720	N/A	\$10,960.00	\$ 10,711.07
NHTSA: End of Conversation; WS: Arrive Alive; NHTSA/Ad C: 15 Text + Whatever	Radio	2,041	628	\$42,845.20	\$ 39,202.00
NHTSA: End of Conversation; WS: Arrive Alive; NHTSA/Ad C: 15 Text + Whatever	Traffic Report	603	0	\$6,500.00	\$ 6,456.00
Ad Council: Good Habit	TV	631	664	\$10,000.00	\$ 9,995.00
Ad Council: Good Habit	OTT	152,939	N/A	\$7,500.00	\$ 7,252.00



**Road Trippin'  
Promotion & Ongoing  
Campaign, July 1-  
September 12**

WS: Don't Text and Drive, Ad Council: Good Habit	Digital	1,584,139	N/A	\$6,960.00	\$ 6,960.00
NHTSA: End of Conversation; WS: Arrive Alive; NHTSA/Ad C: 15 Text + Whatever	Traffic Report	779	0	\$7,784.00	\$ 7,784.00
Ad Council: Text & Whatever :30; WS Arrive Alive :30	Radio	1,715	426	\$33,000.00	\$ 32,757.00
WS: Arrive Alive	TV	825	775	\$25,300.00	\$ 25,267.00
Ad Council: Good Habit	OTT	290,464	N/A	\$9,795.00	\$ 9,795.00

## 7.0 Financial Summary

**Table 7.1 Financial Summary of FFY 2020 Expenditures**

Fund Source	Name of Project	HSP Amount	FFY 2020 Expenditure
402	AST Speeding Fatality Reduction	\$444,000.00	\$ 225,440.43
402	Center For Safe Alaskans – Safe Roads	\$360,456.00	\$ 345,887.38
402	Center For Safe Alaskans – Bike and Pedestrian Safety	\$64,432.00	\$49,323.45
402	Bike Anchorage	\$53,000.00	\$ 18,866.71
402	CIOT Enforcement	\$250,000.00	\$37,945.70
402	Communications Contractor	\$41,800.00	\$ 41,782.75
402	Educational/Safety Media buys (Impaired Driving)	\$160,000.00	\$153,871.86
402	Educational/Safety Media buys (OP and CPS)	\$218,000.00	\$217,423.76
402	Educational/Safety Media buys (Teen Driving)	\$33,000.00	\$32,996.95
402	Educational/Safety Media buys (Distracted)	\$223,000.00	\$222,937.17
402	Educational/Safety Media buys (Speed)	\$182,000.00	\$171,849.96
402	Educational/Safety Media buys (Motorcycle)	\$19,000.00	\$19,000.00
402	Educational/Safety Media buys (Pedestrian)	\$75,000.00	\$74,796.01
402	Highway Safety Summit	\$150,000.00	\$ 23,263.57
402	Juneau Police Department Comprehensive Traffic Safety Plan	\$26,500.00	\$0
402	Planning and Administration	\$200,000.00	\$175,998.01
402	Anchorage PD Glenn Hwy Speed Enforcement	\$162,400.00	\$162,175.00
402	Statewide LEL (Impaired Driving)	\$60,000.00	\$ 0.00
402	Center for Safe Alaskans - Attitudinal Survey	\$30,000.00	\$28,999.72

Fund Source	Name of Project	HSP Amount	FFY 2020 Expenditure
402	Toxicology Services	\$221,077.00	\$132,290.64
405d	Homer Police Department – Project Drive	\$7,000.00	\$0
405b	Fairbanks Safe Rider Program (402 FAST ACT)	\$89,744.00	\$84,615.53
405b	Mat-Su Child Passenger Safety Program (402 FAST ACT)	\$52,958.00	\$48,141.41
405b	Occupant Protection Use Survey (OPUS) (402 FAST ACT)	\$40,000.00	\$3,122.37
405b	Safe Kids Kenai Peninsula CPS Program (402 FAST ACT)	\$31,203.00	\$10,888.86
405b	Center for Safe Alaskans - Statewide CPS Coordinator	\$40,000.00	\$24,835.37
405b	Fairbanks Memorial Hospital - Statewide CPS Co Coordinator	\$40,000.00	\$16,159.06
405c	Center for Safe Alaskans Data Linkage	\$90,400.00	\$ 89,967.70
405c	Priority Data - Crash Data Entry Services	\$60,000.00	\$3,136.77
405c	Traffic and Criminal Software (TraCS) Licensing Fee	\$100,000.00	\$88,765.00
405c	Nome PD-TraCS	\$7,864.00	\$7,864.00
402	Anchorage Police Department Impaired Driving Enforcement Unit (MAP-21)	\$338,322.44	\$338,322.44
402	Anchorage Police Department Impaired Driving Enforcement Unit (FAST)	\$1,399,677.56	\$750,778.89
405d	Fairbanks DUI Traffic Enforcement Unit	\$142,919.00	\$86,458.89
402	High-Visibility DUI Enforcement	\$600,000.00	\$117,979.44
405d	Educational/Safety Media Buys	\$700,000.00	\$700,000.00
405d	Statewide DRE Program	\$290,000.00	\$6,695.14
402	Special Events and Sports Marketing (Speed)	\$288,000.00	\$287,999.98
402	Special Events and Sports Marketing (Impaired)	\$208,000.00	\$208,000.00
402	ICAP (MAP-21)		\$9,368.76
405b	ICAP (MAP-21)		\$1,923.73
405c	ICAP (MAP-21)		\$3,291.04
405d	ICAP (MAP-21)		\$45,140.04
402	ICAP (FAST)		\$134,280.33
405b	ICAP (FAST)		\$14,457.40
405b	ICAP (FAST)		\$6,237.64
405c	ICAP (FAST)		\$9,094.33
405d	ICAP (FAST)		\$101,582.77