

STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2022



prepared for
Governor Michael Dunleavy

under the direction of
Commissioner Ryan Anderson
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

State of Alaska Highway Safety Annual Report

Federal Fiscal Year 2022

prepared for

Governor Michael Dunleavy

under the direction of

**Commissioner Ryan Anderson
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**

date

December 30, 2022

Alaska Highway Safety Office Staff

Tammy L. Kramer, Governors Highway Safety Representative and AHSO Administrator

Desiree Downey, Research Analyst III/State FARS Analyst

Shannon Conger, Grants Administrator II

Stephanie Hinckle, Grants Administrator II

Table of Contents

Executive Summary	1
Our Mission	1
1.0 Safety in Alaska	1
1.1 Measurable Progress.....	1
1.2 Key Accomplishments.....	2
1.3 Legislation.....	2
1.4 Priorities	2
1.5 Progress in Achieving Performance Targets	4
2.0 Performance Data—Alaska 2016 to 2022	9
2.1 Crash Statistics Summary	9
3.0 Program Areas	19
3.1 Evidence-Based Enforcement Program Activities	19
3.2 Compilation of Enforcement Activity Results	19
3.3 Impaired Driving.....	20
Problem Statement	20
Performance Target	20
Projects and Funding	20
Performance Results	20
Project Descriptions	21
3.4 Occupant Protection	23
Problem Statement	23
Performance Targets	24
Projects and Funding	24
Performance Results	24
Project Descriptions	25
3.5 Speeding.....	27
Problem Statement	27
Performance Target	27
Projects and Funding	28
Performance Results	28
Project Descriptions	28
3.6 Motorcycle Safety	29
Problem Statement	29
Performance Targets	29

Projects and Funding	29
Performance Results	30
Project Descriptions	30
3.7 Pedestrian and Bicycle Safety	30
Problem Statement	30
Performance Targets	30
Performance Results	30
Project Descriptions	31
3.8 Novice Drivers.....	31
Problem Statement	31
Performance Targets	31
Projects and Funding	32
Performance Results	32
Project Descriptions	32
3.9 Distracted Drivers	32
Problem Statement	32
Performance Target	33
Projects and Funding	33
Performance Results	33
3.10 Traffic Records.....	33
Problem Statement	33
Performance Targets	33
Projects and Funding	34
Performance Results	34
Project Descriptions	34
3.11 Paid Media	35
Problem Statement	35
Performance Targets	35
Projects and Funding	36
Performance Results	36
Project Descriptions	36
3.12 Planning and Administration	38
Problem Statement	38
Goal.....	38
Performance Targets	38
Performance Results	38
Projects and Funding	39

Project Descriptions	39
4.0 Attitudinal Phone Survey—2022	41
4.1 Survey Findings and Highlights	41
2022 Survey Demographics	43
5.0 Alaska Observation of Seat Belt Use	45
5.1 2022 Observational Seat Belt Findings	45
6.0 Paid Media Report	47
7.0 Financial Summary	55

List of Tables

Table 1.1	Fatality Rate Comparison	1
Table 1.2	Fatalities and Fatality Rates among NHTSA Region 10 States	2
Table 1.3	Fatalities and Serious Injuries Involving Speeding	3
Table 1.4	Alaska Performance Measure Tracker	5
Table 2.1	Alaska Traffic Safety Trends, 2016 to 2022	9
Table 6.1	FFY 2022 Paid Media	47
Table 7.1	Financial Summary of FFY 2022 Expenditures	55

List of Figures

Figure 2.1	Statewide Fatalities.....	10
Figure 2.2	Statewide Fatality Rate.....	11
Figure 2.3	Statewide Serious Injuries	11
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC	12
Figure 2.5	Unrestrained Passenger Vehicle Occupant Fatalities	12
Figure 2.6	Speeding-Related Fatalities	13
Figure 2.7	Motorcycle Fatalities	13
Figure 2.8	Unhelmeted Motorcycle Fatalities	14
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes	14
Figure 2.10	Pedestrian Fatalities	15
Figure 2.11	Bicyclist Fatalities	15
Figure 2.12	Observed Belt use for Passenger Vehicles	16
Figure 2.13	Seatbelt Citations Issued During Grant-Funded Events.....	16
Figure 2.14	DUI Arrests Made During Grant-Funded Events.....	17
Figure 2.15	Speeding Citations Issued During Grant-Funded Events.....	17
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?”	41
Figure 4.2	Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”	42
Figure 4.3	Survey Responses: “How often do you read or send text messages while driving your car?”	42

Acronym Guide

ACS	Alaska Court System
ADH	Anchorage Department of Health
AHSO	Alaska Highway Safety Office
AKPHL	Alaska State Public Health Laboratory
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APD	Anchorage Policy Department
APSIN	Alaska Public Safety Information Network
AR	Annual Report
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ATR	Alaska Trauma Registry
ATV	All-Terrain Vehicles
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Center 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
DUID	Driving Under the Influence of Drugs
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
IIJA	Infrastructure Investment and Jobs Act
KPD	Kodiak Police Department
LEL	Law Enforcement Liaison
MAP-21	Moving Ahead for Progress in the 21st Century
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force

OPUS	Occupant Protection Use Survey
PSA	Public Service Announcement
SIRIS	Spatially Integrated Roadway Information System
SHSP	Strategic Highway Safety Plan
SKKP	Safe Kids Kenai Peninsula
STSI	State Traffic Safety Information
SUV	Sport Utility Vehicle
TRCC	Traffic Records Coordinating Committee
TraCS	Traffic and Criminal Software
VMT	Vehicle Miles Traveled

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2022 serves as the State's assessment of the FFY 2022 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 - Fixing America's Surface Transportation (FAST) Act and most recently under the Infrastructure Investment and Jobs Act (IIJA) in 2021.

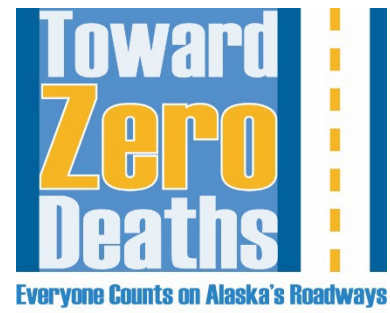
The AHSO administers the Federal funds distributed to State, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle related deaths and serious injuries through implementation of programs and projects that address driver behavior and improvements in the traffic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

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Although grant funded in-person activities remained slow to come back to pre-COVID-19 levels, some promising trends are developing. Most notably, Alaska saw serious injuries decline 28 percent from 306 in 2020 to 220 in 2021; young driver fatalities decline 20 percent from ten in 2020 to eight in 2021; and unrestrained fatalities fell 29 percent from 14 in 2020 to 10 in 2021. The AHSO thanks our local, State, and Federal partners for their commitment to our mission and is grateful for their support.

In 2022, 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 Alaska's 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. Any loss of life or injury sustained in a traffic crash is unacceptable and 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 Alaska Highway Safety Annual Report (AR) containing adequate project and system-specific information to demonstrate measurable progress using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing National Highway Traffic Safety Administration (NHTSA)-funded highway safety projects in Alaska. The AHSO also is 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 which include 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 Federal Fiscal Year (FFY) 2022 Highway Safety Plan (HSP). Fatality data are complete through 2021. Previous years' data have been revised, where necessary. If available, 2021 and 2022 data are noted, although any data included in figures and tables which are preliminary are identified as such and subject to change.

Traffic fatalities in Alaska increased from 64 in 2020 to 68 in 2021. The AHSO is committed to implementing and revising safety projects, as needed, to move the trend back towards 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 2011 through 2022, and Table 1.2 compares 2020 fatalities and fatality rates among the NHTSA Region 10 States. At the time of reporting, 2021 fatality rates were not available for comparison with other States.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
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
2020	1.34	1.21
2021	1.33	1.26
2022	N/A	1.26

Source: NHTSA FARS for 2010-2020 data. NHTSA FARS for 2021 US fatality rate (early estimates). AHSO for 2021 and 2022 data which are preliminary and subject to change.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2020 Fatalities	2020 Fatality Rate (per 100 MVMT)	2021 Fatalities	2021 Fatality Rate (per 100 MVMT)
Alaska	64	1.21	68	1.26
Idaho	214	1.23	N/A	N/A
Oregon	508	1.57	N/A	N/A
Montana	213	1.76	N/A	N/A
Washington	560	1.04	N/A	N/A

Source: NHTSA FARS for 2019-2020 data. AHSO for 2021 data, which is preliminary and subject to change.

1.2 Key Accomplishments

In FFY 2021:

- Observational seat belt rate remained over 90 percent for the sixth straight year, reaching 91.5 percent in 2022.
- Unrestrained fatalities dropped from 14 in 2020 to 10 in 2021.
- Serious injuries dropped from 306 in 2020 to 220 in 2021.
- Speeding-related fatalities dropped from 32 in 2020 to 19 in 2021.
- The percentage of Alaskans who responded in a survey that they always or often read or text message while driving remained a relatively low two percent in 2022.
- Nearly 4 out of 5 Alaskans (79 percent) knew there are safety zones posted on highways in Alaska. Of those who knew of the safety zones, 40 percent said safety has improved in these areas.
- 4,157 grant-funded speeding citations were issued in FFY 2022.

1.3 Legislation

In October of 2021, the Lieutenant Governor signed order AS 44.62.180, adopting changes to regulations of the Department of Public Safety, which will allow all-terrain vehicles (ATV) to drive on State roads with speed limits of 45 miles per hour or less starting January 1, 2022. The regulation does allow local governments to opt out or restrict the use of ATVs in their boundaries. However, at the time of reporting, it is unclear if smaller second-class boroughs or unincorporated parts of the State have the authority to regulate what happens on their roads.

1.4 Priorities

The seven priorities identified in Alaska’s FFY 2022 HSP are consistent with the 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 being implemented and tracked. The seven AHSO priorities include:

1. **Impaired Driving**—In 2021, the number of alcohol-impaired fatalities involving a driver with a BAC of 0.08 or above increased to 15 from 14 in 2020, a seven percent increase. However, NHTSA has yet to release the 2021 FARS numbers, which uses an imputation model to determine the number of alcohol impaired related fatalities, so this number is subject to change. In 2022, the Anchorage Police Department’s (APD) Impaired Driving Team continued to be fully operational and contributed to 539 Driving Under the Influence (DUI) arrests written on grant-funded time.
2. **Occupant Protection**—Unrestrained passenger vehicle fatalities decreased in 2021 to 10 from 14 in 2020, a reduction of 29 percent. 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 and an observed rate of 91.5 percent in 2022. Grant-funded seat belt citations fell 33 percent in 2022 over 2021, however, 2021 was the highest number ever issued on grant funded time.
3. **Speeding**— The downward trend in speeding related fatalities continued in 2021, these fatalities dropped 17 percent to 19 compared to 23 fatalities in 2020. In FFY 2021, 4,404 speeding citations were issued during grant-funded activity across the State. Much of these grant-funded enforcement citations can be attributed to APD and Alaska State Troopers’ (AST) speed-focused enforcement efforts. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement could result in a continued reduction in speeding fatalities. Table 1.3 shows the fluctuations in speeding-related fatalities and serious injuries between 2012 and 2022.

Table 1.3 Fatalities and Serious Injuries Involving Speeding

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Speeding Fatalities	14	22	18	22	36	26	42	29	23	19	14
Speeding Serious Injuries ¹	91	107	76	89	108	75	87	74	72	63	N/A
Speeding Fatalities as a Percent of All Fatalities	24%	43%	25%	34%	43%	33%	53%	43%	36%	28%	21%
Speeding Serious Injuries as a Percent of All Serious Injuries	25%	31%	24%	27%	27%	21%	26%	24%	31%	27.6%	N/A

Source: NHTSA/State Traffic Safety Information (STSI) for fatality data and Alaska DOT&PF for serious injury data.

¹ Serious Injury data represents the most current data and is subject to change.

4. **Motorcycle Safety**—In 2021, Alaska recorded seven motorcycle fatalities, which is an increase from four in 2020. However, of the seven fatalities in 2021, only one was unhelmeted. The AHSO continues to work with their communications and sports marketing contractors to identify additional educational outreach strategies to address motorcycle fatalities and motorist awareness of motorcycles.
5. **Pedestrian and Bicycle Safety**—Pedestrian and bicyclist fatalities continued to be an area of concern in 2021. Pedestrian fatalities increased from 13 in 2020 to 16 in 2021. In 2021, Alaska had three bicyclist fatalities, an increase from two in 2020. Fatalities involving pedestrians and bicyclists accounted for 23 percent of all motor vehicle-related fatalities in 2021 this is an increase from 12 percent of all fatalities in 2020. The AHSO will continue to focus on more of these fatalities and anticipates completing the Vulnerable Road User assessment in 2023.
6. **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 fell from ten in 2020 to eight in 2021.
7. **Traffic Records**—Traffic records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2022, Alaska developed a new Traffic Records Strategic Plan 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. In 2022, 2020 crash data was linked with injury surveillance data sets including Emergency Medical Services, and Emergency Department (through the Health Facilities Discharge dataset) and citation data through the Department of Public Safety in the Anchorage area. The improvements achieved include an improvement in the percentage of cases linked between crash and Alaskan Trauma Registry (ATR) cases from 80.41 percent in the Baseline period to 81.06 percent of cases linked by March 31, 2022, for the current period. This shows an increase in integration between the crash and ATR records in the state expected to improve in future years.

1.5 Progress in Achieving Performance Targets

The results of Alaska's progress in meeting the state's targets for the core performance measures identified in the FFY 2021 and 2022 HSPs based on available data at the time of reporting is provided in Table 1.4.

Table 1.4 Alaska Performance Measure Tracker

Performance Measure	FFY 2022					FFY 2021			
	Target Period	Target Year(s)	Target Value FFY22 HSP	Data Source ^{1/} FFY 22 Progress Results	On Track to Meet FFY22 Target Y/N ² (in-Progress)	Target Value FFY21 HSP	Target Year(s)	Data Source/ FFY21 Final Result	Met FFY21 Target Y/N
C-1) Total Traffic Fatalities	5 year	2018 – 2022	70	2018 – 2022 STATE 69	Y	75	2017 – 2021	2017 – 2021 STATE 72	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2018 – 2022	325	2018 – 2022 State 246	Y	330	2017 – 2021	2017 – 2021 State 301	Y
C-3) Fatalities/VMT	5 year	2018 – 2022	1.300	2018 – 2022 STATE 1.266	Y	1.40	2017 – 2021	2017 – 2021 STATE 1.300	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FFY22 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018 – 2022	21	2018 – 2022 STATE 15	Y	21	2017 – 2021	2017 – 2021 STATE 17	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018 – 2022	23	2018 – 2022 STATE 16	Y	25	2017 – 2021	2017 – 2021 STATE 20	Y
C-6) Speeding-Related Fatalities	5 year	2018 – 2022	29	2018 – 2022 STATE 25	Y	29	2017 – 2021	2017 – 2021 STATE 28	Y
C-7) Motorcyclist Fatalities	5 year	2018 – 2022	7	2018 – 2022 STATE 7	Y	8	2017 – 2021	2017 – 2021 STATE 7	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018 – 2022	2	2018 – 2022 STATE 2	Y	2	2017 – 2021	2017 – 2021 STATE 3	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018 – 2022	8	2018 – 2022 STATE 8	Y	8	2017 – 2021	2017 – 2021 STATE 8	Y

Performance Measure	FFY 2022					FFY 2021			
	Target Period	Target Year(s)	Target Value FFY22 HSP	Data Source ^{1/} FFY 22 Progress Results	On Track to Meet FFY22 Target Y/N ² (in-Progress)	Target Value FFY21 HSP	Target Year(s)	Data Source/ FFY21 Final Result	Met FFY21 Target Y/N
C-10) Pedestrian Fatalities	5 year	2018 – 2022	11	2018 – 2022 STATE 12	N	12	2017 – 2021	2017 – 2021 STATE 13	N
C-11) Bicyclist Fatalities	5 year	2018 – 2022	0	2018 – 2022 STATE 2	N	0	2017 – 2021	2017 – 2021 STATE 2	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	94%	2022 State survey 91.5%	N	94%	2021	2021 State survey 91.7%	N
Distracted driving. Increase perceived risk of being involved in a collision if texting while driving. Non-core target.	Annual	2022	80%	2022 Attitudinal Survey 73%	N	N/A			

Source: Alaska CARE System

¹ 2021 and 2022 fatality data were not available from FARS and only incomplete data was available from the Alaska CARE System for progress evaluation for 2021 and 2022 so all targets for meeting FFY21 and FFY22 targets are preliminary estimates and subject to change.

