

State of Alabama
Fiscal Year 2008
Annual Report



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Overall Program Goal/ Accomplishments

The overall strategic program goal (established for FY 2006 Highway Safety Plan) of the Law Enforcement Traffic Safety (LETS) Division of Alabama Department of Economic and Community Affairs (ADECA) was to reduce the number of hotspots from a total of 976 to 897 (a reduction of 8%) over a five year period starting in FY 2006. By meeting this reduction in hotspots, the number of crashes as well as the number of fatalities across the state should decline in approximately the same proportion. The 976 baseline number of hotspots is from 2004 data.

For the FY 2007 and FY 2008 highway safety program, a slightly different approach is being taken. Instead of focusing on Speed Hazards, Alcohol and Restraint Programs (SHARP) crashes, the focus has moved to Speeding and Alcohol Related hotspots only. While using restraints can save lives, the lack of restraint usage is not a cause of a traffic crash. With that in mind, the decision was made to shift focus and enforcement efforts to those crashes involving speed and alcohol use only in determining hotspots. Due to this change, our program goals were modified in the Fiscal Year 2008 Highway Safety Plan.

The strategy employed for defining hotspots in the FY 2008 HSP was again used in the FY 2009 HSP. By using the same search criteria to locate hotspots, comparison can be made from year to year for the state as a whole, or for a particular region within the state. For this FY 2009 HSP, the 2005-2007 calendar year dataset was used and a total of 333 hotspots were identified. The criteria given above for defining hotspots will continue to be used in future years in order to allow for comparison of data and hotspots from one year to the next.

Police Traffic Service Programs

Total FY 2008 Expended Funds - \$934,500.71 - Funding Source – Section 402

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

Crash Summary

In Alabama in 2007, 1,110 people were killed on the highways, down from the 2006 total of 1,207 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 377 in 2006 to 389 in 2007. Number of Speeding-Related Fatalities decreased from 568 in 2006 to 497 in 2007. In 2007, the Number of Serious Injuries in Traffic Crashes was 27,085 as compared to 29,844 in 2006. The total of all crashes for 2007 was 135,256 versus 139,780 in 2006. We experienced a decrease in hotspots from 338 to 333 from 2006 to 2007. The total vehicle miles traveled in 2007 was 613.13 (100 million miles traveled), up from the 603.94 (100 million miles traveled) in 2006.

The overall number of crashes was down as were the number of fatalities. We will focus on the Alcohol Fatal Crashes as they increased by 20 from 2006 to 2007. We will continue to take significant steps to reduce the number of fatalities in FY 2009, because we will not be satisfied with even one death on the road, and we will continue to put forth the maximum effort to make Alabama's highways the safest in the nation. Based on the preliminary reported fatalities for FY 2008, it appears there will a 10.00% reduction in fatal crashes.

Community Traffic Safety Programs

Total FY 2008 Expended Funds - \$1,984,157.75 - Funding Source – Section 402

There are nine Community Traffic Safety Programs (CTSP) regions in Alabama. These nine regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the State Highway Safety office is given directly to these regions for disbursement to municipal, county and State law enforcement agencies.

The nine CTSP regions participated in two statewide enforcement campaigns in 2008. These campaigns took place during the Memorial Day and Labor Day holiday periods. There were no statewide enforcement campaigns for the Thanksgiving or Christmas/New Year's holiday periods.

The CTSP project directors conducted regular meetings with law enforcement committees in their respective regions. These committees serve a number of vital functions that include, but are not limited to: reporting enforcement data, enlisting non-participating agencies to join the committees, and determining allocation of grant funds.

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

CARE Research & Development Laboratory (CRDL)

Total FY 2008 Expended Funds - \$534,749.06 – Funding Source - State Traffic Safety Trust Fund

CRDL developed and maintained the CARE program which is the search engine used for all traffic crash and safety analysis done in Alabama. In exchange for the support that CRDL receives from ADECA LETS, CRDL provided ADECA LETS with crash and traffic safety data throughout the year. This includes preparing reports and grant applications as required and providing answers for data requests from across the state that come up throughout the year. CRDL also provides training for state and local deployment of e-citation.

**Observational Survey of Occupant Protection and Child Restraint Use
Total FY 2008 Expended Funds - \$189,249.25 – Funding Source - Section 405**

The Injury Prevention Division of the Bureau of Health Promotion and Chronic Disease, within the Alabama Department of Public Health, conducted the annual survey of vehicle seat belt usage and child restraint usage in Alabama. The year 2008 marks the ninth year that the required National Highway Traffic Safety Administration (NHTSA) guidelines were followed for the survey procedure.

Survey Design

The NHTSA sampling system incorporates a probability based, multi-staged, and stratified sampling approach. This approach provides data for rural and urban highways. This sampling system incorporates the four major metropolitan areas (Jefferson, Madison, Mobile, and Montgomery) in the survey. A total of fifteen counties comprise the survey area. In addition to the four counties listed above, eleven other counties were randomly selected from a pool of thirty-seven largest counties in Alabama. The counties included in the survey were Blount, Colbert, Escambia, Etowah, Houston, Jefferson, Lawrence, Lee, Madison, Marshall, Mobile, Montgomery, Shelby, Tuscaloosa, and Walker. Consequently, at least 85% of the state's population was represented by the study sample, so it was not necessary to survey every county in the state.

Occupant Restraint Observational Survey

A total of two surveys were conducted between April and June. The first was conducted at the start of the Click It or Ticket (CIOT) program to establish a baseline usage rate, and the final was conducted following the CIOT program to measure the overall effectiveness of the program.

For the seat belt usage survey, twenty-three sites in each of the fifteen counties were randomly selected based on the Average Daily Traffic (ADT) totals supplied by the Alabama Department of Transportation. In the survey, sites are placed into one of three categories: low (0-4,999), medium (5000-10,499), and high (10,500-75,000). For any county, the number of sites selected in each volume category reflected the total number of miles in that volume class. At least one site was selected from each volume category for each county in the survey sample.

In conducting the survey, each site was observed for one hour, using the curbside lane as the reference position. The observer determined driver's use or non-use of seat belts, whether there was a person in the front outboard seat of each vehicle, and whether the outboard person was wearing a seat belt. Additional data was captured to help categorize the gender and race of observed occupants and the type of vehicle.

Child Restraint Observational Survey

The child restraint survey took place at ten randomly selected sites in each of fifteen counties. The counties and sites are the same as those in the CIOT campaign. At least one site from each ADT category is surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 166 hours of direct observation. All children age five and under were observed, in any position in the car. The survey sites selected reflect urban and rural areas and road volume. As a result, the survey results measure a proportional distribution which resembles the statewide population.

