

State of Alabama
Fiscal Year 2011
Annual Report



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Overall Program Goal/ Accomplishments

The overall strategic program goal of the Alabama Office of Highway Safety (AOHS) continues the strategy and focus that was originally laid out in the FY 2008 HSP. The strategy and focus continued in the FY 2009 HSP, FY 2010 HSP, and FY 2011 HSP for identifying and focusing on alcohol and speed related hotspots in the State of Alabama. The changes made for the FY 2008 HSP continues to be the most effective and accurate way of identifying problem areas. Therefore that methodology for identifying hotspots will continue to be used in future years to aid in comparing data and determining the effectiveness of the focus given to the hotspot locations.

The strategy employed for defining the overall plan for the Fiscal Year 2008 HSP was based on CY 2007 data. Based on that information, 78.7% of the fatalities were for speed and alcohol. For FY 2011 HSP, the CY 2008 data still showed that 78.5% of fatalities were due to speed and alcohol. Based on the CY 2007 alcohol and speed fatalities as compared to CY 2009 alcohol and speed fatalities, there has been a 12.9% reduction in speed and alcohol fatalities.

Police Traffic Services Programs

Total FY 2011 Expended Funds - \$1,721,523.60 - 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. In the nine regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. The participating agencies conducted DUI checkpoints and saturation/directed patrols during at least one weekend per month.

Crash Summary

In Alabama in 2010, 862 people were killed on the highways, up from the 2009 total of 848 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 267 in 2009 to 279 in 2010. Number of Speeding-Related Fatalities decreased from 327 in 2009 to 316 in 2010. In 2010, the Number of Serious Injuries in Traffic Crashes was 10,522 compared to 15,131 in 2009.

Community Traffic Safety Programs

Total FY 2011 Expended Funds - \$1,915,534.00 - 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 2011. 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. Our Northeast Alabama Highway Safety Office continued their involvement in implementing the "Yellow Dot" program to seniors and other interested motorists. This program began with regional interest but is slowly being made available throughout the State of Alabama.

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.

**Center for Advanced Public Safety (CAPS)
Total FY 2011 Expended Funds - \$589,967.81 - Funding Source - State Traffic
Safety Trust Fund**

CAPS developed and maintains 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 CAPS receives from AOHS, CAPS provides AOHS 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. CAPS also provide training for state and local deployment of e-citation.

Specific accomplishments in each area are listed below:

CARE Software Program:

In our efforts to support the traffic safety community in the state of Alabama, CAPS staff members responded to over 159 requests for traffic crash data. These included requests from CTSPs regularly, GIS Coordinators, DOT, DPS, state troopers, FMCSA, TV reporters, NHTSA personnel, planning commissioners, the public, various media outlets from across the state, engineers, and others. These requests varied in complexity and the amount of time required fulfilling the request. Some requests required several follow-ups to complete. Each of these requests was responded to as quickly as possible in order to give the user the timeliest data.

Highway Safety Plan:

The FY 2012 Highway Safety Plan was completed with the help of ADECA personnel and through the use of the CARE program. This report was submitted to NHTSA and approved. Copies were also made available to each of the CTSP offices via electronic and hard copy format.

Electronic Citation Distribution and Expansion:

The distribution and expansion of eCite, our electronic citation software is a big part of this project. CAPS completed many eCite deployments to local agencies this year. Training sessions were held on most Thursdays. For agencies receiving new laptops through ADECA grants, the software is pre-loaded by CAPS staff and then the installation is completed at the beginning of the training session. Software CDs are mailed out to agencies upon request. About 34 training sessions were conducted during FY11. Some of these were "Train the Trainer" sessions so these officers can go back and train others at their agency. Manuals are printed and distributed for each officer at each training session.

CAPS is providing technical support to all users that call or email us with questions in a very timely manner. These calls cover a wide range of topics and questions. We work with both the law enforcement agencies and the municipal court personnel to make eCite more efficient for all concerned.

As a service to Law enforcement, CAPS offers eCite equipment packages for sale at our cost. This involves putting all equipment items out for bid every 6 months, sending out quotes and then invoices, ordering equipment and then shipping it out to the agency when it is all received by CAPS. Rhonda Stricklin manages this process and directs Connie Harris on the various tasks involved to keep this going.

CAPS once again assisted in the "Drunk Driving. Over the Limit. Under Arrest." campaign. This campaign focused on the importance of not drinking and driving and involved a strong media and enforcement blitz focused on the Labor Day Holiday weekend. In order to measure the effectiveness of this campaign, The University of Alabama contracted with an agency known as AbtSRBI. AbtSRBI performed telephone surveys from a representative portion of the state in order to determine whether or not the campaign was a success. CAPS worked closely with AbtSRBI in order to refine the survey questions being asked as well as the counties that were included in the survey of the state. The results of the phone survey were produced by AbtSRBI and forwarded on to ADECA.