NOTE: At the time of reporting, 2022 data is preliminary and subject to change as the data continues to come in and cleaned for accuracy. Data used in the analysis was accurate as of December 12, 2022.

At the time of reporting, it appears that Alaska achieved its performance targets for fatalities, fatality rate, and serious injuries for 2021 and 2022. However, due to the lack of FARS data for these years and the preliminary and incomplete data for 2022, these numbers and target attainment should be taken lightly. The preliminary 2022 fatal number of 69 exceeded the 2022 target of 70 fatalities or fewer based on the 2018-2022 average. It also appears based on this preliminary data that Alaska exceeded its FFY 2022 fatal VMT target of 1.300, 2018-2002 average, and achieved 1.266 for the reporting period.

When reviewing Alaska's average annual change in fatalities from 2020 to 2021 (a more complete and accurate data set than 2022 data available at this time), the State has seen a reduction in fatalities for most of the core performance measures. The percent change from 2020 to 2021 Alaska saw a 28 percent reduction in serious injuries, a 29 percent reduction in unrestrained fatalities, 17 percent reduction in speeding-related fatalities, and 20 percent reduction in young driver fatalities. Alaska, however, has seen total fatalities and fatalities VMT increase slightly from 2020 to 2021. The State has made great strides in increasing the observed seat belt rate, which has been above 90 percent since 2017. Agencies continued to struggle with staffing issues and the ability to work voluntary enforcement efforts due to COVID-19-related restrictions that continued into in FFY 2022, which impacted agency participation in high-visibility occupant protection, impaired driving, and speed enforcement. The AHSO is confident when the pandemic subsides 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 HSP to address how it did not meet these performance targets. The AHSO has had an active Alaska Law Enforcement Liaison (LEL) for about a year now. It is anticipated in the coming year additional law enforcement agencies will begin to participate in mobilizations as well as begin reporting crash reports electronically. Alaska will continue to use a sports marketing contractor to reach greater audiences across the State on safe driving behaviors and tailor messaging based on the latest research gained from the annual telephone survey. The AHSO is now overseeing the development and implementation of Alaska's new SHSP in 2023. The revised SHSP may incorporate new emphasis areas, focus areas, and actions to address safety in Alaska. One of the largest changes expected in the next SHSP will be the incorporation of the Vulnerable Road User assessment (VRU) which will provide a new intensive focus for addressing crashes involving pedestrians and bicyclists. The AHSO believes the VRU assessment will help the state reverse the recent trend of increased bicycle and pedestrian fatalities. Adjustments to the HSP will also include additional law enforcement agencies working NHTSA-funded programs. It is anticipated that as the pandemic subsides law enforcement agencies will begin participating at pre-pandemic levels, the AHSO will be able 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 2016 to 2022

2.1 Crash Statistics Summary

In Alaska, fatalities resulting from motor vehicle related crashes grew from 64 in 2020 to 68 in 2021. Details on Alaska's highway safety trends between 2016 and 2022 are provided in Table 2.1. Figure 2.1 through Figure 2.15 illustrate select performance measures shown in Table 2.1. Fatality and serious injury data are through 2022; the 2021 and 2022 fatality data are from the Alaska CARE system. The percentage change shows a comparison between 2020 and 2021 instead of 2021 and 2022 because the 2022 is incomplete. The AHSO believes that comparing between 2021 and incomplete data from 2022 would give a false sense of improvement as 2022 data is considerable lower than what it will eventually end up being. 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, 2016 to 2022

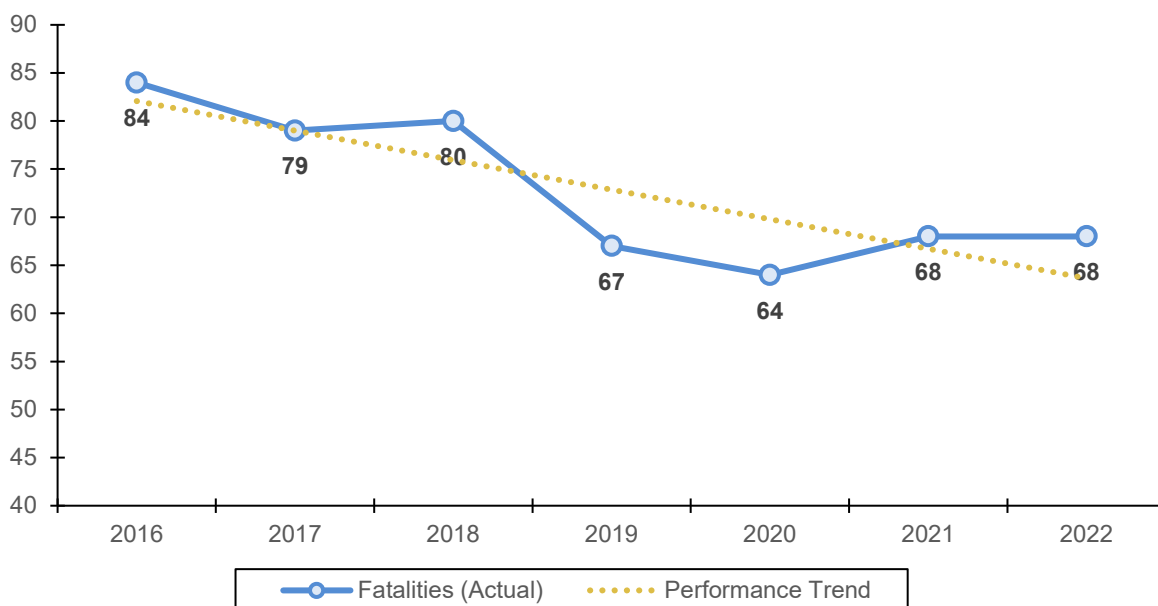
Crash Data/ Trends	2016	2017	2018	2019	2020	2021	2022	Percent Change 2020 – 2021
Fatalities (Actual)	84	79	80	67	64	68	68	6%
Fatalities per 100 MVMT	1.60	1.43	1.46	1.14	1.21	1.26	1.26	4%
Serious Injuries	399	353	331	293	306	220	79	-28%
Alcohol- Impaired Fatalities (Driver with BAC 0.08 or Higher)	31	23	27	21	14	15	5	7%
Unrestrained Passenger Vehicle Fatalities	37	17	20	22	14	10	8	-29%
Speeding- Related Fatalities	36	26	42	29	23	19	14	-17%
Motorcyclist Fatalities	6	6	12	6	4	7	5	75%
Unhelmeted Motorcyclist Fatalities	2	3	5	2	2	1	2	-50%
Young Driver (20 or under) Involved in Fatal Crash	16	6	8	10	10	8	3	-20%
Pedestrian Fatalities	12	14	14	6	13	16	10	23%

Bicyclist Fatalities	1	1	0	2	2	3	2	50%
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	88.5%	90.1%	91.6%	94.1%	94.1%	91.7%	91.5%	-3%
Seatbelt Citations Issued During Grant-Funded Events	966	1,232	1,107	1,561	301	1,607	1,082	-33%*
DUI Arrests Made During Grant-Funded Events	202	156	769	870	621	664	804	21%*
Speeding Citations Issued During Grant-Funded Events	747	966	3,497	6,886	7,263	4,404	4,157	-6%*

Source: NHTSA STSI/FARS; Alaska Highway Safety Office (AHSO). 2022 numbers are preliminary and subject to change and were accurate as of December 15, 2022.

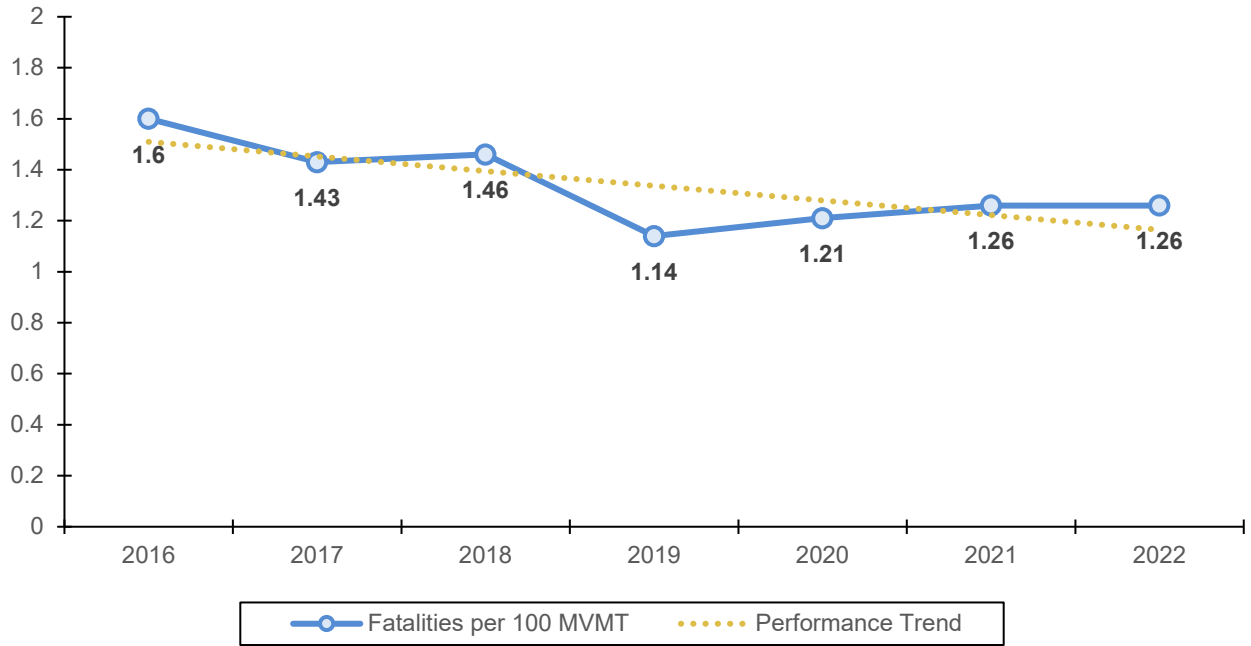
* Since 2022 grant funded citations are final the percentage change indicates the percent change in citations from 2021 to 2022.

Figure 2.1 Statewide Fatalities



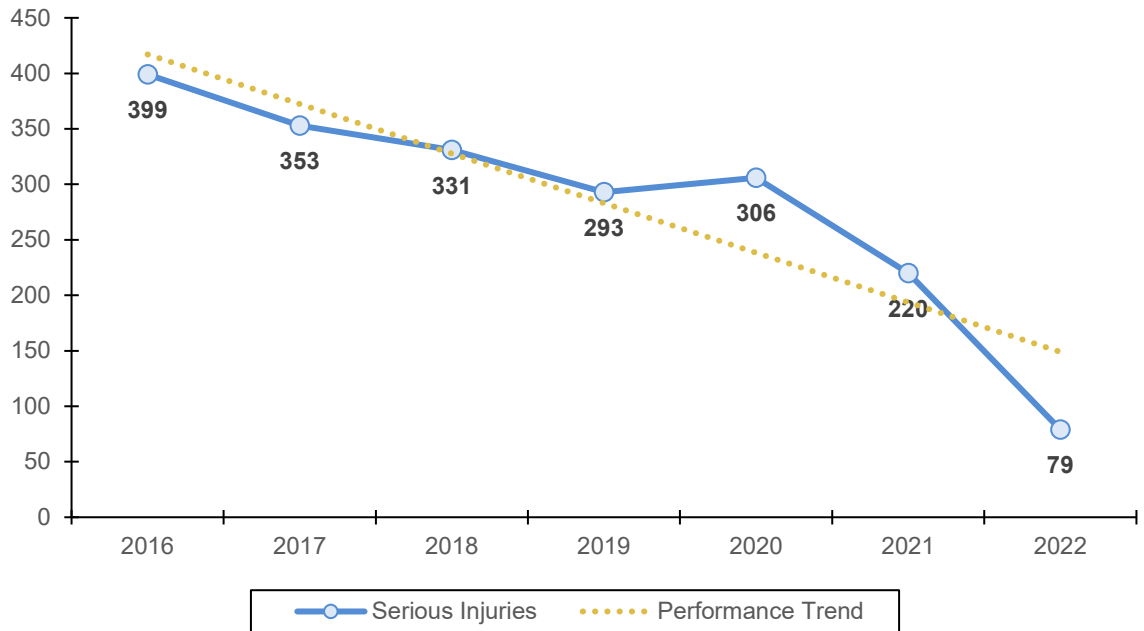
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.2 Statewide Fatality Rate



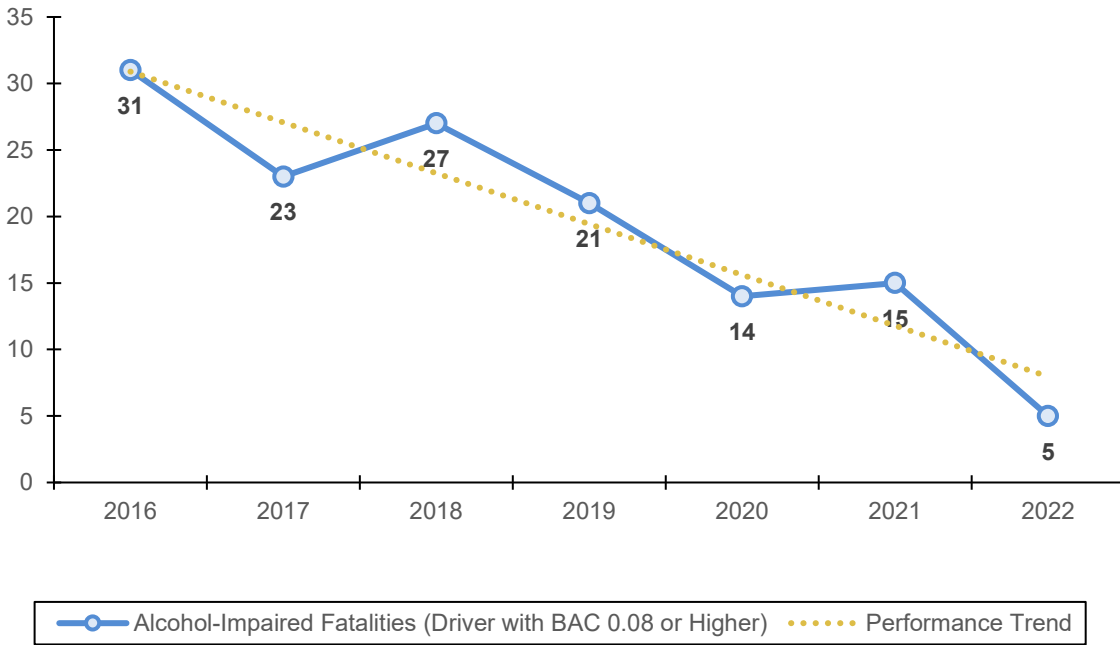
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.3 Statewide Serious Injuries



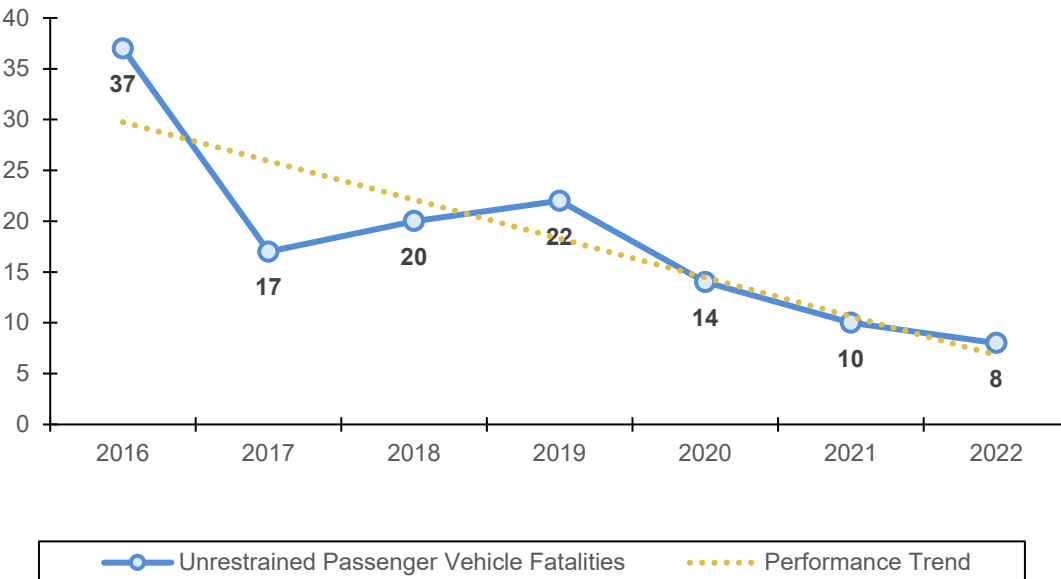
Source: Accessed December 12, 2022, using the Alaska CARE database. Serious injury numbers are subject to change.