Occupant Restraint Survey Results

The survey team observed a total of 103,197 front seat occupants in the fifteen selected counties representing 2.32% of Alabama's population. The survey team observed 51,955 front seat occupants during the pre-CIOT period and 51,242 during the post-CIOT period. Alabama had a seat belt usage rate of 86.14% during the post-CIOT period. Variance and standard error were calculated and considered acceptable. The high and low performers determined for the post-CIOT survey are as follows: Mobile County had the highest usage rate of 96.29%, and Houston County had the lowest usage rate of 81.16%. The surveys further determined that females had a higher seat belt usage rate as compared to males. The pre-CIOT survey showed that the female usage rate was 93% and the male rate was 82%. According to race, Asians had the highest usage rate at 98%, followed by Whites at 87%, Blacks at 85% and Hispanics at 81%. The post-CIOT survey showed that the female usage rate was 95% and the male rate was 84%. According to race, Asians still displayed the highest usage rate at 95%, Whites were at 89% and Blacks and Hispanics were tied at 87%.

Child Restraint Survey Results

The survey team observed a total of 2,788 children age five and under in any position in the vehicle, of those 2,458 was restrained. Alabama has a child restraint usage rate of 88.16%. Madison County had the highest rate of 94.90%. Walker County had the lowest rate of 74.23% which is down 10% from last year's lowest of 84.67% in Lawrence County. Race and gender data were not collected.

Child Passenger Safety (CPS) Program

Total FY 2008 Expended Funds - \$87,986.52 – Funding Source – Section 405

Alabama continued with the CPS program that begun in FY 2006. In that year, we established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. This program was continued in FY 2007 and FY 2008. The goal of the CPS program was to get CPS certified personnel into all nine CTSP regions.

Implementation Process

There was a very active training schedule for CPS classes during FY 2008. The certification class initially started as a four day class but was pared down to three days in June 2006. This will allow for more certification classes to be taught while no longer utilizing the two week-two day split class. This increased training and the thirteen current fitting stations helps to reach the long range plan of having a CPS certified professional within 50 miles of every community in the state.

In order to keep trained CPS professionals current with their skills, recertification classes were an important part of the overall plan. These classes highlighted the changes in the CPS field since the technician or instructor originally took the course and made them the local subject matter expert for their community. Additionally, technicians with expired certifications were afforded the opportunity to take these classes. Once they completed the class and performed five specific car seat installations, they were allowed to go on-line to take the written test. Upon successful completion of all the above requirements, they were re-certified.

Public Education

The CPS website (www.cpsalabama.org) has proven beneficial for disseminating information to instructors, students, and the general population. The website has a map of Alabama and the contacts for CPS information. It identifies individuals within the area who are capable of providing instruction and identifies certification and re-certification classes and car-seat check events. This website also serves as a resource center for media materials, printed materials, and CPS event materials.

Also, the nine CTSP regional offices serve as resource centers. They were given reproducible posters and brochures promoting car seat safety and booster seat safety. Some of the CTSP personnel are certified CPS professionals. This cross training allows for regional coverage of CPS professionals. It also allows them to participate at cars seat checks and other CPS events on a regional basis.

Future Plans

The plan for FY 2009 is to continue to build on the existing CPS infrastructure. In spite of our efforts, the child restraint usage rate fell to 88.16% in Alabama during 2008. The goal is to reach a 95% usage rate. The program will continue to teach certification and recertification classes to further the reach of Alabama's CPS program.

Impaired Driving Paid Media Campaign

Total FY 2008 Expended Funds - \$493,613.90 – Funding Source – Section 410

Overview

Alabama participated in the "Drunk Driving. Over the Limit. Under Arrest." campaign to discourage impaired driving. The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoint, saturation patrols, undercover officers and concerned citizens will conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired driving. The paid media campaign ran from August 13-17, August 20-24, and August 27-31. Bonus media ran from August 13 to September 1, 2008. (The campaign placed 18,903 paid media ads with 7,372 bonus ads airing on broadcast television, cable television, and radio. Also, 15 electronic billboards were utilized in the Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika and Mobile markets, providing 949,150 total hits.) A statewide campaign demographically targeted to M18-34 demographic was developed for AL.COM where during an average month, 20% of their unique visitors are in the target range. The campaign ran for the month of August and included 310,000 Standard Ad Units, story ads and text links with a bonus of 50,000 roll-over and video ads.

The objective of the campaign was accomplished principally through the following tasks:

1. Development of the "Drunk Driving" marketing approaches, based on Nielsen and Arbitron ratings targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hotspots;
2. Produced television and radio advertising spots, both new and updated 30-second segments for both television and radio;
3. Negotiated placements of approved, paid "Drunk Driving" program broadcast television, cable television, and radio spots, in addition to free and public service spots. (Paid advertising for the campaign was placed with 26 broadcast television stations in five major metro areas, 49 cable stations and multiple radio networks that cover 110 AM and FM radio stations across the state; 95 weekly newspapers and 30 daily papers.);
4. Updated the ADECA "Drunk Driving. Over the Limit. Under Arrest." Webpage and provided image updated for ADECA and LETS homepages;
5. Management of public relations efforts, including press releases and fact sheets, to stimulate media coverage (as requested).
6. Review, reconciliation and approval for payment of invoices for the campaign.

Impaired Driving Paid Media Evaluation

Alabama Alcohol Target Groups Surveys

The 2008 Survey of Alcohol Targets of Opportunity was a statewide telephone survey conducted for ADECA. The study design called for a measurement of awareness, behavior, and perceptions concerning public information and enforcement programs of drinking and driving among drivers who had at least one drink in the past year. The public education effort consisted of paid advertising and increased enforcement.

The survey was administered to a randomly selected sample of approximately 600 drivers age 16 and older who drive at least a few times a year and must have had at least one drink in the past year. Interviews were conducted from September 8 to September 28, 2008. Schulman, Ronca and Bucuvalas, Inc. (SBRI), a national survey research organization, conducted the data collection.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) system. This system used up to five call-backs to determine if the randomly generated phone number was a household and up to eight call-backs were made to find a respondent in a household.

General Information

Respondent Gender: By observation of the interviewers, 47% of the respondents were male and 53% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 16-17 made up 1% of respondents; 18-24 made up 4%; 25-29 made up 5%, 30-39 made up 17%, 40-49 made up 23%, 50-59 made up 25%, 60 or older made up 24%. The average age of respondents was 49.1.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 75%. Blacks made up 21% of the survey while American Indians or Alaska Natives were 2%. Asians were 1% of the survey and others were 1%.