CAPS assisted with two other surveys this year. One was a survey on the media surrounding a Crash Hotspot campaign. CAPS once again contracted with AbtSRBI to conduct the phone surveys. CAPS worked closely with AbtSRBI to create the survey questions. CAPS instructed AbtSRBI as to the counties that were included in the survey of the state. The results of the phone survey were produced by AbtSRBI and forwarded on to ADECA. The other survey was a driver attitude survey conducted at the request of GHSA.

**Observational Survey of Occupant Protection and Child Restraint Use
Total FY 2011 Expended Funds - \$165,005.94 - Funding Source - Section 405**

The Injury Prevention Branch of the Bureau of Health Promotion and Chronic Disease, within the Alabama Department of Public Health, conducts an annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. Year 2011 marks the twenty-second time that the required National Highway Traffic Safety Administration (NHTSA) guidelines were followed for the surveillance procedure.

Survey Design

The NHTSA sampling system incorporates a probability based multi-staged stratified sampling approach. This approach provides data for rural and urban highways. This sampling system does not, however, overlook the larger counties, as all four metropolitan areas (Jefferson, Madison, Mobile, and Montgomery) are included in the survey. A total of 15 counties actually compose the entire survey area. In addition to the four

metropolitan areas, 11 counties were randomly selected from a pool of the 37 largest counties in Alabama. A majority of Alabama residents are in the sample pool, since 85% of the state's population lies within these 37 counties. The counties are Blount, Colbert, Escambia, Etowah, Houston, Jefferson, Lawrence, Lee, Madison, Marshall, Mobile, Montgomery, Shelby, Tuscaloosa, and Walker.

Occupant Restraint Observational Survey

For the seat belt usage survey, 23 sites in each of the 15 counties were randomly selected based on the Average Daily Traffic (ADT) totals supplied by the Alabama Department of Transportation. In the survey, ADT's are broken down into three categories: low (0-4,999), medium (5000-10,499), and high (10,500-75,000). At least one site from each category is surveyed in each county chosen. A total of 345 sites were selected and observed for one hour, using the curbside lane as the reference position. At each site, surveillance was done to determine the number of people in the front outboard seats of the cars and the number of these occupants wearing seat belts. This year, Survey 1 was conducted during a two-week period during April 2011 and Survey 2 took place during a two-week period in August 2011.

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 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 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measure a proportional distribution which resembles the statewide population. The survey was conducted during June 2011.

Occupant Restraint Survey Results

The survey team observed a total of 62,934 front seat occupants in 47,450 vehicles throughout the 15 selected counties. Alabama was estimated to have a weighted safety belt usage rate of 88.00%. Variance (V) and Standard Error (SE) were calculated and considered acceptable. Madison County had the highest usage rate of 94.45%. Lawrence County's restraint rate was 80.35%, the lowest rate of the surveyed counties. The survey determined that the observed female occupants' restraint usage rate of 87.30% was greater than males' rate of 77.77%. Attempts that showed gender but were unable to determine restraint use include an additional 167 attempts. Additionally, there were 5 observations that did not include type of vehicle, but did capture occupant data. There were 1,274 restrains counted without gender data. The intervention effect of 8% represents the largest intervention effect for several years.

Child Restraint Survey Results

The survey team observed a total of 4,268 children, approximately aged five and under, in any position in the vehicle, of those 4,090 were restrained. Alabama was estimated to have a child restraint usage rate of 95.83%. Blount County had the highest rate of 98.70%. Escambia County had the lowest rate of 93.02%. Observations of unrestrained children accounted for 4.17% of all observations

Child Passenger Safety (CPS) Program

Total FY 2011 Expended Funds - \$144,499.92 - Funding Source – Section 405

Alabama continued with the CPS program that began 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. The CPS program was continued through FY 2011. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

Implementation Process

Wrap up for FY 2011 is as follows: During this year 19 certification classes and 10 re-certification classes were taught. The re-certification rate for Alabama is high and closely follows the national average. That can be attributed to the re-certification classes and to an increased awareness of Child Passenger Safety across the state.

Year end: 19 ADECA funded 3-day certification classes were held in Mobile, Guntersville, Geneva, Saraland, Montgomery, Troy, Decatur, Montevallo, Andalusia, Hartford, Florence, Montgomery, Mobile, Auburn, Arab, Atmore, Tuscaloosa, Montgomery & Huntsville. Each CTSP office was made aware of all training opportunities available this year and that the classes were on a first-come, first-served basis. Many classes are being projected for all over the state and many of the smaller communities are now willing to participate. Reaching the smaller communities have been a goal of the CPS program since its inception. The three day certification classes taught this year had 134 students attend; most of these students passed the course and can assist the existing permanent fitting stations and add more child passenger safety experts to Alabama. The report for the year shows 10,352 car seats were checked during the year with 16 fitting stations reporting. Additionally, 129 received community education through CPS out-reach trainings.

At year end, 10 re-certification classes were taught in Huntsville, Atmore, Auburn, Mobile, Huntsville, Florence, Dothan, Enterprise, Decatur and Atmore.