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



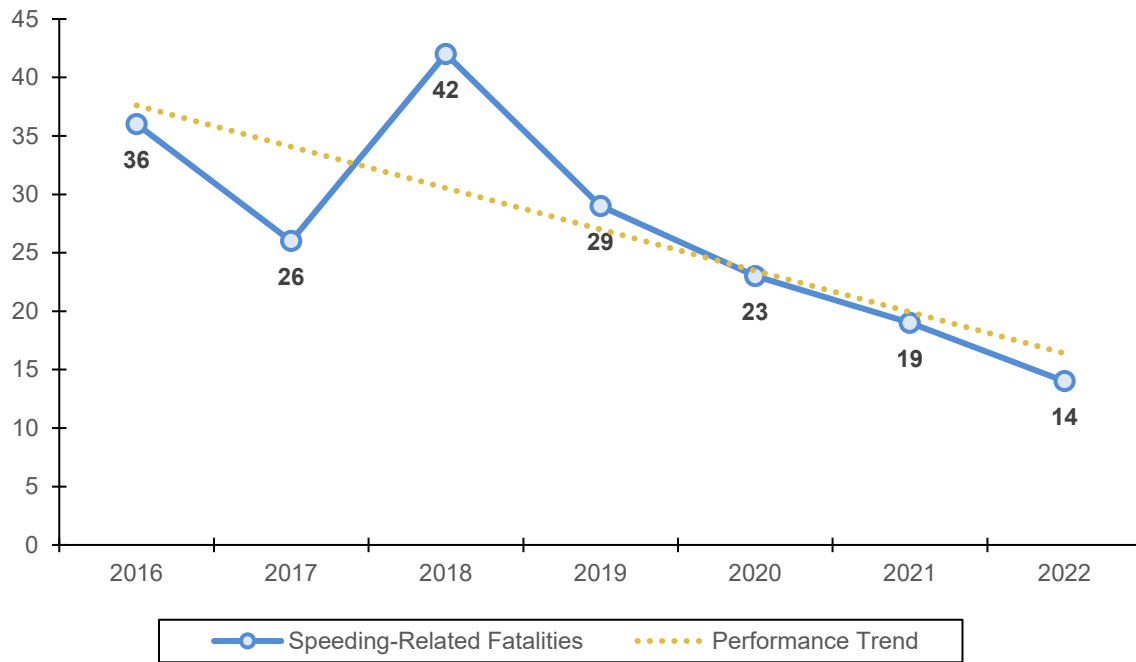
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



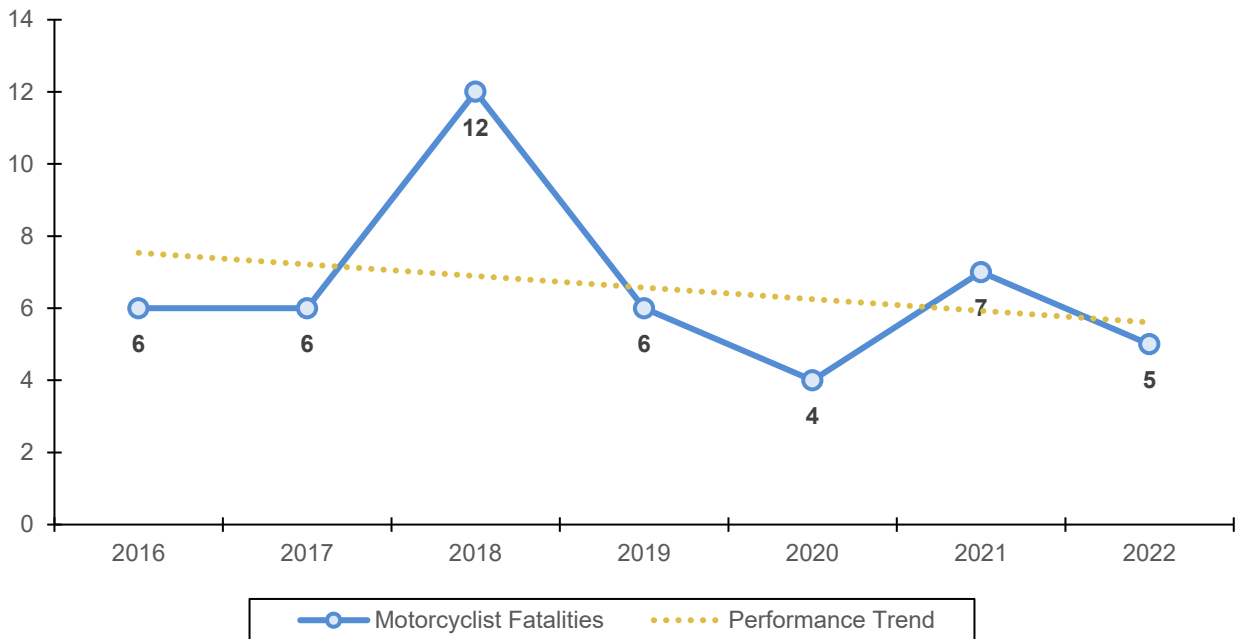
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.6 Speeding-Related Fatalities



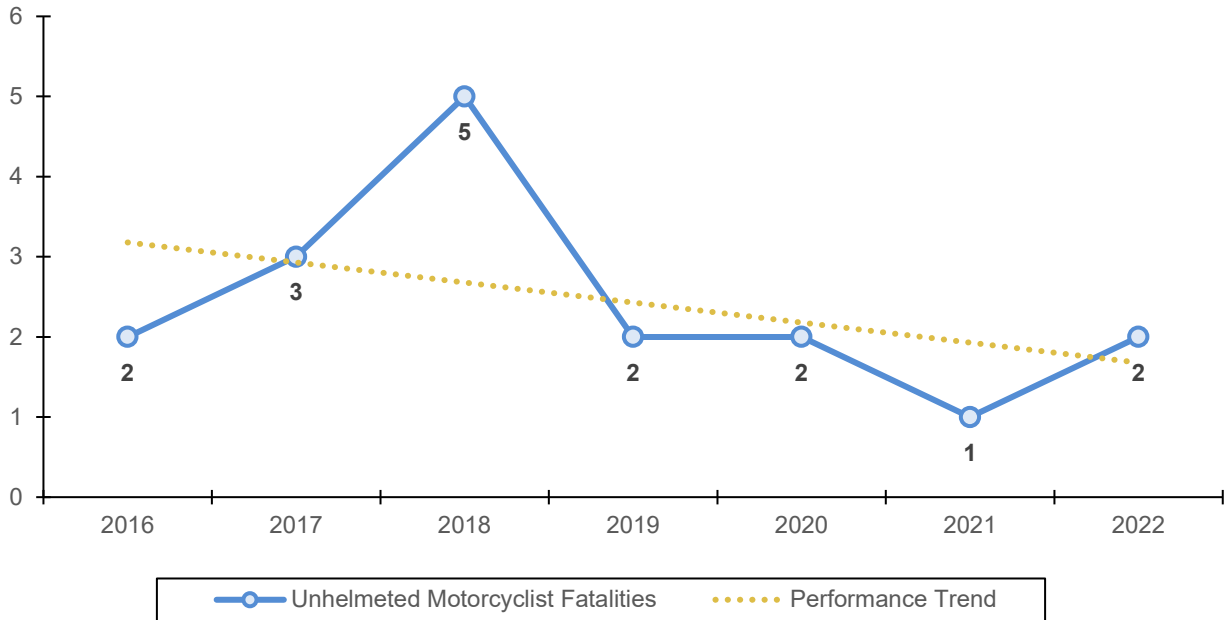
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.7 Motorcycle Fatalities



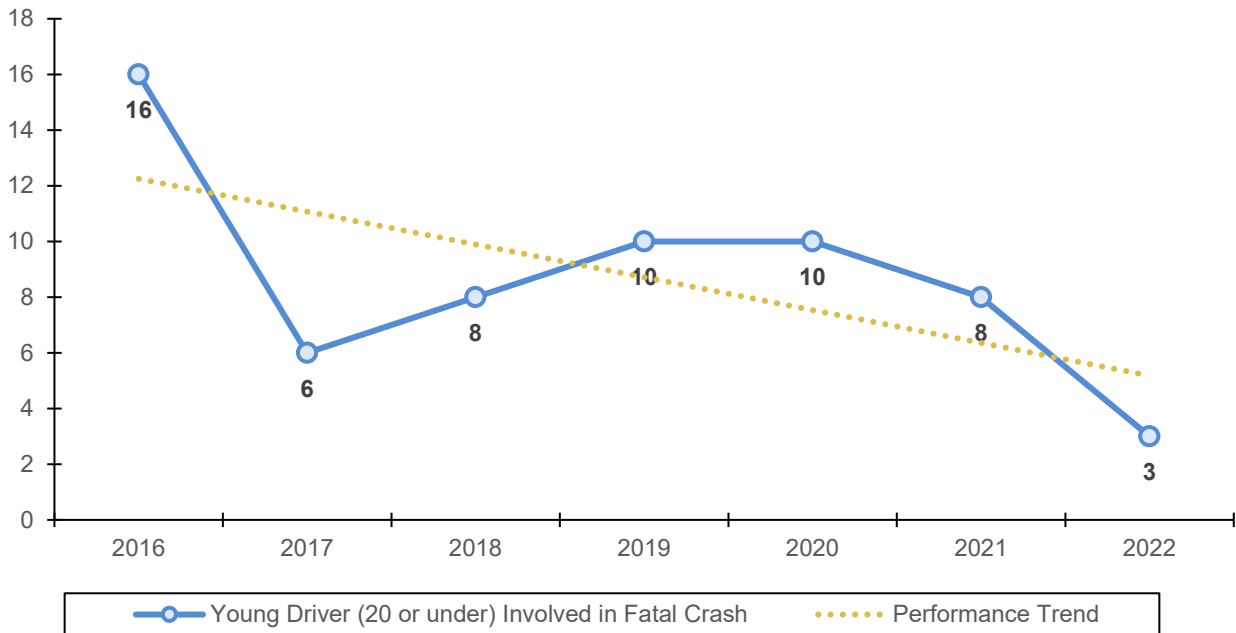
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.8 Unhelmeted Motorcycle Fatalities



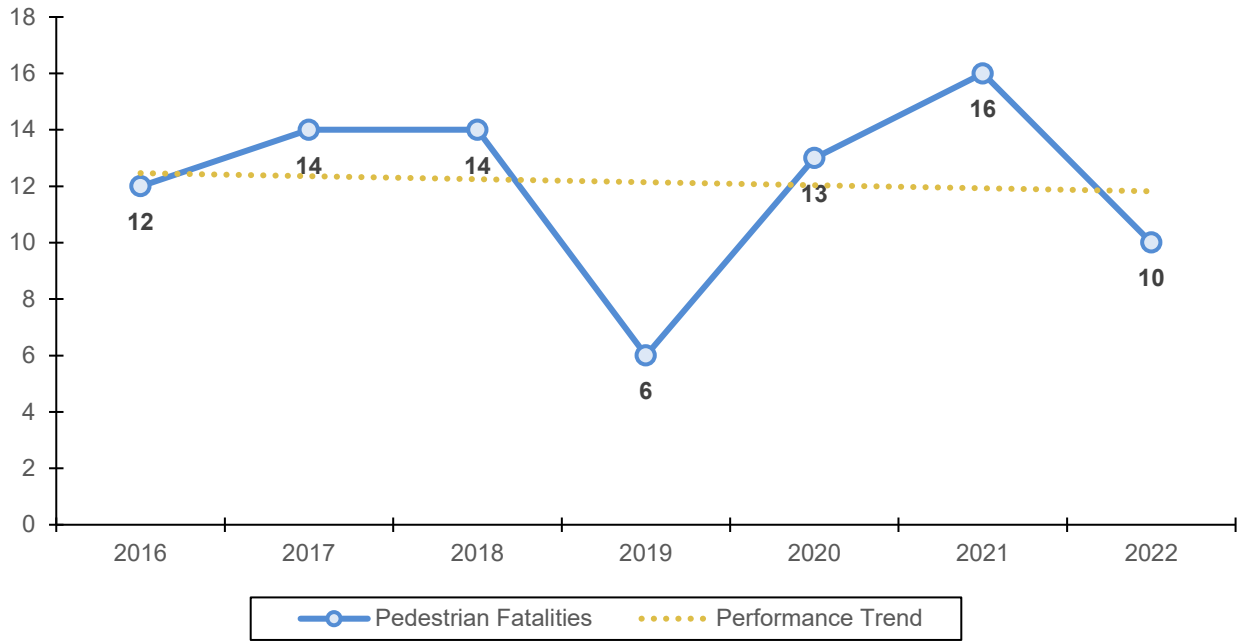
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



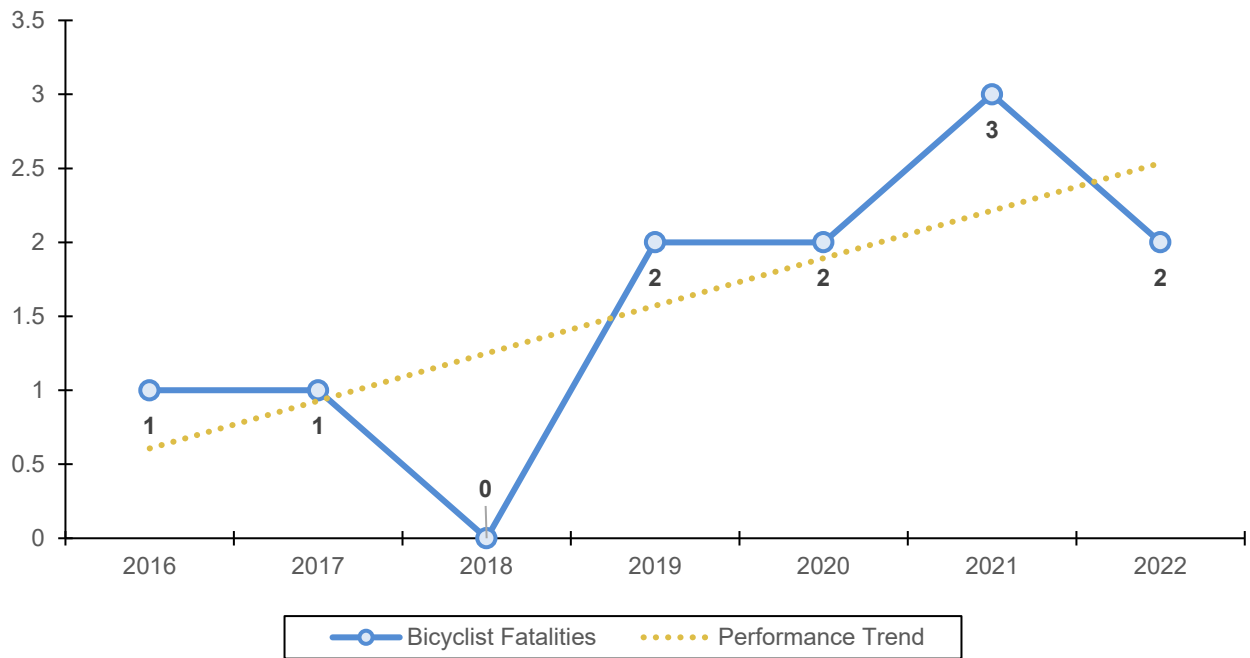
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.10 Pedestrian Fatalities