Respondent Education: Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 51%. Some college education was chosen by 29%; high school graduate was chosen by 16%; and less than high school education was chosen by 4%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (86%) said they drove almost every day while 12% drive a few days a week and 12 drive a few days a month or less.

Type of Motor Vehicle Driven: The majority of respondents (57%) drove cars. The next highest categories were SUVs at 22% followed by pickup trucks at 14% and vans or minivans at 7%. Only 3 of the respondents answered for other vehicles.

Frequency of Seat Belt Use: Most drivers (93%) wear their seat belts all of the time and 5% wear their seat belts most of the time. Additionally, 1% wear their seat belts some of the time while just 1% of the respondents answered rarely or never.

Alcohol Use: The majority of drivers (72%) answered that they had at least one drink in the past thirty days while 28% said they had not.

Average Number of Days of Alcohol Use: Drivers were asked how many days out of the past 30 days did they drink any alcoholic beverages, which include, beer, wine or wine coolers. Of those driver who did have a drink the average was 7.8 days of alcohol use.
Drove Within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. It was

encouraging that only 15% of respondents drove within two hours of drinking while 85% did not. Of those that did drink, the average number of days in the past 30 days in which they did drink was 3.3 and the average number of drinks was 1.7.

Driving When had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, only 5% felt that they had driven when they had too much to drink whereas 95% felt they did not. 100% of these drivers said that the number of days they drove after drinking was the same as usual, meaning 0% of drivers felt it was higher than usual.

Visibility of Police on Roads: Drivers were asked if they had seen police more often, less often, or about the same over the past 30 days. The majority of drivers (66%) answered about the same, 30% of drivers answered more often than usual while 2% answered less than usual.

Overall Likelihood of Being Stopped: Drivers were asked what they believed the likelihood of them being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. A large amount of the drivers (28%) felt they would not likely be stopped by police after drinking while 31% felt it was very likely of being stopped.

Increase Likelihood of Being Stopped: A little over 1/3 of the drivers surveyed (34%) said it was more likely of being stopped after drinking over the past 30 days.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (82%) had seen or heard messages encouraging people to avoid drinking and driving only 18% said they had not. Of those who had seen a message 85% saw the message on TV, while 29% heard it on the radio. 21% of respondents saw a billboard or sign and 6% read it in the newspaper and 2% had a personal observation on the road or heard from a friend or was a police officer or judge. The majority of TV and radio messages (67%) were from commercials and 25% were public service announcement.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if it was more message than usual to encourage people to avoid drinking and driving. Most of the drivers (64%) reported that they seen about the same number of messages while 32% said they had seen more than usual.

Special Efforts by Police to Reduce Drunk Driving: Many of drivers (47%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (61%) had seen the special effort by police on TV while 18% read it in the newspapers, and 16% heard of the efforts on the radio. Many drivers (48%) saw or heard news story about law enforcement efforts. 35% saw or heard a commercial and 23% saw or heard a public service announcement.

Overall Seen or Heard about Police Checkpoints: Fifty-one percent of drivers had seen or heard about police checkpoints while 48% had not.

Visibility of Police Checkpoints: In the last 30 days, almost a quarter of the drivers (23%) said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: Over one third-drivers (36%) said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Unaided Awareness of Slogans: Drivers were asked to recall a name or slogan of a program to prevent drinking and driving. Many drivers (43%) responded with "MADD/Mothers Against Drunk Driving." Only 5% responded with the current slogan of "Over the Limit. Under Arrest."

Recall Seeing a Particular Ad: Drivers were asked if they saw a particular ad. It shows different cars with drivers that are sitting in alcoholic beverages up to their necks as they drive down the road. It also shows a motorcycle rider with alcohol floating in his helmet. The officer stops each driver and asks the driver if they have been drinking. When they roll the window down, or open the helmet, the alcoholic liquids start pouring out of the car and helmet. The ad is making the point that it is obvious when you drink and drive you will be caught. The ad then shows the officer arresting the drunken driver. The majority of respondents (72%) recall seeing the ad.

Aided Awareness of Slogans: Drivers were asked if they recalled hearing or seeing some slogans. "Friends Don't let Friends Drive Drunk" was recalled by 65% of respondents. The current slogan was recalled by 53% of drivers.

Enforcement of Drinking and Driving Laws: Most drivers (89%) were asked if they felt it is very important to enforce drinking and driving laws more strictly, whereas 6% felt it was fairly important, 3% felt that it was somewhat important, and 2% felt it was not that important.

Impaired Driving High Visibility Enforcement

Total FY 2008 Expended Funds - \$217,400.19 – Funding Source - Section 410

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from August 15 through September 1. The enforcement program consisted of members from 277 law enforcement agencies from the municipal to the state level (Municipal Agencies: 196; County Sheriffs: 55; State Police Districts: 16; Other Agencies: 10). The officers worked 12,938 total hours and conducted a total of 319 checkpoints. The total number of citations issued was 30,380.

Occupant Protection Paid Media Campaign

Total FY 2008 Expended Funds - \$577,320.53 – Funding Source - Section 406

“Click It or Ticket” Media Campaign

May 12 through May 26

The Click It or Ticket campaign played a critical role in the effort to keep people safe on our nation’s roads and highways. The Alabama Film Office placed 14,246 paid media and more than 2,200 bonus commercials for Click It or Ticket from May 12 through May 26 in media markets across the state.

Electronic billboards were used to reinforce the radio and TV commercials. Fourteen sites were utilized in the major media markets providing 722,610 hits.

AL.COM Website: The state’s leading news website also provided excellent coverage.

In addition to the paid and bonus media, the website (<http://adeca.alabama.gov/clickit/>) was updated for the 2008 campaign with more than half of the broadcast and cable stations providing links from their websites. This site included information on past campaigns, current seat belt usage rates, seat belt and child passenger safety laws, and the location of checkpoints and roadblocks across the state. The site also had a Spanish section to reach Alabama’s fast growing Latino population.

For both campaigns, paid media was engaged based on parameters outlined below:

Network Television

The buy focused on programming in prime time (M-F, 7PM-11PM), (SU, 7PM-10PM), late fringe (M-Su, 10:30PM-1AM) and sports (various). Early fringe (M-F, 4PM-6PM) and prime time (M-F, 7PM-8PM) were also considered.

Cable Television

There are a number of cable networks that can be effective in building frequency among men 18-34. Networks considered were Spike TV, Comedy Central, TNT, TBS, BET, MTV, and ESPN. Of these networks Spike TV, ESPN, and Comedy Central enjoy the highest composition of men 18-34 who drive a pickup truck.