Mike James assisted with the development of a re-certification curriculum for use in FY 2011 and it has already been approved for 6 CPS CEU's (All the CEU's required for re-certification) with SAFE Kids worldwide, which will make recertification much easier for technicians. Mike James has also developed 2 different curricula, Airbags-Mechanics, chemistry and effects and car seats 101-a look in child restraints from concept to store shelf. With the development of these different courses, there are many opportunities for currently certified technicians to stay certified.

The standardized CPS curriculum has been revised and it will be taught over 3 days instead of the previous 4 days. From here on, no split classes can cost effectively be offered. From now on all classes will be taught over 3 straight days.

Public Education

The CPS website (www.cpsalabama.org) is being utilized by parents and technicians alike. The website offers a place to go to get accurate up-to-date CPS information. The main page has been modified to aid parents when they work with CPS professionals. New AAP guidelines have been added along with NHTSA's child restraint recommendations. A re-certification page has been added with links to articles, activities and tests to help technicians stay current. The website has a calendar of Child Passenger Safety related events. The website also now offers valuable information on changes in the technology of child restraints.

Future Plans

There currently are 17 fitting stations around the State of Alabama. The goal is to build this number during FY 2012 and cover more areas of the state.

As a part of the nationwide initiative to increase seat belt usage, Alabama participated in the 2011 Click It or Ticket Campaign. This has been a highly successful program in the past several years. Alabama will continue to lend its full support to the program in the coming year.

In addition to the paid media, we had a high visibility enforcement program for a two week period. The enforcement program will consist of members from the municipal law enforcement agencies, county sheriffs and the state highway patrol.

The child restraint usage rate in Alabama increased to 96% in 2011, up from 93.12% in 2010. The program will continue to teach certification and recertification classes to further the outreach of Alabama's CPS program.

Impaired Driving Paid Media Campaign
Total FY 2011 Expended Funds - \$488,030.77 - Funding Source – State Traffic Safety Trust Fund

Overview

The 2011 Impaired /Drunk Driving Campaign is a partnership among Governor Robert Bentley, the Alabama Department of Economic and Community Affairs, the Alabama Department of Public Safety, the National Highway Traffic Safety Administration Region 4, the Regional Community Traffic Safety Programs, and municipal and county law enforcement agencies.

Alabama Development Office implemented the Labor Day 2011 “Impaired Driving” State Media Plans submitted to ADECA. The plan and actions taken are consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoints and saturation patrols will be conducted in a massive enforcement effort, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

The paid media campaign ran from August 18-22, August 25-29, and September 1-5. Bonus media ran from August 18 to September 5, 2011. (The campaign placed 17,889 paid media ads with 12,124 bonus ads airing on broadcast television, cable television, and radio. Electronic billboards were utilized in the Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika, Enterprise and Mobile markets, providing 840,312 exposures.) The statewide campaign demographically targeted to Male 18-34 demographic was developed for AL.COM where during an average month, 20% of their unique visitors are in the target range. The web ads garnered more than 2.6 million hits and more than 1,200 click through to the ADECA website. The campaign ran August 18 through September 6, included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads. Print advertisement was also utilized and ads were placed in 125 newspapers to a circulation of over 4 million.

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 two television and radio advertising spots, “Frontier” and “Ditch” in addition to corresponding billboard and newspaper ads;
3. Negotiated placements of approved, paid “Impaired/Drunk Driving” program broadcast television, cable television, radio spots and newspaper, in addition to free and public service spots. (Paid advertising for the campaign was placed with 25 broadcast television stations in five major metro areas, 54 cable stations and multiple radio networks that cover 130 AM and FM radio stations across the state; 95 weekly newspapers and 30 daily papers.);
4. Newspaper ads and e-Billboards were distributed across these markets;

5. Updated the Alabama Department of Economic and Community Affairs (ADECA) “Drunk Driving. Over the Limit. Under Arrest.” Webpage;
6. Review, reconciliation and approval for payment of invoices for the campaign.

Impaired Driving Paid Media Evaluation

Alabama Alcohol Target Groups Surveys

The 2011 Survey of Alcohol Targets of Opportunity was a statewide telephone survey conducted for AOHS. 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 500 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 12 to September 30, 2011. Schulman, Ronca and Bucuvalas, Inc. (SRBI), 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, 48% of the respondents were male and 52% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 16-34 made up 11% of respondents; 35-44 made up 11%; 45-54 made up 23%, 55-64 made up 24%, 65 and older made up 28%.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 74%. Blacks or African American made up 21% of the survey while American Indians or Alaska Natives were 4%. Hispanics made up 2%, Asians were 1% while “Other” made up 1% of the survey. 1% refused to answer.

Respondent Education: Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 48%. Some college education was chosen by 26%; high school graduate was chosen by 21%; and less than high school education was chosen by 5%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (84%) said they drove almost every day while 14% drive a few days a week and 2% drive a few days a month or less. 1% replied that they drive a motor vehicle a few days a year.

Type of Motor Vehicle Driven: The majority of respondents (55%) drove cars. The next highest categories were SUVs at 19% followed by pickup trucks at 16% and vans or minivans at 7%.