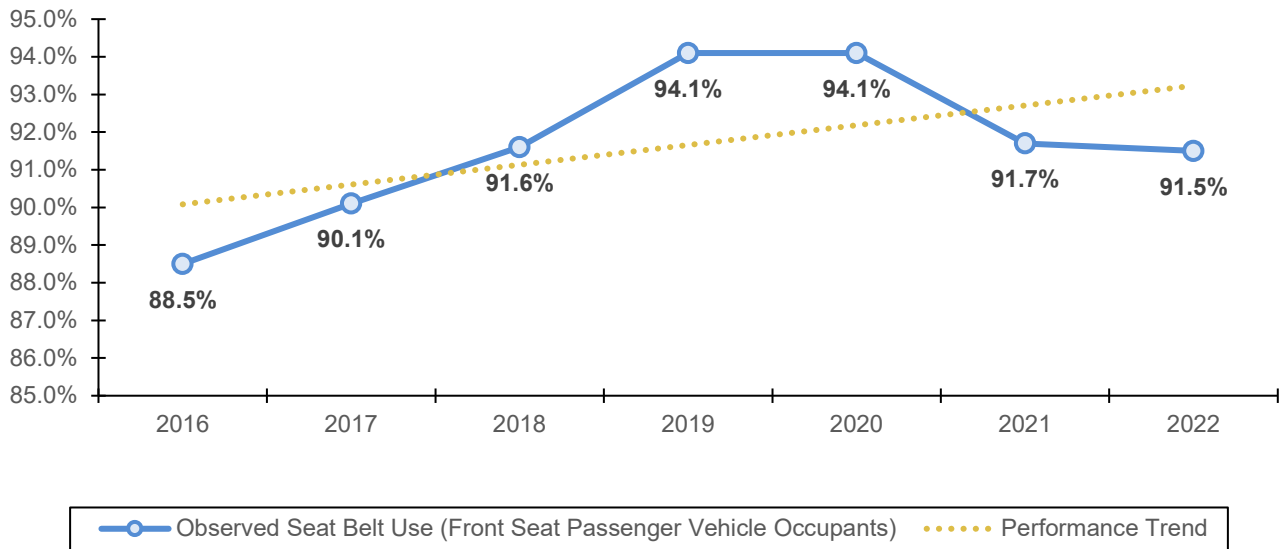
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.11 Bicyclist Fatalities



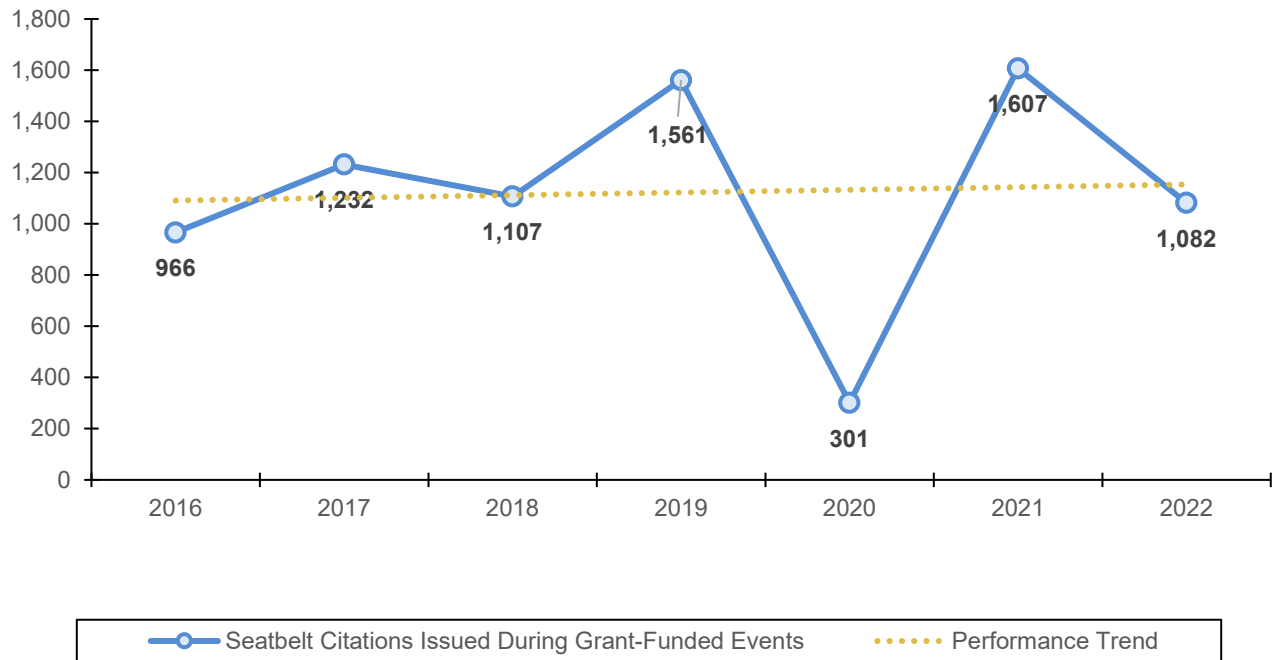
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.12 Observed Belt use for Passenger Vehicles



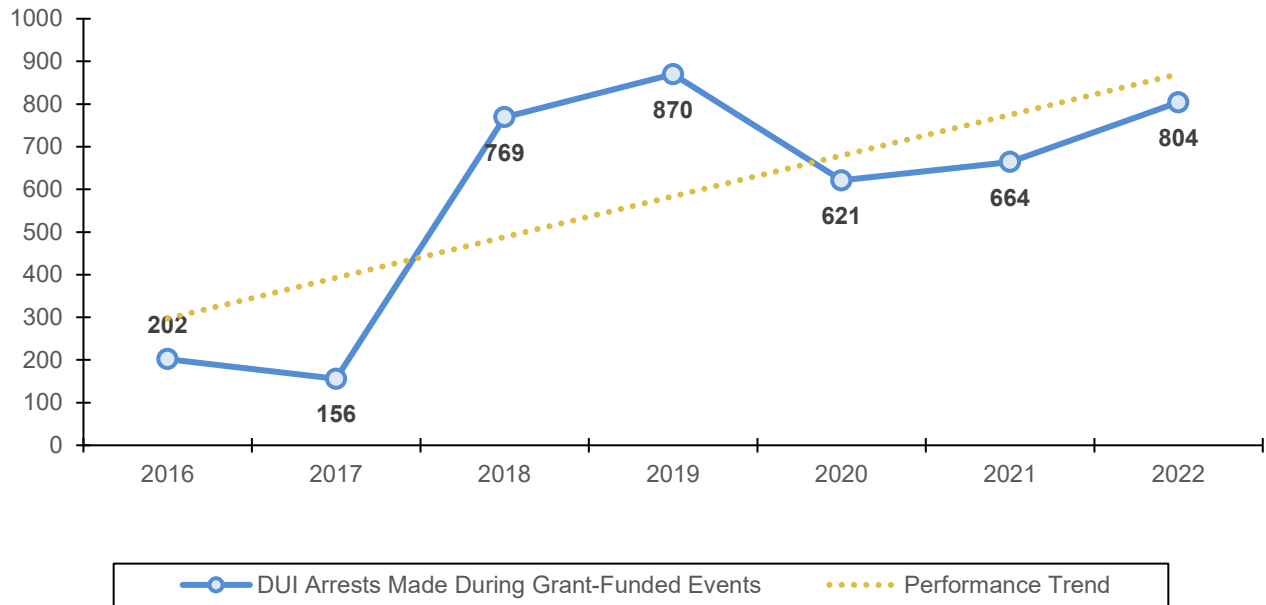
Source: Annual Seat Belt Observational Survey. Due to COVID-19, no observational seat belt survey was conducted in 2020; number shown is the observed rate from 2019 for 2020.

Figure 2.13 Seatbelt Citations Issued During Grant-Funded Events



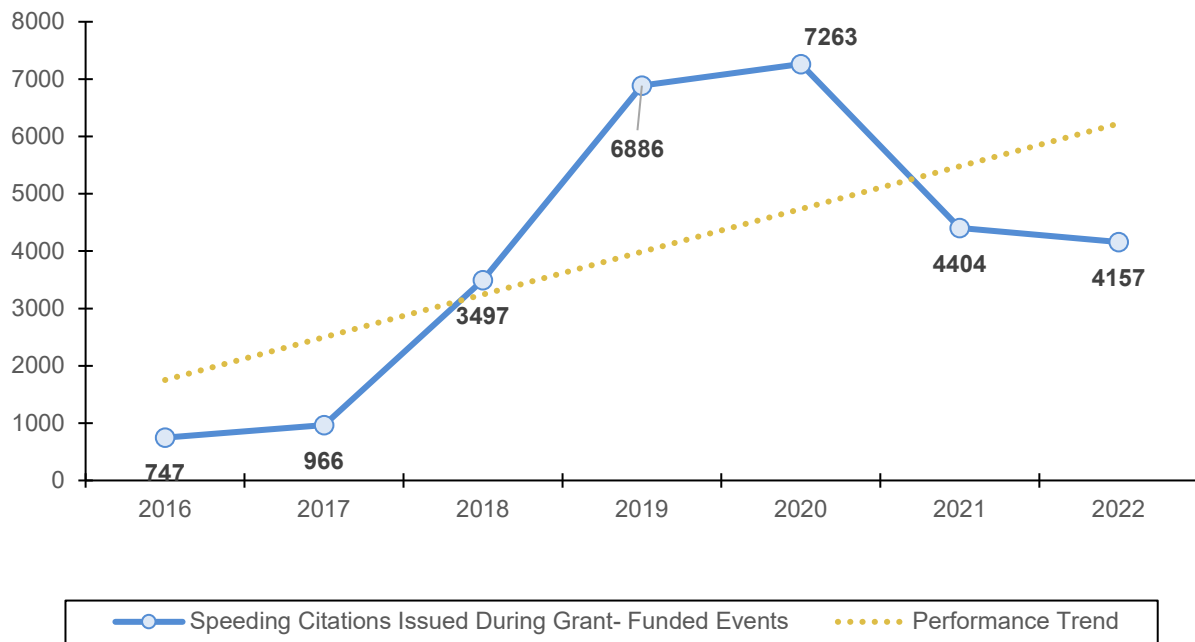
Source: Alaska Highway Safety Office.

Figure 2.14 DUI Arrests Made During Grant-Funded Events



Source: Alaska Highway Safety Office.

Figure 2.15 Speeding Citations Issued During Grant-Funded Events



Source: Alaska Highway Safety Office.

3.0 Program Areas

3.1 Evidence-Based Enforcement Program Activities

In FFY 2022, 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. In FFY 2022, six law enforcement agencies participated in the May Click It or Ticket (CIOT). 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 2022 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 2022 grantees also were 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. 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 monitoring allowed for subtle or major adjustments by each grantee throughout the year, if needed, to improve traffic safety enforcement in Alaska.

3.2 Compilation of Enforcement Activity Results

In FFY 2022, six law enforcement agencies participated in the national CIOT campaign, and five participated in the Driver Sober or Get Pulled Over campaign. All of the FFY 2022 NHTSA-funded law enforcement activities resulted in:

- 1,082 seat belt citations.
- 804 impaired driving arrests.
- 4,157 speeding citations.

The performance targets, FFY 2022 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 AHSO 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; however, alcohol and drug use continues to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol alone was a factor in 22 percent of Alaska's traffic fatalities in 2021, the same percentage of all fatalities seen in 2020.

Performance Target

1. Reduce alcohol impaired driving fatalities 8 percent from 25 (2015 – 2019 rolling average) to 23 (2018 – 2022 rolling average) by 2022.

Projects and Funding

The FFY 2022 HSP included impaired driving projects to address the above performance target 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

Preliminary 2022 data indicate Alaska will meet the target of 23 alcohol-impaired-related fatalities or fewer in 2022 for the five -year target period of 2018 – 2022. According to the early estimates, Alaska saw a significant drop in alcohol-impaired-related fatalities in 2022, dropping to 5 from 15 in 2021. Alaska also met the 2021 target (based on 2017-2021) of maintaining alcohol-impaired-related fatalities at 25 or lower. During FFY 2022, five agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of Drug Recognition Experts (DRE) in the State, which dropped to 31 from 36 in 2021. Alaska plans to continue these efforts to continue its recent target setting performance.

The FFY 2022 telephone survey indicated that nearly two-thirds (65 percent) of Alaskan drivers think they are very likely or likely to be arrested for driving after drinking (Figure 4.2). This is a slight decrease from 66 percent noted by respondents in the 2018 survey.

Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-22-01-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 2022. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and five local police departments (Anchorage, Juneau, Soldotna, Wasilla, and Whittier) 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 2022 resulted in 664 DUI arrests. The planned total requested hours by the agencies was 2,412 hours, however, only 882 overtime enforcement hours were reported. As a result, less than half of the planned budgeted amount was expended. Officers have not been signing up for all of the overtime enforcement hours that the agencies requested. The AHSO plans to utilize the LEL moving forward to encourage law enforcement officers to sign up for available HVE overtime hours.

Budgeted: \$200,000.00

Expended: \$92,814.68

Project Title: Statewide LEL—Impaired Driving (405d PT-22-06-BL(C))

Project Description: The LEL was not under contract until March 2022. Much of the focus in the first few months was reaching out to over 20 traffic safety partners throughout Alaska to inform them of the LEL position, its role in improving safety in the state, and how these stakeholders could work with the LEL moving forward. Additionally, the LEL reached out to a number of LELs in the region to discuss their best practices and guidance in serving in this role for Alaska. The LEL began to reach out to recruit additional law enforcement agencies to participate in future traffic safety mobilizations. Some inroads were made, however many of the law enforcement agencies contracted did not have sufficient staff willing to work the overtime programs or noted concerns over the additional paperwork required by AHSO and NHTSA for reporting purposes. Another activity the LEL began working on was reaching out to law enforcement agencies that are currently not utilizing the AHSO provided electronic crash reporting system TraCS. The LEL will continue these conversations in 2023 to gain additional law enforcement participation in mobilizations and utilization of the TraCS system.

Budgeted: \$60,000

Expended: \$41,124.51

Project Title: DPS Statewide DRE (405d M5X-22-01-FA(A))

Project Description: In FFY 2022, the Alaska DRE program experienced some staff change and had a new agency coordinator with the retirement of the long-time DRE and agency coordinator, Sgt. Troy Shuey. Of the project's 13 goals, 7 were met, and the remaining 6 were not met or partially met. The DREs around the state provided trainings and received call-outs throughout the FFY, and an in-service training conference was not scheduled to complete the first performance goal. However, a FFY 2023 in-service training conference has been scheduled for April 3-5, 2023. At the end of FFY 2022, Alaska had 13 DRE instructors, sent 4 DREs to instructor certification schools, sent 5 new DRE applicants to certification schools, and identified the need for additional DREs. A total of 17 members attended the 2022 National DRE Conference in San Antonio, Texas. Additionally, 3 ARIDE classes were held in Alaska where Alaska DREs co-taught with Washington DREs. At the end of FFY 2022 Alaska has 34 DREs and 8 DRE instructors.

Budgeted: \$290,000.00

Expended: \$52,426.92

Project Title: AK DPS Toxicology Services (402 AL-2-0-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 2022, the AKPHL received 700 DUID cases and 198 cases were carried over from the previous grant year. Of which 747 cases were tested and reported during the grant year. Cases were submitted to AKPHL from 30 law enforcement agencies across the State. About 80 subpoenas for expert witness testimony also were received during the grant year. Of the five goals established for FFY 2022, three were met, one is a work in progress, and one was not met. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved in FFY 2022.