The buy focused on programming in prime time (M-F, 7PM-11PM) & (Su 7PM-10PM), late fringe (M-Su, 10:30PM-1AM) and sports (various). Early fringe (M-F, 4PM-6PM) and prime access (M-F, 7PM-8PM) were also considered.

Radio

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

Print Media

With the late addition of a \$100,000 print media (newspapers) campaign, 115 papers ran 190 paid ads and 90 bonus ads.

Occupant Protection Paid Media Evaluation

Total FY 2008 Expended Funds - \$72,321.12 – Funding Source – Section 405

Schulman, Ronca & Bucuvalas, Inc (SRBI) conducted telephone interviews after both campaigns. SRBI is used by a number of the states participating in Click It or Ticket for the same purpose. SRBI made the necessary number of calls in order to obtain 500 complete interviews after the conclusion of the program. The surveyors asked 41 questions to bring out respondents' attitudes about the seat belt law, seat belt wearing habits and personality traits. The survey took place June 2 through June 12, 2008 and consisted of a 41-question interview.

The most important questions dealt with the respondent's use or non-use of seat belts. Results were encouraging. The most frequent answer for seat belt usage was "All of the time." It was given by 89% of the respondents interviewed. There is more encouraging news here as 96% of the respondents reported that they used their seat belts "all of the time" or "most of the time" at the end of the Click It or Ticket campaign.

As for gender in the 2007 SRBI phone survey, females were more likely to "buckle up" than males (93% to 85%). Also, male seat belt use decreased by 2% when comparing the 2007 post-campaign results with the 2008 post-campaign results. In contrast female seat belt use increased by 3%. This indicates that the campaign is continuing to be effective in improving seat belt usage within the female population.

In age group responses, the 16-24 year olds had a much higher positive response (88%) to "all the time" seat belt usage when compared to previous years. In 2007, only 75% in this age group responded "all the time" when asked how often seat belts were used. Another positive statistic with this age group is that 0% responded "never" when asked about frequency of seat belt usage, compared to 6% in 2007. An assumption can be made that the CIOT campaign had a positive impact with this age group; the younger drivers are doing better.

It appears that race of the respondents only made a slight difference in seat belt usage. In the self-reported rates for "all of the time," seat belt usage was highest in the non-white category at 92%. This rate was only slightly higher than the others, with the rate for Hispanics at 87% and for whites at 88%. As compared to the post-campaign results from 2007, two groups saw a slight decrease: the rate among whites dropped from 89% to 88%, and the rate among Hispanics dropped from 100% to 87%. It is important to note the small sample size of the Hispanic respondents (14 in 2007, 9 in 2008). The rate among non-whites increased from 85% to 92%.

When questioned about crashes, over 24 out of every 25 respondents (96%) indicated that they wanted to be wearing their seat belts if they were ever involved in a crash. This strong response rate is almost 10% higher than the seat belt use rate observed in the field. In other words, about 10% of drivers believe that seat belts are good safety tools, but they still have not committed to wearing them all of the time.

Occupant Protection High Visibility Enforcement

Total FY 2008 Expended Funds - \$222,137.80 – Funding Source - Section 406

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a three week period from May 19 through June 1. The enforcement program consisted of members from 286 law enforcement agencies from the municipal to the state level (Municipal Agencies: 208; County Sheriffs: 54; State Police Districts: 16; Other Agencies: 8). The officers worked 10,719.2 total hours and conducted 322 checkpoints. The total number of citations issued was 60,848.

Traffic Safety Resource Prosecution Program

Total FY 2008 Expended Funds - \$124,069.62 – Funding Source - State Traffic Safety Trust Fund

The Office of Prosecution Services' goal is to increase the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The purpose of the Traffic Safety Resource Prosecutor (TSRP) is to serve as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement as well as information to communities regarding the dangers of driving under the influence.

A 2003 NHTSA study indicated that alcohol was involved in 40% of fatal crashes and 7% of all crashes. From 1990-2004, Alabama prosecutors experienced an increase of nearly 30% in the number of traffic cases. Impaired driving cases continue to increase in litigious complexity rivaling capital cases. Compounding all of the above-listed issues is a lack of resources in the criminal justice system to address cases arising from impaired driving and other traffic safety cases. Also Alabama District Attorney Offices are drastically understaffed and have a high turnover rate. Consequently, the most inexperienced prosecutors are handling the most litigiously complex cases in DUIs.

In order to combat this problem, a seasoned prosecutor was hired in April 2006 to serve as the TSRP. The TSRP has been located at the Office of Prosecution Services to facilitate involvement with the prosecutors and law enforcement agencies in Alabama. A large part of this position continues to be as a resource to prosecutors and law enforcement officers. Some duties include answering technical and legal inquiries, providing case law updates, providing predicate and voire dire questions as well as jury instructions.

The TSRP has undertaken a number of vital projects to increase the success of impaired driver prosecutions. The TSRP has implemented a "Train the Trainer" program in an effort to enlist the assistance of other prosecutors and law enforcement officers in an effort to increase the effectiveness and efficiency of future trainings as well as grow the scope of what prosecutors are currently being taught regarding traffic fatalities involving impaired driving. The TSRP also prosecutes assigned cases. He also works with the Speed Management Committee and the State Safety Coordinating Committee. Additionally, the TSRP has met with Mothers Against Drunk Driving (MADD), CTSP project directors, and Department of Public Safety personnel to facilitate statewide efforts from an educational as well as enforcement standpoint. The TSRP also has helped draft legislation to strengthen Alabama's DUI laws and networked with other regional and national TSRPs to get a broader view of how other states are dealing with impaired driving.

As a result of the work of the TSRP, the prosecutors of this state are better prepared and equipped to handle DUI cases. They are also staying current on the legal changes associated with prosecuting these cases. The TSRP continues to be a valuable part of the overall effort to increase traffic safety.

Drivers License Suspension Appeals Program

Total FY 2008 Expended Funds - \$37,619.66 – Funding Source - Section 402

The Driver License Suspension Appeals Program was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was intended by the administrative license suspensions.

The goal of this program is to ensure timely driver license suspension thus protecting drivers on Alabama's highways. The objectives to meet this goal include: Maintaining the average of 5 months required to handle driver license suspension appeals, reduce to 1400 the number of pending driver license suspension appeals from an average of 1500 at any given time and to further streamline DLSA procedures by continuing to request the Courts schedule cases in groups in order to combine as many cases as possible into one trip.