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% wears their seat belts some of the time while 1% of the respondents answered rarely or never.

Alcohol Use: The majority of drivers (71%) answered that they had at least one drink in the past thirty days while 28% said they had not. 1% either said “not sure” or refused to answer the question.

Average Number of Days of Alcohol Use: Drivers were asked how many days out of the past 30 days did they drink ANY alcoholic beverages, which include, beer, wine, wine coolers, mixed drinks or liquor. Of those driver who did have a drink the average was 7.77 days of alcohol use.

Driven Within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 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 3.22 and the average number of drinks was 2.12.

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, 4% replied ‘Yes’. 96% replied “No”.

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (70%) answered about the same, 25% of drivers answered more often than usual while 3% answered less than usual. 2% said “Never”.

Overall Likelihood of Being Stopped: Drivers were asked what they believed the likelihood of being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. 27% felt they would not likely be stopped by police after drinking, 30% felt it was somewhat likely, 28% responded it was very likely they would be stopped and 15% were not sure/refused.

Increase Likelihood of Being Stopped: (That is, compared to a month ago, did they think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?) 24% of the drivers surveyed think that the chances of being stopped have increased in the past month, 57% felt the likelihood of being stopped was about the same as the last month, 7% felt that it was less likely and 12% not sure/refused.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (84%) had seen or heard messages encouraging people to avoid drinking and driving only 16% said they had not. Of those who had seen a message 89% saw the message on TV, while 26% heard it on the radio. 31% of respondents saw a billboard or sign and 7% read it in the newspaper. The majority of TV and radio messages (64%) were from commercials/advertisements and 27% 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. 70% reported that they had seen about the same number of messages while 27% said they had seen more than usual.

Special Efforts by Police to Reduce Drunk Driving: Many drivers (41%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (62%) had seen the special effort by police on TV while 17% read it in the newspapers, and 20% heard of the efforts on the radio. Many drivers (54%) saw or heard news story about law enforcement efforts. 37% saw or heard a commercial/advertisement and 16% saw or heard a public service announcement.

Overall Seen or Heard about Police Checkpoints: Forty eight percent of drivers had seen or heard about police checkpoints while 51% had not.

Visibility of Police Checkpoints: In the last 30 days, 19% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 22% 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. 49% responded with "MADD/Mothers Against Drunk Driving", 14% responded with "Drunk Driving. Over the Limit. Under Arrest." 11% responded to Buzzed Driving is Drunk Driving and 7% responded "Friends Don't Let Friends Drive Drunk".

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. "Friends Don't let Friends Drive Drunk" was recalled by 70% of respondents. "Drunk Driving. Over the Limit. Under Arrest." was recalled by 54% of respondents.

Enforcement of Drinking and Driving Laws: Most drivers (84%) feel it is very important to enforce drinking and driving laws more strictly, whereas 10% felt it was fairly important, 4% felt that it was somewhat important, and 2% felt it was not that important.

Impaired Driving High Visibility Enforcement

Total FY 2011 Expended Funds - \$255,942.81 - 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 19 through September 5. The enforcement program consisted of members from 245 law enforcement agencies from the municipal to the state level (Municipal Agencies: 181; County Sheriffs: 43; State Police Districts: 16; Other Agencies: 5). The officers worked 13,484 total hours and conducted a total of 335 checkpoints. The total number of citations issued was 58,116.

Selective Hot Spot High Fatality Rate Enforcement

Total FY 2011 Expended Funds - \$415,564.91 - Funding Source – Section 410

The Alabama Office of Highway Safety was awarded funds for the Selective Hot Spot High Fatality Rate Enforcement Program. The enforcement started October 1, 2010 and ran through September 30, 2011. The goal of this program was to focus on and target youth and adult drinking and driving at specific high crash areas (Hot Spots) and other issues needed to reduce crashes, injuries and fatalities. Roads where “Hot Spots” exist were a priority target of sustained enforcement activities. “Hot Spots” were defined and the CARE system was used to find these hotspots, related to alcohol. Funding from this program accounted for 42,087 OT and 2,067 DUI arrests.

Selective Hot Spot High Fatality Rate Paid Media Campaign

Total FY 2011 Expended Funds - \$1,179,231.76 - Funding Source – Section 410

The mission was to develop, produce, and deliver multimedia services that publicize the “Alcohol Hotspots” program to Alabama motorists in the areas most prone to alcohol-related crashes. The goal set for these areas was to focus a large percentage of the effort on a per region basis on reducing the number of hotspots and hotspot crashes by approximately 2% per region over the coming year.

Paid advertisement ran the weeks before each of these holidays and events: Valentine’s Day, St. Patrick’s Day, Fourth of July, and major televised sporting events. The grant was used to publicize the dangers of driving under the influence of alcohol through only TV and radio, based on data from the 2009 At SRBI survey results. Within each market, stations with 10% or greater reach were selected, based on Nielsen and Arbitron Ratings. Broadcast and Cable TV accounted for 4,400 paid ads and 2,431 bonus ads and there were 2,945 paid radio ads and 4,340 bonus radio ads.