Budgeted: \$221,077.00

Expended: \$195,208.53

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (405d M5X-22-01-FA(D)) and M5X-22-01-BL(D)

Project Description: The APD's Impaired Driving Enforcement Unit (IDEU) began in FFY 2017. In FFY 2022, the unit conducted 4,624 traffic stops, in which 6,220 citizens were contacted. During these stops, the team made 515 misdemeanor OUI arrests and 24 felony OUI arrests, issued 2,558 citations for various traffic offenses, performed 45 DRE evaluations and 795 drivers SFST evaluations. In addition, 551 OUI were processed and 140 blood search warrants issued. IDEU accounted for 35 percent of the overall total APD arrests (1,542). In FFY 2022, there were 21 traffic fatalities in APD's jurisdiction, of which six were OUI related and 11 were during IDEU enforcement hours. Moving forward more focus is going towards reducing the fatality numbers during IDEU shift hours.

Budgeted: \$1,699,000.00

Expended: \$848,899.39 (405d M5X-22-01-FA(D)) and \$371,826.35 (M5X-22-01-BL(D))

Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X-22-01-FA(B))

Project Description: This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2022, the Fairbanks Police Department conducted saturation patrols targeting impaired drivers during evening and night hours and participated in high visibility enforcement events. The City of Fairbanks was successful in maintaining zero alcohol related fatal crashes and zero fatalities from alcohol related crashes in the Fairbanks areas. Staffing levels within the department created a challenge for the Traffic Unit Officer to dedicate time to the project after April, hence the goal of reaching 110 alcohol impaired arrests was not met.

Budgeted: \$110,000.00

Expended: \$29,036.06

Project Title: Traffic Safety Resource Prosecutor (405d M5X-22-01-BL(C))

Project Description: A dedicated specialist in the Alaska Department of Law (DoL) was needed to assist in prosecuting DUI referrals and laws. With that in mind, this project was initiated to provide a Traffic Safety Resource Prosecutor (TSRP) to help local law enforcement and prosecutors with impaired driving issues, support their efforts through training, education, legal research, and technical assistance. In FFY 2022, the DoL successfully established the TSRP position within the major crimes unit (MCU) of the Anchorage District Attorney's Office on December 1, 2021 and transferred from the Fairbanks District Attorney's Office on March 1, 2022. The appointed TSRP received approximately 15 pending cases on the first day of joining, and from March

to September 2022, the TSRP handled about 60 total cases (active cases and death investigations). The State assisted other District Attorney's Offices through technical assistance and one statewide training on DREs. The TSRP did not have time due to the casework to travel to each office. Due to the backlog, the casework required approximately 80 percent of the TSRP's time and resulted in other goals being neglected. Therefore, the goal of expecting the TSRP to assist all other offices in Alaska and maintain a full caseload in Anchorage and Palmer was found to be unrealistic. The TSRP was unable to establish trainings for law enforcement due to only having six months within the grant period and the considerable burden of working through case backlog.

The TSRP did attend the annual TSRP convention in Charlotte, North Carolina May 1 through May 4, 2022. This satisfies the one conference attended goal. He also attended several courses through webinars: (1) Implicit Bias Training in traffic cases on April 13, 2022, (2) "Cannabis and Driving Safety: What is New and What is Next?" on April 20, 2022, (3) "Medical Conditions that Mimic Impairment" on April 27, 2022; (4) Lethal Weapon Training-crash reconstruction training offered through PAAM on May 10 and May 11, 2022, and (5) EDR webinar on June 10, 2022. The TSRP conducted two trainings during the year. The TSRP also presented to the Anchorage District Attorney's General Trial Unit on Datamaster Processing 101. Given that the TSRP only had 6 months in the position during the grant period, it was not logistically possible to complete four trainings.

Budgeted: \$189,482.00

Expended: \$7,593.30

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, and the 2021 and 2022 surveys showed that Alaska's observed seat belt rate stayed above 90 percent at 91.7 percent and 91.5 percent, respectively. According to the 2022 statewide phone survey, respondents indicated they use their seatbelt "always" or "often" 95 percent of the time, one point lower than the previous year, but four points higher than 2020. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 89 percent of the time. In addition, 29 percent of respondents believed they are "very likely" or "likely" to receive a seatbelt ticket for not wearing one.



Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions five percent from 22 (2015-2019 rolling average) to 21 (2018-2022 rolling average) by 2022.
2. Maintain observed seat belt use for passenger vehicles, front seat outboard occupants at the 2019 rate of 94 percent through 2022.

Projects and Funding

The FFY 2022 HSP included occupant protection projects to make progress towards reducing unrestrained injuries, fatalities, and achieving the observed seat belt use performance target (94 percent). 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 fell from the record 2019 observed seat belt use rate of 94.1 percent to 91.7 percent in 2021 and 91.5 percent in 2022 and did not meet the observed seat belt use rate target. Due to COVID-19, HVE of occupant protection was limited for some time and may have impacted the observed seat belt rate, as well as unrestrained passenger vehicle fatalities for 2020, 2021, and 2022. The AHSO plans to engage with additional law enforcement agencies in FFY 2023 and 2024 to seek their participation in occupant protection HVE efforts to improve the ability of attaining this target in the future. AHSO will offer straight time hours as well as overtime hours to engage the smaller law enforcement agencies who might not have the staff for overtime hours. We believe additional coverage in statewide HVE occupant protection efforts will help attain the observed seat belt use rate target in areas the survey indicates lower usage rates. Additionally, a review of current occupant protection messaging and the attitudinal telephone survey results will be conducted to identify potential new paid and earned media messaging. However, preliminary data suggests Alaska will meet its FFY 2022 target of reducing unrestrained fatalities to 21 or less based on the 2018-2022 target years. Moreover, the five-year average in 2021 (2017-2021) also met the 2021 target of 21 or less unrestrained fatalities. In FFY 2021, 1,082 seat belt citations were issued during grant-funded activity.

Schedule a Car Seat Check Up:

- Anchorage Fire Department
907-267-5045
- Center for Safe Alaskans, Anchorage
907-929-3939
- Fairbanks Safe Rider
907-458-7233
- Juneau Police Department
907-586-0600
- Safe Kids Alaska
907-212-3194
- Safe Kids Kenai Peninsula
907-714-4539
- Safe Kids Mat-Su
907-352-1229
- Find a local CPS Technician:
cert.safekids.org

Nationally Certified Child Passenger Safety Technicians are available throughout Alaska to help you determine if you are using the right car seat or booster seat and if it is installed correctly.



www.CarSeatsAK.org



Alaska Highway Safety Office
Alaska Law requires ALL passengers regardless of age to use a seat belt or appropriate restraint (car seat or booster seat) device. The driver of the car is responsible for all passengers under the age of 16 to be properly restrained in the vehicle.



Alaska Statute AS 28.05.095

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M1X-22-04-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 was redesigned in FFY 2017 and approved by NHTSA. The design allows capture of demographic data to help target the occupant protection programs and measure performance. The 2022 OPUS was completed in compliance with NHTSA's protocols and the observed seat belt use rate was 91.5 percent.

Budgeted: \$40,000.00

Expended: \$38,031.95

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-22-06-SP(A))

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Juneau, Whittier, Soldotna, and Wasilla) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the CIOT mobilization in November 2021 and May 2022, as well as State blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement that occurred 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 2022, these law enforcement agencies contributed to the 1,082 occupant protection citations written on grant-funded time in the State.

Budgeted: \$150,000.00

Expended: \$111,807.85 (FAST) and \$29,485.50 (BIL)

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1X-22-04-FA(A))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the Child Passenger Safety (CPS) component of the State's Occupant Protection Strategic Plan. During FFY 2022, SKKP stayed flexible in providing services while the communities were trending toward pre-pandemic levels. The program met and exceeded most of the goals in all areas. The results of SKKP's efforts were 18 car seat events, 550 car seat checks, 120 new car seats distributed, and successfully educated over 1,800 children and nearly 1,300 adults in the communities of Soldotna, Kenai, Sterling, Anchor Point, Homer, Anchorage, Seward, Moose Pass, Bear Creek, Nikiski and Funny River. In addition, SKKP played the coordinator role for the agencies attending the Soldotna Wednesday Market Safety Days, which will provide a great opportunity to educate on CPS going forward.

Budgeted: \$33,727.40

Expended: \$33,727.40

Project Title: Fairbanks Safe Rider Program 405b M1X-22-04-FA(E))

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, supported existing and developed additional child safety seat fitting stations, and conducted earned media opportunities to educate the public. During FFY 2022, the program met the goals of supporting one Car Seat checkup event, supporting three community events and conducting 92 car seat fittings. Due to the pandemic restrictions, two of the objectives were not met; however, Fairbanks Safe Riders has seen consistent numbers for working towards the goals set. Of the targeted CPS education to 973 new parents/caregivers, they provided CPS guidance to over 160 people on average in each quarter, which is above the three-year rolling average of 144 people who received CPS education in each quarter. The program completed 290 car seat checks, which is four more than the 286 completed FFY 2021, against the goal of 300.

Budgeted: \$113,110.00 (405b M1X-22-04-FA(E))

Expended: \$90,498.75

Project Title: Mat-Su Child Passenger Safety Program (405b M1X-22-04-FA(F))

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. In FFY 2022, the Mat-Su Services for Children and Adults, Inc. checked 59 car seats and provided child passenger safety education to 74 percent of all new parents who were discharging with their newborn infant from the Mat-Su Regional Medical Center. Due to the retirement of the coordinator in the summer, the number of seat checks were less than usual which also impacted providing car seat events that typically have been conducted in the past.

Budgeted: \$65,488.00 (total);

Expended: \$33,623.48

Project Title: Statewide CPS Coordinator and co-Coordinator (405b M1X-22-04-FA(C)) Coordinator and 405b M1X-22-04-FA(D)) 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; scheduled training (certification, recertification, or special topics) compiled an events calendar and assisted with the CPS content of the AHSO website; provided support to the AHSO in developing educational materials; and provided support to the AHSO with occupant protection communications and other activities, as needed. In FFY 2022, the coordinators started a Rural CPS Technician Mentorship Program, taught CPS certification courses, assisted keeping CPS technicians recertified with a recertification rate of 42.5 percent, presented at Lifesavers and Kids in Motion (KIM) conferences, provided 2,500 personalized CPS Rack Cards to Safe Kids Alaska and mailed packages of safety educational materials to law enforcement. During the time period, the Co-Coordinator and staff also attended the national KIM conference, renewed Fitting Station Agreement, created a high-risk car seat evaluator competency to teach NICU staff how to properly fit an infant into a car seat, conducted car seat checks and hosted community events.

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

Expended: \$47,814.68 (Coordinator \$36,695.76 and Co--Coordinator \$32,695.63)

Project Title: Older Drivers (CarFit) (402 SA-22-19-FA(C))

Project Description: This older driver project, administered by The Center for Safe Alaskans, hired a Senior Program Manager but training for the new staff was unavailable during FFY 2022. The program provided eight older adult driving safety presentations in-person and virtually and mailed 2,400 educational rack cards to 24 new agencies. A robust online social media campaign was implemented outlining the 12 steps in CarFit, which referred adult drivers back to a virtual learning library. Social media analytics reported 237 visitors to the CarFit media library, reaching 426 people on Facebook and 38 on Instagram. Safe Alaskans met with several older adult serving organizations in Alaska to gather information on transportation related challenges faced by the older adults they serve. The Center is committed to lead this work in the 2023-2027 SHSP older adult driver emphasis area.

Budgeted: \$56,400.20**Expended:** \$55,906.94**Project Title: AIPC (Center for Safe Alaskans) Child Passenger Safety (402 BIL SA-22-19-BL (B))**

Project Description: The Center for Safe Alaskan's CPS program is evidence-based and focused on education programs for low seat belt (car seat and booster seat) users. This project distributed 312 car seats and booster seats statewide, hosted nine public car seat checkup events and inspected 448 car seats by car seat technicians. Also, 34 virtual and in-person presentations were given to various groups, exceeding the goal of 20. Safe Alaskans CPS Instructor participated in five of the six National Child Passenger Safety Technician Trainings as an instructor.

Budgeted: \$196,339.10**Expended:** \$188,062.54**Project Title: Observational Seat Belt Survey Site Re-Selection (405b M1X-22-04-FA (G))**

Project Description: Per 23 CFR Part 1340, states must re-evaluate their observational seat belt survey sites every five years. Alaska was required to have the analysis of the survey sites completed in 2022 and comply with the Federal Register guidance. In FFY 2022, NHTSA approved Alaska's 2022 seatbelt survey site re-selection.

Budgeted: \$20,000.00**Expended:** \$19,996.10

3.5 Speeding

Problem Statement

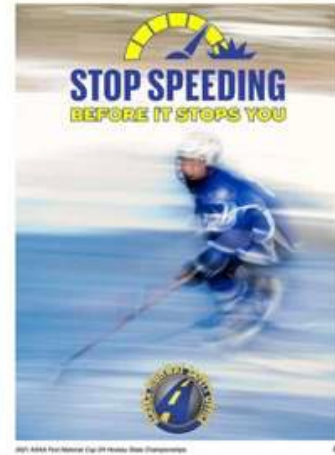
Alaska has seen its speeding-related fatalities fall in recent years from the 2018 ten-year high of 42 speeding-related fatalities to 14 in 2022. Speeding-related serious injuries have trended down in recent years too, moving from 87 in 2018 to 72 in 2020.

Performance Target

1. Maintain speeding-related fatalities by seven percent from 31 (2015-2019 rolling average) to 29 (2018-2022 rolling average) by 2022.

Projects and Funding

The FFY 2022 HSP outlined a number of strategies to address speeding-related crashes and achieve the performance target. The AHSO awarded a substantial grant to the AST 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 once again awarded a speed enforcement grant to the APD. 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

During the time of reporting, the preliminary 2022 data indicates Alaska will meet the FFY 2022 target of 29 or lower for the 2018 – 2022 FARS average. Alaska also met the FFY 2021 speeding-related fatalities target. A review of the number of grant-funded speeding citations found a dramatic increase over the last several years. Over 4,100 speeding citations were given on grant funded time in 2022. With continued focus on speeding enforcement in recent years, the AHSO believes the recent drop in speeding fatalities and serious injuries may be showing the enforcement efforts are having an impact.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 BIL PT-22-06-BL(B))

Project Description: The Troopers around the state worked the “speed enforcement” campaigns utilizing Kustom Signal Raptor RP-1 radars. They worked 358.75 overtime hours in all four “letter” detachments, Alaska Wildlife Troopers, Northern and Southern Divisions, Headquarters’ staff, and Alaska Bureau of Investigations. This included enforcement in and around Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Palmer-Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Fairbanks (Parks Highway South), Kenai Peninsula and Seward. In FFY 2022, Troopers issued a total of 5,972 speeding citations. Compared to FFY 2021, AST showed a decrease of 1,428 hours of elective speed overtime and a decrease of 3,388 citations issued, not meeting AST’s 12 percent performance measure goal for FFY 2022 largely due to a considerable amount of movement with troopers throughout the state and trooper vacancies. In 2022, 32 fatal collisions were investigated by Troopers, while there were 31 in FFY 2021 and 40 in FFY 2020.

Budgeted: \$464,000.00

Expended: \$42,643.45

Project Title: Anchorage Police Department Glenn Hwy Speed Enforcement (402 PT-22-06-FA(F))

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 1,425 hours of speed enforcement on the Glenn Highway at random times of the day and various days of the week for 45 days. During that time, 3,401 traffic stops were made, and 2,596 speeding citations were issued. An additional 745 citations were issued for various other violations, 8 of which were for DUI, 19 seat belt violations, and 3 felony arrests.

Budgeted: \$192,500

Expended: \$192,166.26

Project Title: Juneau Police Department Speed Enforcement (402 PT-22-06-FA(G))

Project Description: The goal was to increase traffic enforcement and reduce speeding through the purchasing of new radar units for vehicles that didn't have them installed. This goal was partially accomplished. The radar units were ordered and received. The speed enforcement to reduce speeding was done in a modified approach. Ordering the radars took longer than anticipated while trying to determine the best method to procure the brand that JPD uses in all vehicles. Further delays occurred due to supply delays that meant it took over 1.5 months for the radar units to arrive at JPD. By the time the units arrived at JPD, there was less than one month left to complete the traditional speed enforcement events that were originally proposed. The shortened timeframe was in conjunction with staffing shortages. With officers already having regular overtime built into their schedule, it wasn't possible to offer overtime shifts for speed enforcement. The modified speed enforcement still included using the speed trailer to get initial data pre-enforcement, as well as putting out the speed recorder after the enforcement. Those are part of JPD's traditional speed enforcement events. The difference this time was that instead of offering overtime shifts dedicated for speed enforcement, JPD did extra patrols during scheduled shifts. The areas focused on were Tongass Boulevard and Lone Wolf Drive. On Tongass Blvd extra patrols were completed two times, and on Lone Wolf Drive extra patrols were completed five times. JPD anticipates that in the coming FFY speed enforcement will occur with the new radars.