The program was able to accomplish these objectives. At the beginning of this year there were 1,379 driver license suspension cases pending in the courts of Alabama. During the year, attorneys with the program disposed of 1,181 cases while 1,076 new appeals were filed. At the end of the year, 1,274 cases were pending. The unit continues to see large numbers of appeals filed, due in part to the increased law enforcement activity and some of the courts starting deferral program on first offenders. The Department has been able to meet its goal of reducing the total number of cases pending. The attorney that joined the unit in April of last year has developed the knowledge necessary to effectively handle

these driver license cases and thereby help reduce the time that cases remain pending. The legal unit has four attorneys available, with the hiring of a new attorney to work on driver license case preparation and court hearings. This now allows the unit to cover up to four courts on the same day, further reducing the time a case is pending. However, there are some counties which only hold court 2 to 4 weeks a year. The Administrative Services Assistant (ASA) hired last year now has the experience necessary to work with the driver license cases. The Department is now able to file all of the case motions and answers by the courts e-file system which should help further reduce the pending time of the cases.

E-Crash

Crash reports, about 140,000 annually, are submitted by all law enforcement agencies to the Department of Public Safety (DPS) for entry into the statewide crash file. The crash file was totally paper-based at the beginning of FY 2007. The DPS performed a typical data entry process. Upon receipt, the reports are subjected to human review to determine completeness and those not deemed sufficient for entry are returned. Despite some procedural decisions that delay year-end closeout of the file, the file is relatively timely and is generally available for analysis by May of each year. The file is provided to the University of Alabama which provides analytic support to the highway safety office and conducts other highway safety related research and studies. The Critical Analysis Reporting Environment (CARE) software, provided by the University is the primary analytical tool used throughout the state. The Alabama Department of Transportation also receives a copy of the file monthly to add location and other roadway specific data.

The DPS staff does not presently have adequate resources to apply the necessary quality control processes to ensure quality data. There is a lack of follow up on cases returned to law enforcement agencies for correction; there are no metrics produced to determine type of error; and no routine feedback is provided to agencies about recurring errors. Some time ago the DPS recognized the need to migrate to an electronic crash data collection and reporting environment and attempted to procure contractor assistance. The state recently completed a Traffic Safety Information System (TSIS) Strategic Plan 2007-2011. Included in that Plan is the "development of an electronic (e-crash) reporting system." The Plan identifies the following goals:

- Assure through e-crash that all reports are 100% complete, 100% internally consistent, and are received within 48 hours.
- Generate considerable enforcement capability by reducing the time to complete the crash report form by 50%.

E-crash implementation will increase the existing level of quality in compliance with the criteria in SAFETEA-LU, especially the completeness, accuracy, and timeliness of the data, thus enhancing user confidence in the reliability of the data for data-driven decision making. This system will provide:

- Mechanisms to produce crash reports in the officer vehicle and upload the reports to a central server at the Department of Public Safety;

- Mechanisms to produce crash reports at post locations for various police agencies, as well as upload the reports to a central server at DPS;
- Mechanisms for continuing to provide paper intake of forms;
- The ability to accept electronic data transfer from commercial vendor crash reporting applications.
- Capability for GPS-based recording of crashes;
- Mechanisms for on-line viewing and purchase of completed reports;
- The ability to interface with a variety of analytical tools, including both statistical and GIS-based tools.

Currently, we are in the process of fielding the e-crash system with July 2009 as the target date for completion.

This is a major project that has obvious positive ramifications in terms of timeliness, consistency, completeness, uniformity, and efficiency. The eCitation will assure that most law enforcement officers have laptops or other comparable hardware to do e-crash entry over the next five years. The first year of this project resulted in an updated crash report form that is virtually MMUCC compliant. Also, some major efforts were accomplished involving design and development of the software to automate the entry of crash data using this updated form. Major steps are still required in the completion of this software and in training, supplies and logistics for rolling this out statewide.

eCitation

The Administrative Office of the Courts (AOC) coordinated the development of an e-citation application with the law enforcement agencies. The application has several features that provide for the efficient capture of citation information by officers and for uploading wirelessly to a database at AOC and subsequent uploading to the AlaCourt system which eliminates the need for hand entry by the court. The e-citation application is currently in use by DPS and many Sheriff and Police Departments. E-citation will continue to be fielded in FY 2009. The project is currently in phase four of a five phase deployment. In phase four, the system is fielded on the county and municipal law enforcement level. This phase will continue through FY 2009. There has been tremendous progress made in the use of e-citation, and the system is being well received in the law enforcement community. In FY 2007, there were 645,095 total citations recorded with 128,906 (20%) being paper citations and 516,189 (80%) being eCitations. (See Attachments I & II.)

The problem at this point is eCitation has not been totally rolled out to all city and county law enforcement agencies. In FY 2008, eCitation was installed in approximately 90 agencies with over 500 users.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program Total FY 2008 Expended Funds - \$318,919.18 – Funding Source - Section 408

This project is being used to assist in the implementation of the NEMESIS compliant data system as required by the National Highway Traffic Safety Administration, Office of

EMS. All of Alabama's licensed EMS provider services will be required to submit real time electronic patient care report data to the State data system. This data will be used to conduct a truer assessment of the Alabama EMS system. The NEMSIS data will allow more accurate decisions by the Office of EMS and Trauma to improve patient outcomes through rule and protocol changes. This data system will also be a valuable resource in meeting the objectives of the Governor's Strategic Highway Safety Plan.

The Alabama e-PCR will be available to Alabama EMS Providers, free of charge, as client (machine resident) software or as a Web-based version for on-line data entry. In mid May, 2007, a beta test version of the software was installed in Montgomery. Additionally, in June of 2007, the beta software was installed at a couple of other EMS Provider locations. The testing phase is not only being used to fine tune the ePCR layout, functionality and related documentation, but also to assist in developing specific installation procedures. Completion of the test phase will segue into launching a final ePCR version which took place at the beginning of August 2007. The Web-based product will lag behind the client-based software by about one month.

As of September 30, 2008, the Alabama e-PCR software has been distributed to all active EMS (309) services in Alabama. As of November 2008, all but 69 are reporting. The Office of EMS and Trauma has established a final compliance timeline of December 31, 2008. They have received over 200,000 NEMSIS compliant reports and they have all been transmitted to the NHTSA TAC in Salt Lake, UT. Their submissions suggest that they should receive 600,000 e-PCR reports annually.

E-Citation Local Deployment

Total FY 2008 Expended Funds - \$483,796.30 – Funding Source – Section 406

The equipment for the deployment of the e-citation program to local law enforcement agencies was purchased for a total cost \$483,796.30 during FY 2008. The deployment to several local law enforcement agencies has begun in early Fiscal Year 2008 and schedules for total deployment are currently being developed.