Selective Hot Spot Paid Media Evaluation

The 2011 Survey of Alcohol Crash Hotspots was a telephone survey conducted for AOHS. The survey was conducted in Jefferson, Mobile, Montgomery and Madison Counties. 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 200 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 August 16 to August 22, 2011. Schulman, Ronca and Bucuvalas, Inc. (SRBI), 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, 48% of the respondents were male and 52% were females.

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 16-34 made up 29% of respondents; 35-44 made up 18%; 45-54 made up 19%, 55-64 made up 14%, 65 and older made up 17% and not sure was 2%.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 65%. Blacks or African American made up 30% of the survey while American Indians or Alaska Natives were 3%. Hispanics made up 7% while 1% refused to answer.

Respondent Education: Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 43%. Some college education was chosen by 23%; high school graduate was chosen by 17%; and less than high school education was chosen by 17%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (81%) said they drove almost every day while 9% drive a few days a week and 2% drive a few days a month or less. 8% replied that they never drive a motor vehicle.

Type of Motor Vehicle Driven: The majority of respondents (50%) drove cars. The next highest categories were SUVs at 18% followed by pickup trucks at 11% and vans or minivans at 7% and 5% listed “other” which includes Other Truck and Motorcycles.

Alcohol Use: 42% answered that they had at least one drink in the past thirty days while 58% 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, wine coolers, mixed drinks or liquor. Of those driver who did have a drink the average was 6.563 days of alcohol use.

Driven Within Two Hours of Drinking: Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 22% of respondents drove within two hours of drinking while 78% did not. Of those that did drink, the average number of days in the past 30 days in which they did drink was 2.634.

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (70%) answered about the same, 21% of drivers answered more often than usual while 5% answered less than usual. 4% said “Never” and 1% said “Not Sure/Refused”.

Places Within Your County Where More Accidents Occur: When asked if they thought there are some places in their county where more crashes happen because of drivers who drink, 47% said “Yes”, 19% said “No” and 34% were not sure/refused to answer.

Avoided Areas due to Drunk Drivers: The majority (67%) of the drivers said they try to avoid areas on certain days or at certain times because of drivers who drink. 32% said they do not and 1% said not sure/refused.

Seen or Heard Messages in the Past Year Encouraging People to Avoid Drinking and Driving: The majority of drivers (75%) had seen or heard messages encouraging people to avoid drinking and driving in Alabama’s hotspots. 24% said they had not. Of those who had seen a message 90% saw the message on TV, while 33% heard it on the radio. 30% of respondents saw a billboard or sign and 9% read it in the newspaper.

Name or Slogan to Prevent Drunk Driving: 25% said they knew the name or slogan of an educational media campaign that seeks to prevent driving under the influence or drunk driving Alabama. 72% did not.

Unaided Awareness of Slogans: Drivers were asked to recall a name or slogan of a program to prevent drinking and driving. 49% responded with “MADD/Mothers Against Drunk Driving”, 24% responded with “Don’t Drink and Drive in Alabama hotspots”, 12% responded to “Don’t Drink and Drive”, 10% responded to “Hotspots:” and 5% responded to “Friends Don’t Let Friends Drive Drunk”.

Recall Seeing a Particular Ad: Drivers were asked if they saw a particular ad. It mentions “hotspots”, where more crashes are likely to occur because of driving after drinking. The Ad mentions hotspots are areas of concentrated danger and Alabama has its own hotspots due to alcohol related crashes. It states that over 300 people died last year in Alabama cities due to drinking and driving. The TV ad shows a map of Alabama with the hotspots radiating and you can hear a car crash in the background noise. The majority of respondents (77%) do NOT recall seeing the ad while 21% recall seeing the ad.

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans in the past 30 days. “Friends Don’t let Friends Drive Drunk” was recalled by 86% of respondents. “Drunk Driving. Do the Crime. Do the Time.” was recalled by 69% of respondents, “Drunk Driving. Over the Limit. Under Arrest.” was recalled by 62% of respondents, “You Drink and Drive. You Lose.” Was recalled by 61%, “Get the Keys” was recalled by 44%, “Buzzed Driving is Drunk Driving” was recalled by 42% and “Don’t drink and drive in Alabama’s Hotspots was recalled by 11% of respondents.

Enforcement of Drinking and Driving Laws: Most drivers (91%) feel it is very important to enforce drinking and driving laws more strictly, whereas 3% felt it was fairly important, 2% felt that it was somewhat important, and 3% felt it was not that important.