Budgeted: \$25,390.00

Expended: \$18,103.60

3.6 Motorcycle Safety

Problem Statement

In 2022, five motorcycle fatalities accounted for nearly seven percent of all fatalities in Alaska. This was a significant reduction from the 12 motorcycle fatalities in 2018 and seven in 2021. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2022 was two, up from one in 2021. In 2019, Alaska recorded 28,129 registered motorcycles, which represents 3.5 percent of all registered motor vehicles in the State.

Performance Targets

1. Reduce motorcyclist fatalities by 13 percent from eight (2015-2019 rolling average) to seven (2018 – 2022 rolling average) by 2022.
2. Reduce unhelmeted, motorcyclist fatalities 33 percent from 3 (2015-2019 rolling average) to 2 (2018-2022 rolling average) by 2022.

Projects and Funding

A component of the Special Events and Sports Marketing campaign supported motorcycle safety efforts.



Performance Results

At the time of this report, preliminary 2022 data suggests that Alaska will meet its target of seven or fewer motorcycle fatalities for FFY 2022. Preliminary data also indicate Alaska will meet the FFY 2022 target of two or less unhelmeted fatalities for the 2018 – 2022 target years. Over the last seven years, motorcycle related fatalities fluctuated in Alaska which dropped from 12 fatalities in 2018 to four in 2020, increased again in 2021 to seven and then dropped in 2022 to five. However, the overall trend line in the last seven years is still trending downwards. The AHSO plans to continue its educational efforts on the advantages of helmet use while riding into FFY 2023.

Project Descriptions

The paid media buys are detailed in Section 3.10.

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2022, pedestrians and bicyclists accounted for 17 percent of all fatalities on Alaska's roadways. From 2018 to 2022, bicyclist fatalities remained between two and three a year, with zero fatality in 2018. Pedestrian fatalities remained flat from 2018 to 2022 averaging 12 fatalities a year. It is suspected that a number of the pedestrian fatalities involve impairment, but testing is not always conducted on these individuals.

Performance Targets

1. Reduce pedestrian fatalities by eight percent from 12 (2015-2019 rolling average) to 11 (2018 – 2022 rolling average) by 2022.
2. Reduce bicyclist fatalities 100 percent from one (2015-2019 rolling average) to zero (2018-2022 rolling average) by 2022.

Performance Results

At the time of this report, the preliminary 2022 data for bicycle and pedestrian performance targets indicate Alaska will not meet either of the targets. From 2018 to 2022, bicyclist fatalities remained flat averaging nearly two fatalities a year. Pedestrian fatalities remained flat from 2018 to 2022, averaging 12 fatalities a year. However, the FY 2021 target for pedestrian fatalities was met, while the bicycle fatalities target was not. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus, increasing exposure to being involved in traffic crashes. For FFY 2024, the AHSO will improve and increase opportunities in education and enforcement tailored toward bicyclists and pedestrians and plans to incorporate items identified in the SHSP Vulnerable Road User Safety Assessment in 2023 as outlined in 23 U.S.C. 148(l). Some of the requirements of the Vulnerable Road User Safety Assessment that will be conducted include: overview of vulnerable road user safety performance; summary of quantitative analysis and identification of demographics and high-risk areas; summary of consultation with stakeholders in identified high-risk areas, identification of programs, projects, and strategies to reduce safety risks for vulnerable road users in high-risk areas; and development of a Vulnerable Road User Safety Assessment that will be designed under the Safe System Approach. The Vulnerable Road User Safety Assessment, to be developed in 2023, will be far more comprehensive in choosing partners, countermeasures and locations

then anything previously completed in safety planning for this area which why the AHSO will be utilizing it in the development of their FFY 2024 HSP. The AHSO will reach out to local bicycle groups with grant opportunities encouraging their participation.

Project Descriptions

Project Title: Center for Safe Alaskans Bicycle and Pedestrian Safety (402 PS-22-05-FA(A))

Project Description: In FFY 2022, the Center for Safe Alaskans staff provided pedestrian safety education presentation to 16 at-risk groups and administered a feedback survey from Anchorage Senior Activity Center. The staff also gave presentations at Mat-Su, Wasilla, and Chugiak Senior Centers, reaching about 30 additional people. During FFY 2022, Safe Alaskan distributed 14,552 pieces of reflective tape, 442 bicycle helmets and 2,356 bicycle helmet information safety rack cards. The helmets were donated by the Anchorage Police Department and some were purchased with 402 grant funding, in accordance with NHTSA's May 18, 2016 memo. Helmets are only distributed at events with proper education and a "fit" card to recipients. Pedestrian safety and conspicuity item distribution was incorporated into the Child Passenger Safety Program and 479 people received reflective tape and educational materials at car seat checks.

Budgeted: \$69,244.50

Expended: \$66,585.15

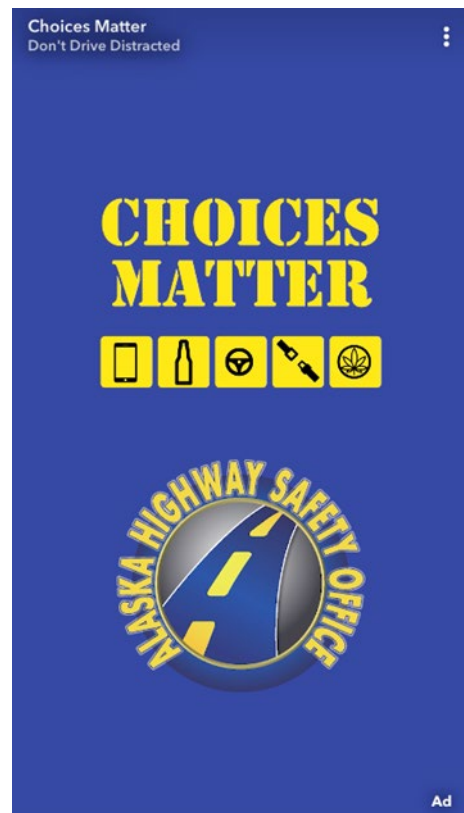
3.8 Novice Drivers

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 (GDL) program, 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 a significant decline in young driver fatalities from ten in 2020 to eight in 2021 and three in 2022, resulting in a downward trend line over the last seven years.

Performance Targets

1. Reduce drivers age 20 and younger involved in fatal crashes by 11 percent from nine (2015-2019 rolling average) to eight (2018-2022 rolling average) by 2022.



Projects and Funding

The FFY 2022 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, 2022 novice driver data were preliminary but it does seem to indicate Alaska will achieve the target of eight young driver fatalities or less for FFY 2022 based on the 2018 – 2022 target years. Alaska also met the 2021 target of having eight or less young driver fatalities based on 2017-2021 data. Over the previous five years (2018 – 2022), novice driver fatalities have mostly remained between eight and ten and dropped to three in 2022, according to the early estimates.

Project Descriptions

Project Title: Center For Safe Alaskans—Alaska Younger Drivers (402 BL SA-22-19-BL(A))

Project Description: The Center for Safe Alaskans, in collaboration with Advocates in Residence, Alaska Coalition of BIPOC, and Alaska Teen Media Institute, supported youth serving organizations and successfully conducted four peer-to-peer safe driving message projects regarding distracted and aggressive driving. The projects included augmented reality game, short video, PSA, social media campaign, etc. Safe Alaskans implemented a social media campaign on distracted driving that engaged 1,923 students with 21,973 impressions and 246 link clicks on social media. COVID restrictions created challenge to provide mindfulness training to 50 youth. However, Center for Mindfulness' trainer provided a 75-minute training over four weeks for 12 18-25 years old, and the evaluation reported 17 percent increment in level of mindfulness (between pre and posttest) and 20 percent reduction in angry driving scores after four mindful practice sessions. During the time period, Center for Safe Alaskans also conducted key informant interviews with parents to assess the awareness and utilization of the Alaska driver's license (ADL) program by parents already using the system for teenagers with a driver's license (DL) or a learner's permit (LP) and those who are beginning their journey toward a LP or DL. The interviews gathered important information on the use of DMV website, provisional licensing restrictions, driving schools and driver's education programs, paper version of the driving manual, website practice test, effective and impactful messaging and more resources for parents for future GDL education campaigns.

Budgeted: \$147,942.60

Expended: \$143,586.63

3.9 Distracted Drivers

Problem Statement

Alaska bans all motorists from texting while driving. The state's texting while driving law, which became effective July 1, 2016, reduced the texting-while-driving penalty in cases that do not involve physical injury or death to another person. Under the current law, texting while driving will result in a citation punishable by a \$500 fine, with no threat of jail time. The new law does not change the penalties if a texting-related crash results in injury – the violation escalates to a felony, the maximum fine is \$50,000, and the maximum prison sentence is five years. Serious injury crashes carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison.

The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual attitudinal telephone survey, as crash data on distracted driving is unreliable. A component of the survey asks citizens on their opinions of distracted driving in the state that creates a solid quantifiable data metric for tracking motorists behavioral attitudes and actions towards distracted driving in the state.

Performance Target

1. Increase perceived risk of being involved in a collision if texting while driving from 76 percent (2020 attitudinal survey result for those who responded “likely” or “very likely”) to 80 percent by 2022.

Projects and Funding

The FFY 2022 HSP included a number of distracted 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

The 2022 attitudinal survey indicated that 73 percent of respondents (who responded “likely” or “very likely”) as their perceived risk of being involved in a collision if texting while driving. Although this performance metric failed to reach the target of 80 percent, this same survey question showed a decrease in the percentage of people who noted “unlikely” or “very unlikely” from six percent in 2019 and 2020, eight percent in 2021, down to five percent in 2022. The AHSO plans to work with the communications contractor to review in more detail the responses to the telephone survey questions regarding demographics and locations of responders who indicated low perceived risk of being involved in a crash while texting and driving. The AHSO believes due to the difficulty of law enforcement enforcing distracted driving, developing new distracted driving messaging and methods of message delivery to the public for the FFY 2024 HSP is the best countermeasure for attaining this target.

3.10 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 completed earlier in 2022, 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. 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 2022 HSP, include the following:

- **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.

Projects and Funding

The FFY 2022 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 2022 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-22-00-FA(D))

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 registry data to appropriate crash records. In FFY 2022, all Anchorage crashes and relevant Alaskan Trauma Registry (ATR) cases from 2009 to 2020, were loaded and processed through the probability linkage protocols, resulting in a Predictive Match without User Override at over 99 percent. The results of trauma motor vehicle cases linked to crash cases is as follows: 2009—74 percent; 2010—75 percent; 2011—77 percent; 2012—73 percent; 2013—81 percent; 2014—87 percent; 2015—85 percent; 2016—81 percent; 2017—83 percent; 2018—85 percent; 2019—84 percent; and 2020—87 percent.

Budgeted: \$104,777.50

Expended: \$104,570.17

Project Title: Crash Data Entry Services (405c M3DA-22-00-FA(B))

Project Description: The AHSO awarded a contract to Axion Data to reduce the current crash data backlog at DOT&PF for FFY 2021 and 2022. At the time of reporting, the backlog has been reduced significantly with all of 2018, 2019, 2020, and 2021 crashes entered, and the entry of 2022 crashes is underway, in total they processed approximately 112,500 crash reports. Data entered is now being checked for errors and duplicates by the Crash Data Manager and Crash Data Research Analyst. To help with the backlog in FFY 2022 two amendments were added to this contract to increase the funding from its original amount of \$41,640 to \$85,233 then \$180,497.69.

Budgeted: \$180,497.69

Expended: \$156,739.47

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-22-00-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: \$100,000.00

Project Title: City of Seldovia Traffic Records Improvement Project (405c M3DA-22-00-FA(C))

Project Description: The Seldovia Police Department was previously unable to submit crash reports and citations electronically to the state due to lack of proper equipment. Prior to this project, all traffic crashes and citations were handwritten. To improve the timeliness, accuracy, and completeness of these citations, this project completed the installation of laptops and docking stations that now allow officers to electronically submit traffic crashes and citations through TraCS. It is anticipated this will dramatically improve the timeliness and accuracy of these citations in the Court View system and the timeliness of the crash reports to the state.

Budgeted: \$5,206.47

Expended: \$4,426.47

3.11 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY 2022. 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 media program's purpose 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 2022 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 third time in Alaska in FFY 2022.

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 2022 HSP. The Sports Marketing and Educational Traffic Safety Media Buys were implemented for the third time, however, due to COVID-19 many of the planned in-person activities were modified in the first two years of this partnership.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys 402 PM-22-25-BL (A); 402 PM-22-25-BL(B); 402 PM-22-25-BL(C); 402 PM-22-25-BL(D); 402 PM-22-25-BL(E); 402 PM-22-25-BL(F); 405d M5PEM-22-01-BL(A); and 405h FHPE-22-00-FA(A)

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 2022 HSP and Alaska's SHSP. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving, speeding, pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint use 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 Toward Zero Deaths logo.

Budgeted: \$38,000.00 (Media Contract); \$200,000 Section 402 (OP and CPS); \$150,000 Section 402 (teen driving); \$223,000 Section 402 (distracted); \$125,000 Section 402 (speed); \$19,000 Section 402 (motorcycle); \$75,000 Section 405h (pedestrian/bike); and \$700,000 Section 405d (Impaired Driving)

Expended: \$37,909.06 (Media Contract); \$160,739.75 Section 402 (OP and CPS); \$132,000.00 Section 402 (teen driving); \$221,671.17 Section 402 (distracted); \$122,039.98 Section 402 (speed); \$0 Section 402 (motorcycle), no expenditures occurred due to a shortage of funding and receiving Federal funding too late in the FFY to purchase media spots; \$74,590.69 Section 405h (pedestrian/bike); and \$648,396.15 Section 405d (Impaired Driving)

Project Title: Special Events and Sports Marketing (Alliance) 402 PM-22-25-FA (G) (Speed); 402 PM-22-25-FA (H) (Impaired); 402PM-22-25-FA (I) (Occupant Protection); 402 PM-22-25-FA (J) (Bike/Ped)

Project Description: This was the third year the AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events and schools. This project was designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the

State, as well as schools which currently are addressed directly in other paid media activities. The messaging for this project was 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 project’s targeted campaigns included:

- **Baseball Campaign.** Six baseball teams in the state provide some of the most well-attended events during the summer months. Alliance implemented a campaign for each of their seasons with a focus on reaching at-risk drivers with an occupant protection message and drivers prone to excessive speed. Alliance promoted the highway safety message with signage at each venue prominently displayed signage with the “Buckle Up, Arrive Alive” message. Each team provided public address announcements with the highway safety message throughout its games to its fans. Alliance set up an interactive display at premium games for each venue during the season. Attendees engaged with interactive elements such as Fatal Vision goggles, an impaired driving simulator, and seat belt checks.

- **Arena Signage.** As some of the most well-attended venues in the state during the winter, Alaska’s premier hockey venues provide great exposure for highway safety messages. Alaska’s largest arenas provide an excellent avenue to reach communities at hundreds of events throughout the year. Aligned around holiday impairment blitzes, Alliance implemented the “Don’t Drive Impaired” with interactive displays and premium signage.



- **Alaska State Fairgrounds.** Signage with the “Don’t Drive Impaired. Arrive Alive” and “Stop Speeding Before It Stops You” messages is posted 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 400,000 guests annually. LED billboard signage is seen by 13,400 vehicles per day throughout the year for an estimated total of approximately 5.3 million views by people annually.

- **Choices Matter.** Choices Matter is a life changing in-school program using personal stories and interactive materials to inspire students to make the right choices both behind the wheel and in life. The program visited schools across the state and featured a speaker with a personal story about the impact of speed and the choices everyone makes on the roads. The program uses interactive elements such as Fatal Vision Goggles, a Virtual Reality Impaired Driving Simulator, educational material, and conversation to educate students on the impact they can make throughout the community.