North Alabama DUI Enforcement Project

Total FY 2008 Expended Funds - \$1,353,078.00 – Funding Source – State Traffic Safety Trust Fund

This goal of this project is to obtain nine (9) Mobile Breath Alcohol Testing Units (BAT Mobiles) that are to be stationed at nine State Trooper posts around the State of Alabama. The purpose of this project is to help apprehend and gather credible evidence against those that choose to violate the state's impaired driving laws. These vehicles also serve as a deterrent to those that understand that these vehicles will be out on the streets and that law enforcement will be utilizing them at checkpoints. These BAT Mobiles will be available to the local and county agencies as well, but they will always be maintained and manned by members of the Alabama State Troopers.

Drug Recognition Expert Training Project
Total FY 2008 Expended Funds - \$15,018.51 – Funding Source – State Traffic Safety Trust Fund

This project uses grant funds to pay for training and certification of four (4) Alabama State Troopers to become Drug Recognition Experts in a National Highway Traffic Safety Administration-approved Drug Evaluation and Classification course. The training will enable the Alabama Department of Public Safety to determine if an individual is under the influence of drugs other than alcohol and to identify the broad categories of drugs from the observable signs and symptoms of impairment to strengthen arrest decisions and improve the likelihood of successful prosecutions for drugged driving.

Alabama Traffic Records Coordinating Committee (ATRCC)

Alabama has a properly constituted ATRCC which provides the opportunity for its members to coordinate all traffic records projects and become informed about the component parts of and data sets within a traffic records system. The strategic implementation of the various components of the traffic records system will result in economies of scale through joint purchase power, eventual integration of new systems, and the cooperative development of data elements and data dictionaries.

Originally known as the Alabama Traffic Information Systems Council (ATISC), ATRCC has been in existence since July 1994. The ATISC was reorganized and renamed as the ATRCC. The committee includes an executive level and a technical level. This two tiered level ATRCC is critical for the state to properly develop, maintain, and track the progress of projects identified in the state's Strategic plan for Traffic Records that was required by the SAFETEA-LU legislation. The executive level establishes policies, sets strategic goals for project development, approves projects, and authorizes funding.

Technical level membership of the committee includes representation from all stakeholder agencies, and is charged with providing technical support, project implementation, and collaboration. The technical level has a chair with the responsibility for directing the implementation of the Traffic Records Strategic Plan.

Strategic Planning

The ATRCC submitted a Traffic Safety Information Systems Strategic Plan (June 2007-2011) and an application for a grant to the NHTSA in June 2006. Overall the strategic planning effort of the ATRCC as reflected in the Traffic Safety Information System Strategic Plan is most commendable. There are some concerns noted in this assessment that we believe can be easily addressed by the ATRCC. However, a crucial phase in the strategic planning process is the monitoring, progress reporting, and project management steps. There are several excellent software tools available for this phase that would allow

the ATRCC and in particular the Traffic Records Coordinator to pull together the necessary information for oversight by the ATRCC and its executive committee.

Implementation

This assessment is based on the NHTSA Advisory and will serve as the standard in traffic safety for the next four years. The ATRCC has taken the recommendations of the Traffic Records Assessment Team to prioritize the projects within the Traffic Safety Information System.

Legislative Summary

The Alabama Office of Highway Safety has been active with the State Safety Coordinating Committee (SSCC). This committee was established by an act of the Alabama Legislature, the mission of the SSCC is increased safety, with particular focus on the problem of traffic accidents. This includes crash prevention, crash severity reduction and remedial actions (e.g., emergency medical services). More formally, the mission of the SSCC is to formulate, coordinate, and apply whatever SSCC resources are available to reduce crash frequency and severity (including remedial first responder services) so that there is a maximum reduction in fatalities, severe injuries, fatal and injury crashes, and property damage crashes. The SSCC is the primary liaison between the traffic safety community and the Alabama legislature, and its role in this regard is to assure that all available expertise, both within Alabama and nationally, is brought to bear to assure that the laws passed within Alabama are as effective as possible in accomplishing the SSCC mission.

The SSCC supported twelve bills for the 2008 legislative session. The bills that the SSCC supported were:

1. Aggravated DUI >.15 BAC / prior alcohol, out of state
2. No previous Drivers License
3. Attempting to allude
4. Interstate speed enforcement for cities under 19,000 in population
5. Arrest for misdemeanors not seen by law enforcement personnel
6. Seat belts for all vehicle passengers
7. Strengthen of graduated driver license
8. Restriction of teens using cell phones while driving
9. Red light cameras at intersection
10. Portable speed limits
11. Enhance Move Over Law
12. Ignition Interlock

Unfortunately, none of these bills passed the Alabama Legislature in 2008. The SSCC will again be active in presenting legislation that will assist in reducing traffic fatalities in the 2009 session.

STATEWIDE STATISTICS *

	2004	2005	2006	2007	2008
Number of Traffic Fatalities	1,154	1,148	1,207	1,110	N/A
Number of Serious Injuries in Traffic Crashes	31,052	30,607	29,844	27,085	N/A
Fatalities/100M VMT					
• Total _____	1.95	1.92	2.00	N/A	N/A
• Urban _____	1.43	1.28	1.32	N/A	N/A
• Rural _____	2.46	2.59	2.69	N/A	N/A
Number of Unrestrained Occupant Fatalities, All Seat Positions	517	561	568	538	N/A
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC	360	373	377	389	N/A
Number of Speeding-Related Fatalities	508	502	568	497	N/A
Number of Motorcyclist Fatalities	75	62	105	85	N/A
Number of Unhelmeted Motorcyclist Fatalities	7	3	10	8	N/A
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	240	219	230	194	N/A
Number of Pedestrian Fatalities	81	73	78	69	N/A
Observed Seat Belt Use, Front Seat Outboard Occupants	80.0%	81.8%	82.9%	82.3%	86.1%
Speed Hotspots	N/A	N/A	120	142	N/A
Speed Fatal Crashes	317	331	370	359	N/A
Speed Injury Crashes	3,325	3,502	3,712	3,392	N/A
Alcohol Hotspots	N/A	N/A	218	191	N/A
Alcohol/Drugs Fatal Crashes	228	212	237	257	N/A
Alcohol/Drugs Injury Crashes	2,876	2,948	3,042	2,719	N/A

N/A – Data Not Available

Performance Goals in the Fiscal Year 2008 HSP/Performance Plan

Fatality Rate per 100M VMT

- Reduce the fatality rate per 100M VMT from 2.0 in 2006 to 1.94 in 2007.
The current State data show the fatality rate per 100M VMT for 2007 is 1.81.