Seen or Heard Efforts to Reduce Drunk Driving: When asked after seeing or hearing efforts to reduce driving after drinking, are these messages likely to make you more likely aware of the problem 83% said “Yes”, 16% said “No” and 1% responded not sure/refused. When drivers were asked when they see or hear efforts to reduce driving after drinking, are these messages likely to: make you more likely to avoid driving in certain areas, 56% said “Yes”, 42% responded “No” and 2% said “not sure/refused”. When the question was asked if seeing or hearing these efforts would make them more likely to avoid driving in certain times, 66% responding said “Yes”, 32% replied “No” and 1% said Not Sure/Refused. When asked if these efforts would likely make them tell others to avoid driving and drinking, 84% replied “Yes”, 14% replied “No” and 1% said Not Sure/Refused. When asked if these messages are more likely to stop the driver themselves from driving after drinking, 78% said “Yes” while 22% said “No”. When asked if they see or hear efforts to reduce driving after drinking, are these messages likely to stop you from riding in a car with a driver who had been drinking, 77% responded “Yes”, 21% responded “No” and 1% were not sure/refused.

Less Likely to Drive in a Place Where Drunk Driving Crashed Occurred More Often: When asked “Compared to six months ago, are you less likely to drive in a place where crashes happen more often because of driving after drinking?” 35% of the respondents said “Yes”, 59% said “No” and 5% responded “Not Sure/Refused”.

Occupant Protection Paid Media Campaign

Total FY 2011 Expended Funds - \$470,973.08 - Funding Sources - Section 405 (\$251,670.35) & Section 406 (\$219,302.73)

“Click It or Ticket” Media Campaign

May 16 through May 30

“2011 Click It or Ticket” Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV and radio spots (May 16-30); and negotiation for earned (free) media (May 9-June 16, which includes the enforcement period) with the buys.

We anticipate that the Click It or Ticket Statewide Mobilization played a critical role in the effort to keep people safe on our roads and highways. In the May to June time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws. Further, electronic billboards, the al.com website and statewide newspapers were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In the May to June time frame, The Alabama Development Office placed 15,512 paid media and 7,144 bonus commercials for Click It or Ticket.

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

Broadcast Television

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

Cable Television

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

Radio

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

A thirty-second video/audio commercials was produced by Auburn Media for television and radio and a thirty-second video/audio commercial that was produced by Auburn Media for last year’s Click It or Ticket 2010 Campaign was reused for the 2011 Campaign.

2011-Click It or Ticket Media:

Cut #1: Grow Up: “Grow up, buckle your own seatbelt.”

Cut #2: Sgt. Steven Jarrett: “The truth is, seatbelts save lives. Buckle up, Alabama!”

Advertisements for electronic billboards, newspaper and al.com were tied back to the video media.

Electronic billboards were used to reinforce the radio and TV commercials. Three designs were developed to correspond to and reinforce the video commercials. Lamar electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Ads ran 703,858 times per day during the campaign, providing 10,322,700 exposures. Bell Media ran three paid and one bonus e-billboards at 1,350 ads per day per billboard for a total of 101,250 exposures in the Montgomery and Troy areas.

AL.COM Website: The state’s leading news website also provided excellent coverage for less than a \$10,000 investment:

Delivered:	Impressions	Chick Thru’s
Guaranteed Impressions (paid)	562,646	416
Site Wide Text Links	193,317	19
Homepage Impressions	221,639	169
Video Ads	140,418	59
TOTAL	1,118,020	663

ALABAMA PRESS ASSOCIATION

Newspapers 1,127,970 circulation (Bonus) 323,000

Occupant Protection Paid Media Evaluation
Total FY 2011 Expended Funds - \$72,990.29 - Funding Source - Section 405

Abt SRBI conducted telephone interviews after the CIOT campaign in 2011. Over 9,000 numbers were dialed in order to obtain 500 complete interviews. Random telephone numbers are used, so many are bad numbers. There are various other reasons it takes so many calls to get 500 complete interviews. The process continued until the 500 interviews were obtained so as to have a good sample size. The survey took place June 2 through June 27, 2011.

The most important questions dealt with the respondent's use or non-use of seat belts. Results were good; the most frequent answer was "All of the time." It was given by 91% of the respondents interviewed. 97% of the respondents reported that they used their seat belts "all of the time" or "most of the time" at the end of the CIOT campaign. This result was slightly higher than the numbers gathered at the end of the 2010 CIOT campaign, where 95% of respondents reported using seat belts "all of the time" or "most of the time".

As for gender in the 2010 SRBI phone survey, females were more likely to "buckle up" than males all/most of the time (99% to 94%). Self-reported male belt use increased by 13%, when comparing the 2011 post-campaign results with the 2010 post-campaign results. Also, reported female belt use increased by 4%. Generally, self-reported seat belt use rates have been higher than the observed rates for men and women.

In age group responses, the 16-24 year olds had a higher positive response (97%) to "all the time" seat belt usage when compared to last year. In 2010, only 83% in this age group responded "all the time" when asked how often seat belts were used. This result is very encouraging, as a subset of this age group was specifically targeted through the CIOT media campaign. An assumption can be made that a campaign emphasis placed on younger drivers might be appropriate and continue to be beneficial.

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 Hispanic category at 100%. The rate for the white category was 90%, non-white at 92% while the non-Hispanic group was at 91%. As compared to the post-campaign results from 2010, the rate among whites dropped from 91% to 90%, and the rate among Hispanics rose 90% to 100%. It is important to note the very small sample size of the Hispanic respondents (10 in 2011 and 8 in 2009), so no firm conclusions can be drawn for this subset.