- **Festivals and Community Events.** Alliance promoted highway safety messaging at 16 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 organized and activated an event marketing campaign designed to promote impaired driving and motorcycles awareness messages. Alliance identified a eight target-rich locations to promote a safe driving message focused on motorcycle safety, sober riding and

speed. Alliance worked with motorcycle-centric locations to set up a highly visible event display and engage patrons with the highway safety message. 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 provided an interactive highway safety display to engage attendees at events.

- **Youth Traffic Safety Ads.** Memorial Day to Labor Day provides the 100 deadliest days for teens on the roadways. To promote safe driving habits and traffic safety awareness, Alliance produced teen advertisements focused on speed, distracted driving, occupant protection, and impaired driving. The ads were then tagged with localized recordings from teen leaders around the state, furthering the message by promoting ads to localized communities from their peers. The ads were promoted on TikTok, Youtube, Facebook, Spotify, Instagram and Snapchat, and extremely well received, with over 2 million impressions and engagements from around the state.



Budgeted: \$374,000 (speed); \$164,000 (impaired); \$198,000 (occupant protection); \$80,000 (bike/ped)
Section 402

Expended: \$374,000 (speed); \$164,000 (impaired); \$198,000 (occupant protection); \$80,000 (bike/ped)
Section 402

3.12 Planning and Administration

Problem Statement

The AHSO 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. Deliver the FFY 2021 Annual Report by December 29, 2021.
2. Conduct a Stakeholders' meeting to receive input for development of the FFY 2023 Highway Safety Plan.
3. Deliver the FFY 2023 Highway Safety Plan by July 1, 2022.

Performance Results

Two of the three performance targets for Planning and Administration were met: development and delivery of the Annual Report and FFY 2023 Highway Safety Plan. Due to the ongoing COVID-19 pandemic, the

planned Highway Safety Conference was postponed so planned input from stakeholders on the development of the HSP was limited to the taskforce and stakeholder meetings that meet regularly. Considerations are being made for conducting another statewide Highway Safety Conference next year, or potentially holding a virtual conference.

Projects and Funding

The FFY 2022 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-22-00-FA) and 402 PA-22-00-BL

Project Description: The AHSO 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 2022, 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.

Budgeted: \$300,000

Expended: \$86,647.88 (FAST) and \$176,831.00 (BIL)

Project Title: AIPC Attitudinal Survey (402 BIL SA-22-19-BL(E))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with Hays Research Group LLC (HRG) to obtain thoughtful answers from respondents while avoiding instrument bias. The Center for Safe Alaskans designed the survey tool and worked with HRG to conduct the survey. Additional results of the survey are detailed in Section 4.0.

Budgeted: \$32,000

Expended: \$31,711.89

Project Title: Alaska Highway Safety Summit (402 PT-22-06-FA(D))

Project Description: The AHSO did not host a follow-up to its early 2020 Alaska Highway Safety Summit due to the ongoing concerns of COVID-19. As social gathering restrictions and the pandemic subside, the AHSO hopes to hold the summit in the near future.

Budgeted: \$100,000.00

Expended: \$0

4.0 Attitudinal Phone Survey—2022

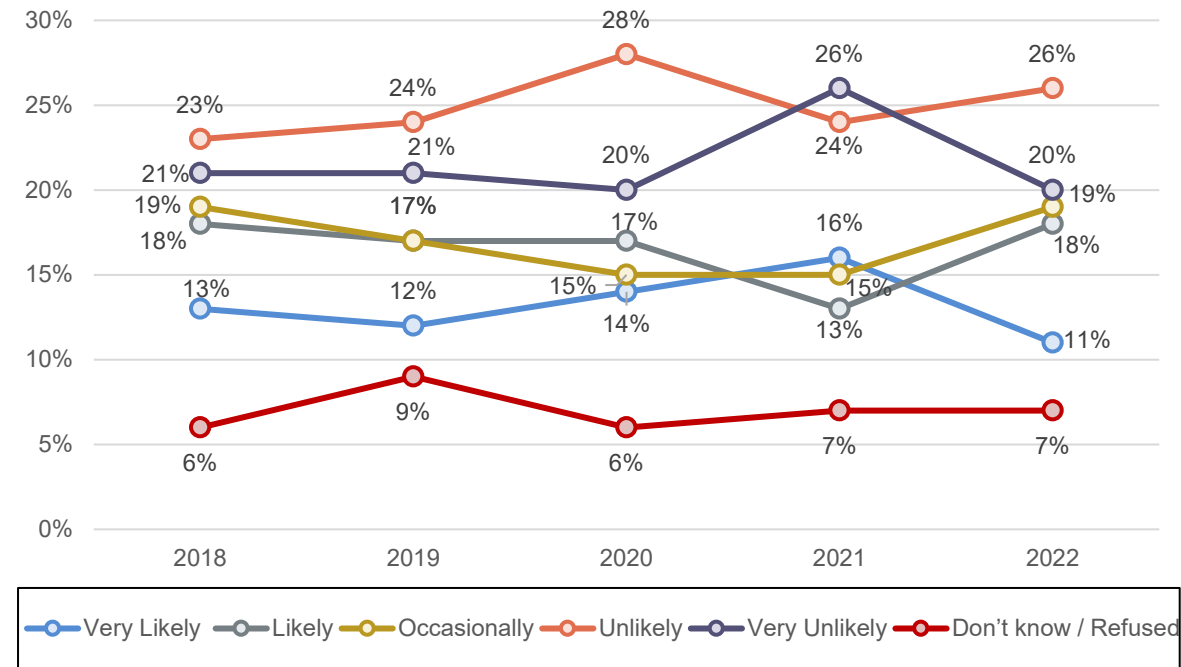
The Center for Safe Alaskans, in conjunction with Hays Research Group LLC, designed and implemented the 2022 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions, which addressed driver attitudes, awareness 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 during September 2022 and averaged 12 minutes in length. The random sample of 389 (n = 389) 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 survey included both multiple choice and open-ended questions and the interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

4.1 Survey Findings and Highlights

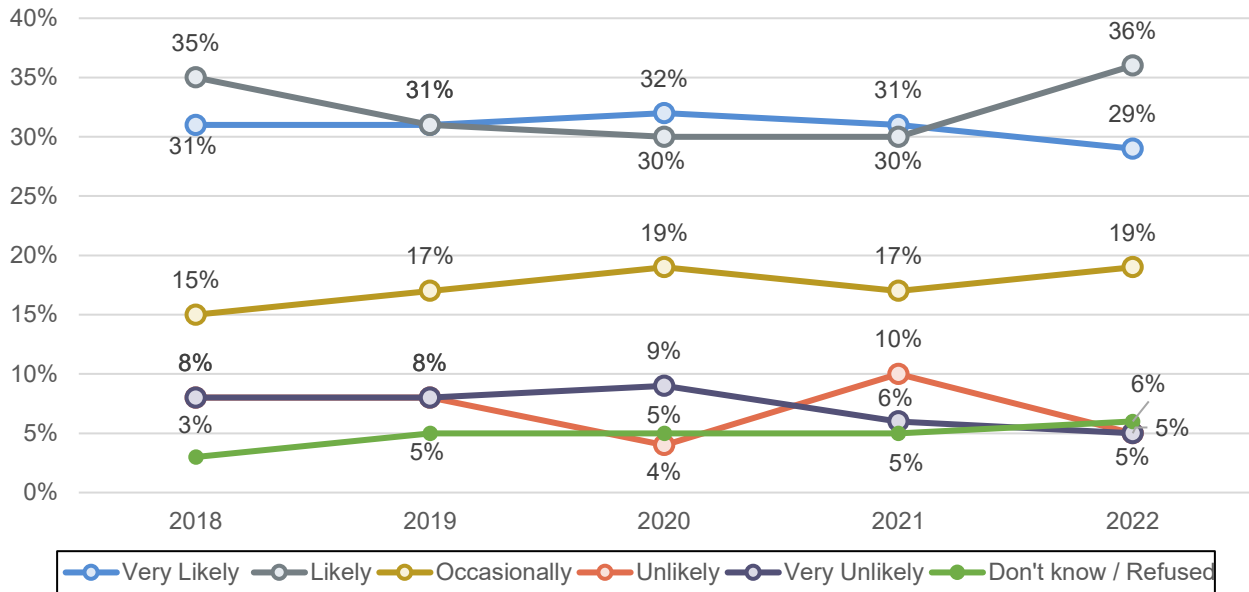
The following findings from the 2022 traffic safety telephone survey are from the executive summary of the report.

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?”



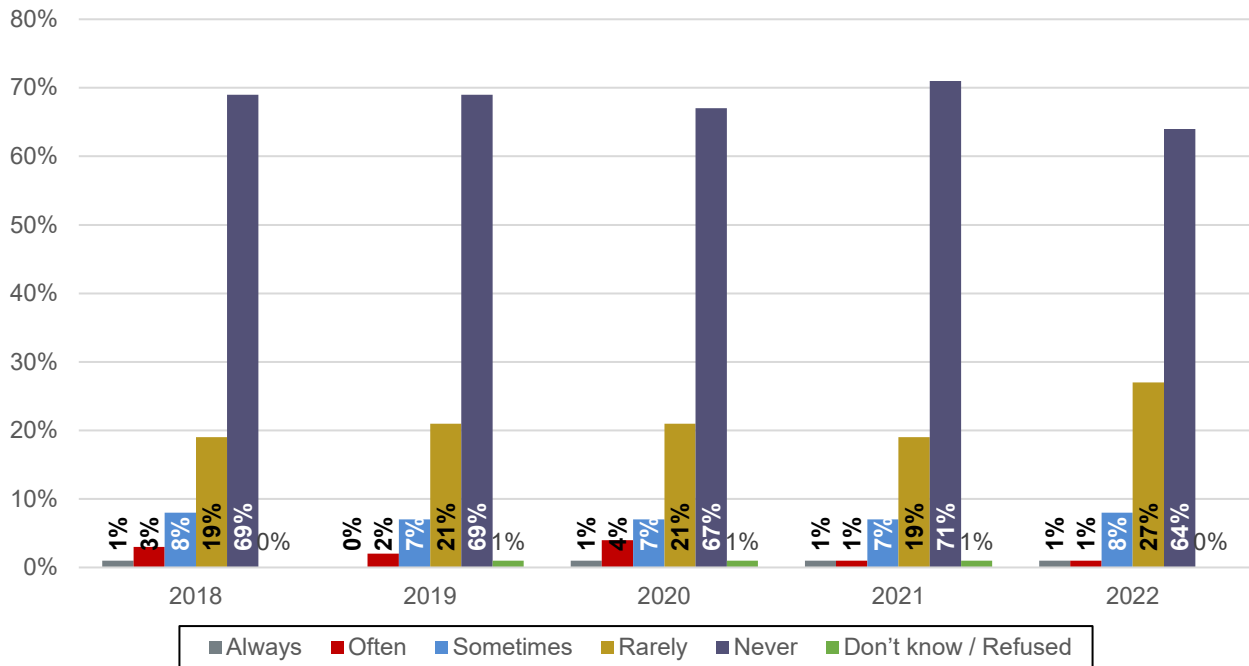
Source: Center for Safe Alaskans: 2022 Transportation Attitudinal Survey.

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: 2022 Transportation Attitudinal Survey.

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



Source: Center for Safe Alaskans: 2022 Transportation Attitudinal Survey.

2022 Survey Demographics

- 53 percent of respondents were males, and 47 percent were females.
- 46 percent of the sample were college graduates.
- 79 percent identified as Caucasian, 5 percent Alaskan native, and 3 percent Latino/Hispanic.

5.0 Alaska Observation of Seat Belt Use

The AHSO, as required by NHTSA, conducted an observational study in 2022 of driver and front seat outboard passenger seat belt use. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2022 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Due to the health and travel restrictions of COVID-19, the AHSO decided not to conduct the observational seat belt survey in 2020.

The 2022 observations took place from June 9 through July 2, 2022, in Anchorage, Juneau, Kenai, Fairbanks North Star Borough, and Matanuska-Susitna Boroughs. Observation sites were selected according to NHTSA's criteria based on data from the Alaska Fatality Analysis Reporting System and Alaska Department of Transportation & Public Facilities. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. A total of 52,916 vehicles and 64,924 vehicle occupant drivers and outboard passengers were observed. About 23 percent of the observed vehicles were cars, 40 percent SUVs, and 30 percent trucks, and seven percent vans. Over half (51.8 percent) of vehicles observed were in the Municipality of Anchorage. The observed seat belt usage rate for 2022 was 91.5 percent.

5.1 2022 Observational Seat Belt Findings

- Seat belt use rate varied by vehicle type:
 - Car—92.5 percent.
 - SUV—94.9 percent.
 - Truck—86.2 percent.
 - Van—92.7 percent.
- Seat belt use varied by region observed:
 - Anchorage—93.7 percent.
 - Fairbanks—91.4 percent.
 - Juneau—97.6 percent.
 - Kenai—85.9 percent.
 - Matanuska-Susitna—85 percent.
- Handheld cell phone use also was observed at 7.2 percent.

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 2022 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 2022 Paid Media

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Teen/Novice Driver							
Teen Driver Safety Week – October 2021							
WS-5 Ways to Arrive Alive; WS-Teen Graduated Driver's License:	Radio	458	145	x	x	\$9,444.00	\$9,444.00
WS-5 Ways to Arrive Alive; Ad Council-Phone Down	Digital	x	x	701,726	61,238	\$7,500.00	\$7,500.00
WS-5 Ways to Arrive Alive	Streaming TV	x	x	133,086	70,759	\$5,000.00	\$5,000.00
Teen Driver Safety - Traffic Report - October 2021-September 2022							
WS: Teen Graduated Driver's License	Radio	3,060	x	x	x	\$30,568.00	\$30,568.00
Teen Driver Safety - Special Program - Adele - November 2021							
WS-5 Ways to Arrive Alive	TV	2	x	x	x	\$375.00	\$375.00
Teen Driver Safety - Ongoing Awareness 1/3-9/30							
WS-5 Ways to Arrive Alive; WS-Teen Graduated Driver's License; WS-Parents GDL	Digital	x	x	2,880,677	185,216	\$18,169.36	\$18,291.76
WS-5 Ways to Arrive Alive; WS-Teen Graduated Driver's License	Radio	1,271	286	x	x	\$25,419.00	\$24,864.00
WS: Arrive Alive	Twitch	x	x	197,456	x	\$7,500.00	\$7,500.00
WS-5 Ways to Arrive Alive; WS-Teen Graduated Driver's License	Streaming TV	x	x	166,921	90,265	\$6,000.00	\$6,000.00
WS-5 Ways to Arrive Alive; WS-Teen Graduated Driver's License	TV	1,373	932	x	x	\$23,496.00	\$23,496.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Adjustment							-\$1,038.76
Total							\$132,000.00
Distracted Driving							
Ongoing Distracted Driving - October 2021-September 2022							
WS-Safe Driving Is Just Driving; WS-Until You're Ready: 10/15 - 12/31	Digital	x	x	305,543	112,487	\$4,500.00	\$4,500.00
Ad Council-Famous Last Words: March 1 - March 31	Digital	x	x	114,188	x	\$962.00	\$962.00
WS-Safe Driving Is Just Driving; WS-Until You're Ready: 10/1 - 12/26	Streaming TV	x	x	150,441	29,388	\$6,000.00	\$6,000.00
Ad Council-Famous Last Words: March 14 - March 31	Streaming TV	x	x	22,513	9,365	\$1,000.00	\$1,000.00
Ad Council-Let's Take a Break: 10/18-12/26	Radio	785	342	x	x	\$18,777.00	\$18,000.00
Ad Council-End of Conversation, Ad Council-Let's Take a Break: 4/25/22 - 9/25/22	Radio	575	289	x	x	\$13,015.00	\$13,015.00
FY22- Distracted Football - Oct 2021-February 2022							
Ad Council-Famous Last Words; WS-Until You're Ready: 10/01/22 - 02/13/22	TV	457	3669	x	x	\$99,776.88	\$99,776.88
March Madness - Distracted Driving - Fairbanks							
Ad Council-Famous Last Words: 2/28/22 - 3/27/22	TV	25	27	x	x	\$2,580.00	\$2,580.00
Distracted Driving Awareness Month- April 2022							
WS- Until You're Ready, WS-Safe Driving Is Just Driving	Facebook	x	x	322,488	83,792	\$3,000.00	\$3,000.00
Ad Council-Famous Last Words	YouTube	x	x	301,996	33,396	\$2,434.99	\$2,434.99
Ad Council-Famous Last Words	Streaming TV	x	x	75,869	25,602	\$3,000.00	\$3,000.00
WS-5 Ways to Arrive Alive	Snapchat	x	x	517,463	x	\$3,000.00	\$3,000.00
Ad Council-End of Conversation, Ad Council-Let's Take a Break	Radio	600	146	x	x	\$14,998.00	\$14,998.00
Ad Council-Good Habit, WS-Until You're Ready	TV	649	869	x	x	\$17,604.00	\$17,604.00
Roadtrippin - Distracted Driving - June 2022							