Hotspots (high crash locations)

- Reduce the number of speed hotspots from 120 in 2006 to 118 in 2008.
The current number of speed hotspots for 2007 is 142.
- Reduce the number of alcohol hotspots from 218 in 2006 to 214 in 2008.
The current number of alcohol hotspots for 2007 is 191.

Alcohol/Drug Crashes

- Reduce the number of alcohol/drug fatal crashes from 237 in 2006 to 233 in 2008.
The current number of alcohol/drug fatal crashes for 2007 is 257.
- Reduce the number of alcohol/drug injury crashes from 3,042 in 2006 to 2,982 in 2008.
The current number of alcohol/drug injury crashes for 2007 is 2,719.

Speeding

- Reduce the number of speed fatal crashes from 370 in 2006 to 363 in 2008.
The current number of speed fatal crashes in 2007 is 359.
- Reduce the number of speed injury crashes from 3,712 in 2006 to 3,638 in 2008.
The current number of speed injury crashes for 2007 is 3,392.

Occupant Protection

- Increase the statewide seat belt usage rate from 82.3% in 2007 to 83.3% in 2008.

The current statewide seat belt usage rate for 2008 is 86.1%

Alabama Traffic Safety Performance Measures

C-1) Number of traffic fatalities (FARS)

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
1,148	1,207	1,110	1,155

In 2007, the total number of traffic fatalities is approximately 4% lower than the 3-year average. Preliminary numbers for 2008 indicate a downward trend as well.

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

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
30,607	29,844	27,085	29,179

In 2007, the total number of traffic fatalities is approximately 7% lower than the 3-year average.

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

Rural Fatalities/VMT			<u>2-Year Average</u>
<u>2005</u>	<u>2006</u>	<u>2007</u>	
2.59	2.69	N/A	2.64

Urban Fatalities/VMT			<u>2-Year Average</u>
<u>2005</u>	<u>2006</u>	<u>2007</u>	
1.28	1.32	N/A	1.30

Total Fatalities/VMT			<u>3-Year Average</u>
<u>2005</u>	<u>2006</u>	<u>2007</u>	
1.92	2.00	1.81	1.91

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

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
585	590	556	577

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

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
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373	377	389	380
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C-6) Number of speeding-related fatalities (FARS)

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
502	568	497	522

C-7) Number of motorcyclist fatalities (FARS)

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
62	105	85	84

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

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
3	10	8	7

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

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
5	8	8	7

C-10) Number of pedestrian fatalities (FARS)

<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>3-Year Average</u>
73	78	69	73

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

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
82.9%	82.3%	86.1%	83.8%

Alabama Traffic Safety Activity Measures

Number of speeding citations

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
38,477	26,030	40,574	35,027

Number of DUI arrests

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
1,577	1,689	3,265	2,177

Number of seat belt citations

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
27,550	23,211	27,405	26,055

All the FY 2008 performance goals were met except two using the current 2007 data. I believe when the 2008 data is available, the data will show all the performance goals set for 2008 were met. The Alabama Office of Highway Safety (AOHS) will continue to strive to meet the performance goals set in the HSP/Performance Plans and keep the roadways safe for the citizens of Alabama.

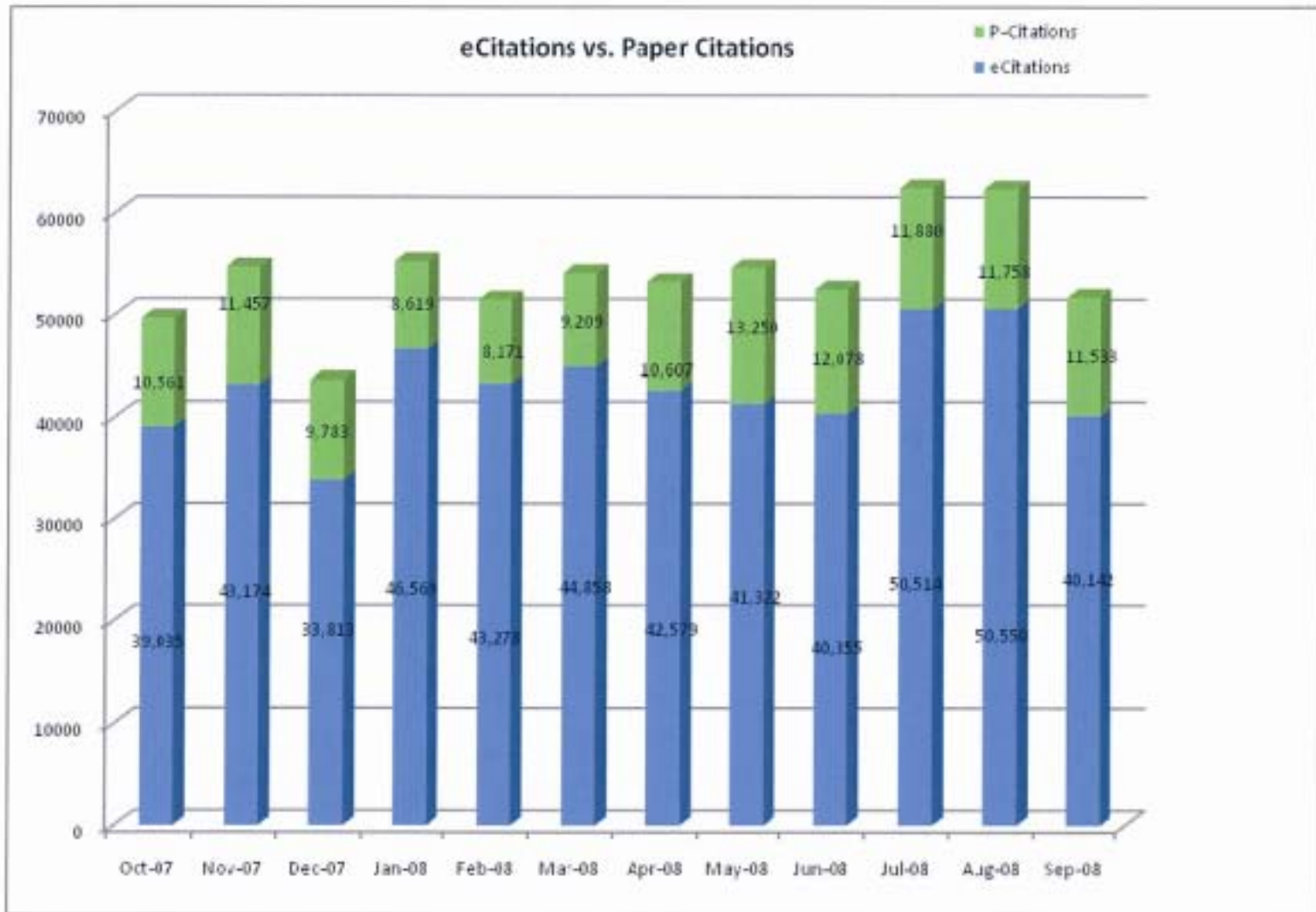
All the projects funded by the AOHS contributed to the State of Alabama meeting the performance goals set in the HSP/Performance Plan and the overall success of the highway safety program.