When questioned about crashes, 96% agreed that they wanted to be wearing their seat belts if they were ever involved in a crash.

SUMMARY OF TELEPHONE SURVEYS: ALABAMA JUNE 2011

Media Exposure:

- Messages Encouraging Seat Belt Use
 - Heard **any** in past 30 days: 76%
 - **More** messages heard/seen in past 30 days: 18%
 - Messages cause more frequent seat belt use: 24%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
 - Click It or Ticket: 89%
 - Buckle Up Alabama: 63%
 - Buckle Up America; 33%
 - Buckle Up in Your Truck: 11%
 - Over the limit. Under arrest.: 48%
 - You Drink, You Drive, You Lose.: 55%
 - Friends Don't Let Friends Drive Drunk: 74%
- Pickup Truck Drivers Less Likely to Wear Set Belt in Truck than Other Car: 2%
- Seen/Heard Special Enforcement Efforts for Children: 29%
- Seen/Heard Messaged Encouraging Child Car Seats/Seat Belts: 38%

Awareness of Law

- Awareness of state seat belt law: 96%
- Awareness that seat belt law is primary: 76%

Beliefs About Enforcement

- Being Ticketed for seat belt offense likely: 71%
- Disagree police won't bother to write tickets: 53%
- Agree police are writing more tickets for seat belts now: 40%

Attitudes Toward Seat Belt Use

- Disagree they are as likely to harm: 63%
- Agree want my seat belt on in an accident: 96%
- Disagree wearing a seat belt makes me worry: 88%
- Seat belt laws should be primary: 75%
- Agree enforcement of seat belt laws is important: 87%
- Stricter enforcement of adult seat belt laws is important: 76%

Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 80%
- Drove without seat belt in past month: 18%
- Seat belt use increased in past 30 days: 7%

This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 91% report that they wear them all of the time, and 96% report that they wear them all of the time or most of the time. The 25-39 age group was the least supportive of belt use, and the 16-24 age group is showing great improvement. It might be appropriate to assume that special programs (special TV or radio ads, education, or enforcement) targeted at these groups should be continued.

Occupant Protection High Visibility Enforcement

Total FY 2011 Expended Funds - \$258,262.49 - Funding Source - Section 406

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from May 23 through June 5. The enforcement program consisted of members from 263 law enforcement agencies from the municipal to the state level (Municipal Agencies: 200; County Sheriffs: 41; State Police Districts: 16; Other Agencies: 6). The officers worked 11,858 total hours and conducted 336 checkpoints. The total number of citations issued was 31,538.

Traffic Safety Resource Prosecutor Program

Total FY 2011 Expended Funds - \$141,307.69 - Funding Source - State Traffic Safety Trust Fund

The Office of Prosecution Services is a state agency serving all 42 elected District Attorneys. Among other things, Prosecution Services' primary duty is to service the training needs for District Attorneys', ADA's and support staff. Through this project this office will increase the level of readiness and proficiency for the effective prosecution of traffic related cases.

Impaired driving cases continue to increase in litigious complexity rivaling capital cases. Additionally, the science involving identification and recognition of impaired drivers has significantly improved in recent years providing information that can be used by law enforcement and prosecutors in court settings. However, Alabama's law enforcement and courts fall behind other states in recognizing and utilizing available science applied in horizontal gaze nystagmus and drug recognition.

The TSRP has been involved in a number of traffic safety activities including but not limited to conducting Drug Recognition Expert (DRE) trainings, speaking at press events, attending and presenting at national TSRP training events, offering technical assistance on legislative matters and handling many DUI related court cases and hearings. He also attended the Lifesavers Conference as well as a national interlock symposium. He attended a TSRP training and the NHTSA Working Group which discusses current trends in the traffic safety industry as well as develops training opportunities. He conducted the NHTSA "Train the Trainer" event. This event certified some prosecutors and law enforcement officers as trainers in hopes of utilizing them in future trainings.

The TSRP's website, alabamaduiprossecution.com, continues to see growth both in the number of hits as well as the number of unique visitors every month. This website is a great way to stay connected to the traffic safety community.

The fastest growing portion of this position is as a resource to prosecutors and law enforcement officers. The requests range from answering technical and legal inquiries to providing case law updates to providing predicate and voire dire questions as well as jury instructions. The role of TSRP in the constant and evolving battle of impaired driving in Alabama continues to grow.