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
WS: Distracted Driving	Digital	x	x	385,227	x	\$3,825.00	\$3,825.00
WS- Until You're Ready, WS-Safe Driving Is Just Driving	TV	334	5	x	x	\$27,975.30	\$27,975.30
Total							\$221,671.17
Speed							
Ongoing Awareness - Speeding Prevention Oct-Dec 2021							
WS-Own the Road	Facebook	x	x	659,207	155,059	\$7,091.47	\$7,091.47
WS-Own the Road	Streaming TV	x	x	187,187	32,889	\$7,500.00	\$7,500.00
Iron Dog - Speeding Prevention - February 2022							
WS-Own the Road	Digital	x	x	274,922	x	\$450.00	\$450.00
WS-Own the Road	TV	105	142	x	x	\$7,425.25	\$7,425.25
NBA - Speeding Prevention - April-June 2022							
WS-Own the Road	TV	25	40	x	x	\$3,800.00	\$3,800.00
Ongoing Awareness - Speeding Prevention May-Sept 2022							
WS-Own the Road; WS-Not So Fast; WS-Worth the Wait; Ad Council-Consequences	Digital	x	x	1,230,701	375,738	\$7,870.26	\$7,870.26
WS-Own the Road; WS-Open Road	Streaming TV	x	x	255,827	79,473	\$10,000.00	\$10,000.00
WS-Open Road; Ad Council-Near Miss	Radio	971	328	x	x	\$22,499.00	\$22,499.00
WS-Own the Road; WS-Open Road	TV	942	565	x	x	\$21,654.00	\$21,654.00
Speed - Fishing Reporting - May-July 2022							
WS-Not So Fast; WS-You're Worth It	Digital	x	x	693,009	x	\$4,725.00	\$4,725.00
WS-Own The Road	TV	79	156	x	x	\$29,025.00	\$29,025.00
Total							\$122,039.98
Pedestrian/Bicycle Safety							
Pedestrian Safety Awareness Month - October 2021							
WS-We All Share the Road	Radio	444	140	x	x	\$10,188.00	\$10,188.00
Pedestrian/Bicycle Safety Ongoing Awareness - March-September 2022							
WS-Pedestrian ABCs; WS-Share the Road	Digital	x	x	2,040,919	229,528	\$10,597.09	\$10,597.09
WS-Pedestrian ABCs	Streaming TV	x	x	305,862	107,184	\$12,000.00	\$12,000.00
WS-We All Share the Road	Radio	1,007	222	x	x	\$29,685.00	\$29,806.00
WS-Pedestrian ABCs	GCI	568	1,213	x	x	\$12,000.00	\$12,000.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Total							\$74,591.09
Occupant Protection							
CIOT November 2021							
Ad Council-Headlines; WS-Click it or Ticket	Digital	x	x	213,619	25,940	\$2,479.05	\$2,479.05
Ad Council-Headlines	Streaming TV	x	x	63,298	10,272	\$2,500.00	\$2,500.00
Ad Council-Headlines	TV	264	24	x	x	\$10,017.00	\$10,017.00
Ad Council-Car Talk; Ad Council-Not Visible	Radio	423	54	x	x	\$10,219.00	\$10,219.00
CIOT - HVE May 2022							
Ad Council-Headlines; WS-CIOT Static Ads	Facebook	x	x	295,182	10,091	\$3,771.83	\$3,771.83
Ad Council-Headlines	Streaming TV	x	x	51,244	17,601	\$2,000.00	\$2,000.00
WS-Click It Or Ticket	Radio	397	112	x	x	\$10,010.00	\$10,010.00
Ad Council-Headlines	TV	440	311	x	x	\$11,510.00	\$11,510.00
Child Passenger Safety - Ongoing Awareness - November 2021-May 2022							
Ad Council-Know it Alls	TV	240	880	x	x	\$10,000.00	\$10,000.00
WS-Text Search Ads; Ad Council-Know it Alls; WS-The Right Seat; Ad Council: Secure Their Future	Digital	x	x	1,290,779	63,596	\$10,446.58	\$10,446.58
Child Passenger Safety Week - September 2022							
WS-The Right Seat; WS-Car Seat Check	Facebook	x	x	368,311	104,423	\$3,385.25	\$3,385.25
WS-The Right Seat; WS-Car Seat Check	Streaming TV	x	x	101,333	30,209	\$4,000.00	\$4,000.00
Ad Council-Let Me Ask You	Radio	460	110	x	x	\$10,645.00	\$10,645.00
Occupant Protection Ongoing Awareness - January-September 2022							
WS-Occupant Protection Is For Everyone	Streaming TV	x	x	232,504	74,908	\$11,000.00	\$11,000.00
WS-Occupant Protection Is For Everyone	Digital	x	x	935,554	215,280	\$8,831.04	\$8,831.04
WS: Occupant Safety	Radio	1,097	337	x	x	\$31,657.00	\$31,657.00
WS-Occupant Protection Is For Everyone	TV	1,309	1,608	x	x	\$18,268.00	\$18,268.00
Total							\$160,739.75
Impaired							
Impaired Ongoing - October-December 2021							

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
Ad Council-For the Stans; Ad Council-Buzzed Own Thing; Ad Council-You Can Run	Digital	x	x	770,388	135,803	\$8,687.94	\$8,687.94
Ad Council-For the Stans; Ad Council-Buzzed Own Thing; Ad Council-You Can Run; WS-Winter Impaired Driving	Streaming TV	x	x	432,533	43,701	\$13,500.30	\$13,500.30
Ad Council-Lovefest	Radio	1056	310	x	x	\$31,368.00	\$31,368.00
Ad Council-For the Stans; Ad Council-Buzzed Own Thing; Ad Council-You Can Run	TV	1622	1840	x	x	\$26,135.00	\$26,135.00
Ongoing Impaired - January-March 2022							
WS-Super Hero	Digital	x	x	256,921	22,337	\$4,373.78	\$4,373.78
WS-Super Hero	Streaming TV	x	x	342,382	52,378	\$13,917.10	\$13,917.10
Ad Council-Lovefest	Radio	32	32	x	x	\$832.00	\$832.00
Ongoing Impaired - April-June 2022							
Ad Council-For the Stans; WS-Super Hero; WS-Drive High, Get a DUI	Digital	x	x	855,014	108,341	\$7,781.11	\$7,781.11
Ad Council-Trying to Sober Up; WS-Super Hero	Streaming TV	x	x	632,842	62,067	\$24,625.61	\$24,625.61
WS-Viral; Ad Council-Excuses	Radio	612	153	x	x	\$14,946.00	\$14,946.00
Ad Council-Trying to Sober Up; WS-Super Hero	TV	771	248	x	x	\$30,003.00	\$30,003.00
Impaired - July-September 2022							
Ad Council-Trying to Sober Up; WS-Super Hero; WS-Drive High, Get a DUI; WS-Hangover; Ad Council-Buzzing Driving	Digital	x	x	1,076,323	164,608	\$6,553.99	\$6,553.99
WS-Hangover	Streaming TV	x	x	148,706	x	\$9,625.65	\$9,625.65
Ad Council-Trying to Sober Up; WS-Super Hero	TV	806	308	x	x	\$2,282.00	\$2,282.00
Ad Council-Buzzed Driving	Radio	645	205	x	x	\$20,004.00	\$20,004.00
NFL Impaired Ongoing - October 2021-February 2022							
Ad Council-For the Stans; WS-Super Hero	TV	277	2995	x	x	\$91,476.88	\$91,376.88

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
2022-2023 Football - Impaired - August-September 2022							
Ad Council-The Legend	TV	95	321	x	x	\$23,838.35	\$23,838.35
College Football Impaired Campaign- December 2021-January 2022							
WS-Don't Wreck the Holidays; Ad Council-For the Stans	TV	120	884	x	x	\$8,385.00	\$8,385.00
News Sponsorship Impaired Ongoing - October 2021-September 2022							
Ad Council-Trying to Sober Up; Ad Council- The Legend; WS-Super Hero; Ad Council-For the Stans; WS-Winter Impaired; Ad Council-You Can Run But You Can't Drive High	TV	266	309	x	x	\$114,400.00	\$114,400.00
Ad Council-For the Stans; WS-Winter Impaired; WS-Super Hero; Ad Council-Legend	Streaming TV	x	x	278,782	109,177	\$15,600.00	\$15,600.00
Halloween Impaired- Oct 21							
Halloween Impaired Pumkin, Skeleton: 10/28 - 10/31	Snapchat	x	x	97,193	x	\$1,000.00	\$1,000.00
Impaired - NHL- November 2021-May 2022							
Ad Council-For the Stans; WS-Viral	TV	251	737	x	x	\$11,767.00	\$11,767.00
FY22- Holiday Impaired Campaign - November 2021-January 2022							
WS-Don't Wreck the Holidays	Streaming TV	x	x	23,813	6,721	\$4,000.00	\$4,000.00
Don't Wreck the Holidays: 11/22 - 11/26	Radio	202	112	x	x	\$8,720.00	\$8,720.00
WS-Don't Wreck the Holidays; Ad Council-Buzzed & Oversharing; Ad Council-For the Stans	Google Ads - YouTube	x	x	899,656	47,748	\$7,733.32	\$7,733.32
WS-Don't Wreck the Holidays	TV	928	688	x	x	\$14,959.00	\$14,959.00
Winter Olympics Impaired - February 2022							
WS-Super Hero; WS-Winter Impaired	Streaming TV	x	x	52,118	15,298	\$3,397.00	\$3,397.00
WS-Super Hero; WS-Winter Impaired	TV	325	1630	x	x	\$55,369.00	\$55,369.00
Iditarod Impaired - February-March 2022							
WS-Super Hero	TV	106	108	x	x	\$10,650.00	\$10,650.00
WS-Super Hero	Streaming TV	x	x	38,032	9,650	\$800.00	\$800.00
March Madness Impaired - March 2022							

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach/ Views	Campaign Budget Gross	Expenditures
WS-Super Hero	TV	75	273	x	x	\$15,190.00	\$15,190.00
St. Patrick's Day Impaired - March 2022							
WS-Winter Impaired; WS-Don't Test Your Luck	Digital	x	x	363,963	40,161	\$2,000.00	\$2,000.00
Ad Council-Don't Test Your Luck	Radio	454	80	x	x	\$12,520.00	\$12,520.00
420 Impaired - Campaign - April 2022							
WS-Drive High, Get a DUI	Digital	x	x	406,486	55,989	\$2,984.54	\$2,984.54
Ad Council-It's Not Okay	Radio	164	40	x	x	\$10,005.00	\$10,005.00
Memorial Day - Impaired- May-June 2022							
Ad Council-Trying to Sober Up	Facebook	x	x	228,421	57,583	\$2,500.00	\$2,500.00
Ad Council-Excuses	Radio	688	142	x	x	\$14,994.00	\$14,994.00
4th of July - Impaired - July 2022							
WS-Super Hero; WS-Static Ads	Digital	x	x	235,600	64,543	\$1,571.59	\$1,571.59
Total							\$648,396.16

7.0 Financial Summary

Table 7.1 Financial Summary of FFY 2022 Expenditures

Projects	Funding	Source	Actual Expenditures
AST Speeding Fatality Reduction	\$464,000.00	402	\$42,643.45
Juneau Police Department	25,390.00	402	\$18,103.60
Anchorage Police Department Glenn Highway Speed Reduction	192,500.00	402	\$192,166.26
AIPC (DBA Center for Safe Alaskans) – Older Adult Drivers (CarFit)	\$56,400.20	402	\$55,906.94
AIPC (DBA Center for Safe Alaskans) – Child Passenger Safety (CPS)	\$196,339.10	402	\$188,062.54
AIPC (DBA Center for Safe Alaskans) – Young Driver	\$147,942.60	402	\$143,586.83
AIPC, DBA Center for Safe Alaskans – Bicycle and Pedestrian Safety	\$69,244.50	402	\$66,585.15
CIOT Enforcement	\$150,000.00	402	\$141,293.35
AHSO Operations/ Planning and Administration	\$300,000.00	402	\$263,478.88
Communications Contractor	\$38,000.00	402	\$37,909.06
Educational/Safety Media Buys (Impaired Driving)	\$700,000.00	405d	\$648,396.15
Educational/Safety Media Buys (OP & CPS)	\$200,000.00	402	\$160,739.75
Educational/Safety Media Buys (Teen Driving)	\$150,000.00	402	\$132,000.00
Educational/Safety Media Buys (Distracted)	\$223,000.00	402	\$221,671.17
Educational/Safety Media Buys (Speed)	\$125,000.00	402	\$122,039.98
Educational/Safety Media Buys (Motorcycle)	\$19,000.00	402	\$0
Educational/Safety Media Buys (Pedestrian/Bicycle)	\$75,000.00	405h	\$74,590.69
Highway Safety Summit	\$100,000.00	402	\$0
Planning and Administration	\$300,000.00	402	\$86,647.88
Statewide LEL (Impaired Driving)	\$60,000.00	402	\$41,124.51
Attitudinal Survey	\$30,000.00	402	\$31,711.89
Toxicology Services	\$221,077.00	402	\$195,208.53
Fairbanks Safe Rider	\$113,110.00	405b	\$90,498.75
Observational Seat Belt Survey Site Re-selection	\$20,000.00	405b	\$19,996.10
Mat-Su CPS Program	\$64,488.00	405b	\$33,623.48
Safe Kids Kenai	\$33,727.40	405b	\$33,727.40
OPUS	\$40,000.00	405b	\$38,031.95
Statewide CPS Coordinator	\$40,000.00	405b	\$36,695.76
Statewide CPS Co-Coordinator	\$40,000.00	405b	\$32,695.63
AIPC (DBA: Center for Safe Alaskans) Data Linkage	\$104,777.50	405c	\$104,570.17
Crash Data Entry Services	\$180,497.69	405c	\$156,739.47
TraCS License Fee	\$100,000.00	405c	\$100,000.00
City of Seldovia	\$5,206.47	405c	\$4,426.47
State of Alaska Department of Law	\$189,482.33	405d	\$7,593.30
Anchorage PD Impaired Driving Unit	\$1,699,000.00	405d	\$1,220,725.74
Fairbanks PD Traffic Enforcement Unit (DUI)	\$110,000.00	405d	\$29,036.06
High-Visibility Enforcement DUI	\$200,000.00	405d	\$92,814.68
Special Events and Sports Marketing (Speed)	\$374,000.00	402	\$374,000.00
Special Events and Sports Marketing (Impaired)	\$164,000.00	402	\$164,000.00
Special Events and Sports Marketing (Occupant Protection)	\$198,000.00	402	\$198,000.00
Special Events and Sports Marketing (Bike/ped)	\$80,000.00	402	\$80,000.00
Statewide DRE Program	\$290,000.00	405d	\$52,426.92
Indirect Cost Allocation Plan (ICAP)		402 (FAST)	\$52,163.10
Indirect Cost Allocation Plan (ICAP)		405b (FAST)	\$19,557.89

Indirect Cost Allocation Plan (ICAP)	405c (FAST)	\$24,942.48
Indirect Cost Allocation Plan (ICAP)	405d (FAST)	\$64,100.39
Indirect Cost Allocation Plan (ICAP)	405h (FAST)	\$5,105.85
Indirect Cost Allocation Plan (ICAP)	402 (BIL)	\$149,360.73
Indirect Cost Allocation Plan (ICAP)	405d (BIL)	\$76,168.20
Indirect Cost Allocation Plan (ICAP)	402 BIL SUPP)	\$7,681.20