Looking to the Future

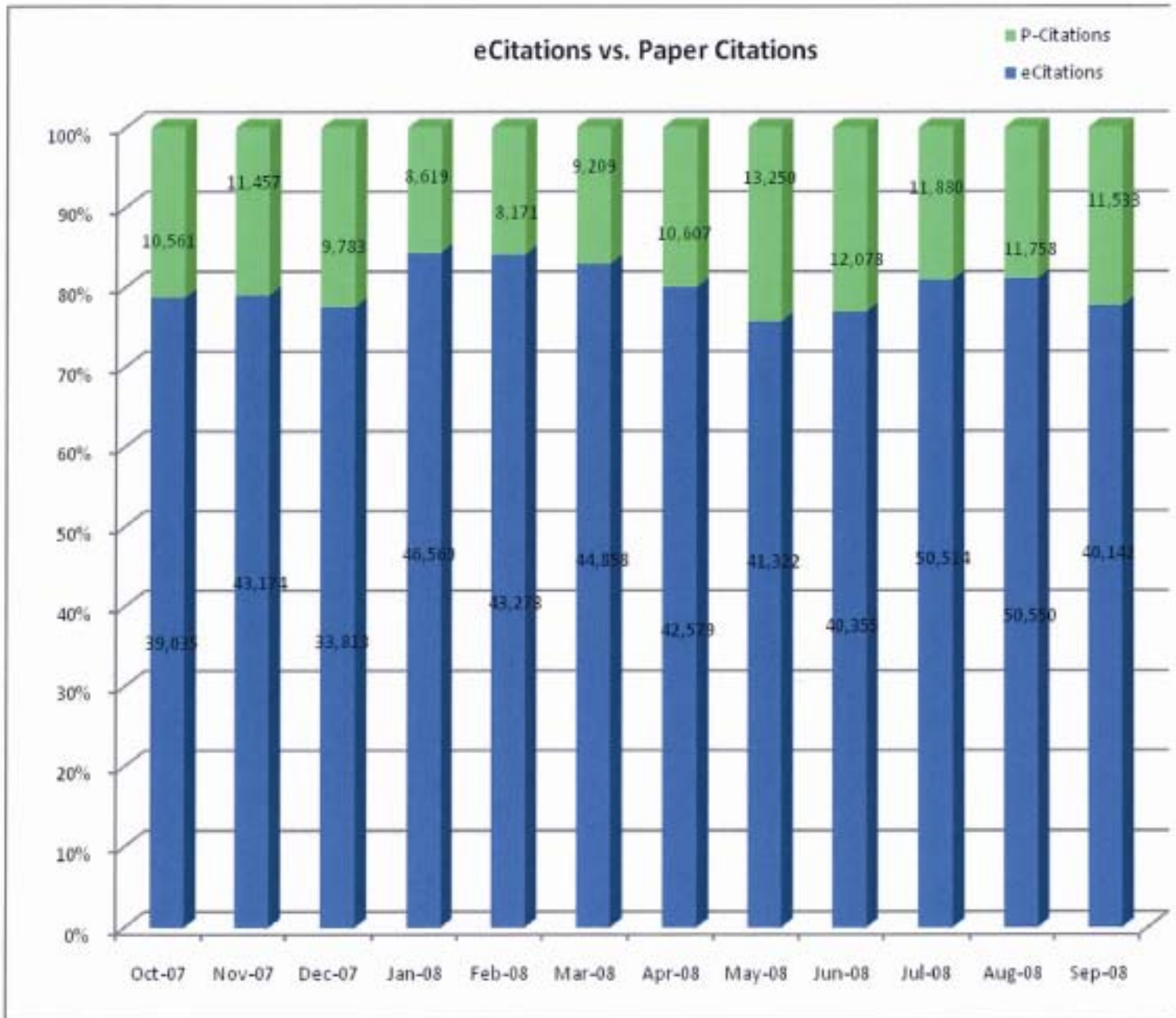
The AOHS hosted a NHTSA Impaired Driving Assessment November 16-21, 2008 to help us identify ways to target the best practices in addressing impaired driving on the road and highways in the State of Alabama.

The Alabama Office of Highway Safety will continue to serve as the lead agency for all highway safety issues in Alabama. Our vision remains to create the safest surface transportation system in the southeast by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

Attachment I – Total E-citations vs. Paper Citations



Attachment II – Percentage of E-citations vs. Paper Citations



Attachment III

Expenditures for Program Year 2008

Program Area	Section 402	Section 405	Section 406	Section 408	Section 410	Federal Expended	State Expended	TOTAL Expended
Planning and Administration ⁽¹⁾	136,295.47					136,295.47	349,384.52	485,679.99
Alcohol - Prosecution	37,619.66					37,619.66	-	37,619.66
Police - Traffic Services ⁽²⁾	934,500.71		222,137.80		217,400.19	1,374,038.70	100,000.00	1,474,038.70
Traffic Records ⁽²⁾	-		483,796.30	318,919.18		802,715.48	100,000.00	902,715.48
Community Traffic Safety Programs	1,984,157.75					1,984,157.75	2,692,338.88	4,676,496.63
Occupant Protection - Paid Media ⁽²⁾			577,320.53			577,320.53	-	577,320.53
Occupant Protection ⁽²⁾		348,556.89				349,556.89	371,796.27	721,353.16
Motorcycle Safety						-		-
Alcohol - Paid Media ⁽²⁾					493,613.90	493,613.90	150,000.00	643,613.90
Unassigned State Match ⁽²⁾							1,850,000.00	1,850,000.00
Total:	3,092,573.59	348,556.89	1,283,254.63	318,919.18	711,014.09	5,755,318.38	5,613,519.67	11,368,838.05

(1) - State amount expended includes the matching Trust Fund Admin

(2) - \$2,500,000 in state expenditures were set aside by the Alabama Department of Public Safety as match for Highway Traffic Safety programs.