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

Drivers License Suspension Appeals Program

Total FY 2011 Expended Funds - \$30,184.47 - 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 the Driver License Suspension Appeals program is to ensure timely driver license suspension thus protecting drivers on the roadways of Alabama. The objectives to meet this goal include:

1. Maintain the average of five months required to handle driver license suspension appeals and decrease by one month. Results- This goal of reducing the time of handling the appeals was not achieved in FY 2011, however the five month average is being maintained. This is being attributed to the increased DUI enforcement efforts on the part of the state troopers and local law enforcement. The FY 2011 year began on October 1, 2010 with 1,389 cases pending; an additional 1,068 cases were filed this grant period. The grant's attorneys were able to clear 866 cases because of the limited court schedule for setting cases giving a total of 1,591 cases pending on September 30, 2011
2. Reduce the number of pending driver license suspension appeals from 1,389 to 1,041, a reduction of 25%. Results-This goal was not met due to the large increase in the number of cases filed during the grant period. This is due to greater enforcement action and many courts running deferral programs allowing persons to get their DUI criminal cases dismissed and the civil cases continued.

There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions I the court system.

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

The DLSA Program has been very successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available. The greatest challenge is developing a plan to reduce the number of cases because of the large increase in the number of court filings, due to greater enforcement and the courts running deferral programs allowing persons to get their DUI criminal cases dismissed causing the withdrawal of the suspension prior to hearings. There were over 1,000 new cases filed in this grant period.

This year the DLSA Program prepared and answered complaints filed by people attempting to keep their driver license under Alabama Administrative Suspension Act and attend court to defend the Director's action. Because of the courts financial and personnel problems, it is very difficult to get the cases before the court. They continue to be unable to get the courts in the smaller counties to set these cases on other than nonjury dockets which are held only a few times a year. They are continuing to work with the courts to shorten the pending case time as the Department is very successful in closing the cases once they come to trial. The Department closes about 75 percent of the cases once they get to trial.

Etowah County Commission - Alabama Yellow Dot Program

Total FY 2011 Expended Funds - \$109,129.92 - Funding Source - State Traffic Safety Trust Fund

The Older Drivers segment of the population is growing by increasing amounts annually due to the "Baby Boomers" entering the later stage of their lives. Crash injury treatments involving Older Drivers in rural areas as well as cities are hampered by the fact that Emergency Medical Services personnel will not start treatments en route to hospitals without information on the injured party's normal medical condition or information regarding medication that the party may be taking. This delay radically cuts into the "Golden Hour" in which proper treatment can save a person's life.

Many other segments of the population of Alabama have medical conditions that may give first responders the wrong impression if information concerning their affliction is not readily available. In the event of a crash, passengers may be unable or too distraught to convey information to the medical people on the scene.

The Northeast Alabama Traffic Safety Office (NATSO) in cooperation with the Etowah County Commission proposed to continue implementation of the ADECA/LETS Yellow Dot Program for Senior and At Risk Drivers in the North East Region of Alabama as well as to take this program state wide. NATSO continued to take the lead role in the implementation of the Yellow Dot Program throughout the other regions of the State of Alabama and has coordinated the forming and training of coalitions of Law Enforcement, Fire, EMS and Senior Groups. While designed for Alabama seniors, the Yellow Dot Program benefits all drivers of passengers with medical issues.

Mr. Dolberry and Mrs. Weaver spoke at the NHTSA Region IV Law Enforcement Liaison Conference that was held in Panama City Beach, FL in February 2011. They have received requests for information from neighboring states regarding the “Yellow Dot” program since television coverage transmitted across state lines. Residents from Georgia, Tennessee and Florida expressed interest in the program.

USA Today ran an article about Alabama’s Yellow Dot Program and the response from across the nation has been phenomenal. They have been contacted by close to 200 people in 30 different states that are interested in getting the program started in their area. Counties in Alabama that are participating in the Yellow Dot program as of September 30, 2011 are Etowah, Marshall, Cherokee, Madison, Colbert, Walker, St. Clair, Calhoun, Jefferson, Shelby, Clay, Randolph, Tallapoosa, Perry, Autauga, Lee, Choctaw, Marengo, Dallas, Montgomery, Russell, Clarke, Wilcox, Butler, Crenshaw, Pike, Coffee, Dale, Henry, Mobile, Baldwin, Escambia, Covington, Geneva and Houston.

Alabama Driver Attitude Report 2011-July Statewide Telephone Survey

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

The survey was administered to a randomly selected sample of approximately 500 respondents age 18 and older. Interviews were conducted July 26 through July 31, 2011. Schulman, Ronca and Bucuvalas, Inc. (SRBI), 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 Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 45.7 years. The average age of the male respondents was 44.7 years and the average age of female respondents was 46.5 years. Drivers age 18-24 made up 15% of respondents; 25-39 made up 24% of respondents; 40+ made up 59% of respondents.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. The majority of drivers considered themselves to be white 68%. Blacks or African American made up 23% of the survey while American Indians were 6%. Latinos made up 0%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. The majority of respondents (71%) said they drove almost every day while 16% drive a few days a week and 2% drive a few days a month. 1% replied that they drive a motor vehicle a few days a year.

Type of Motor Vehicle Driven: The majority of respondents (49%) drove cars. The next highest categories were SUVs at 19% followed by pickup trucks at 23% and vans or minivans at 7%.

The Recommended Set of Core Survey Questions by GHSA and NHTSA

- 1. Safety Belt: Frequency of Shoulder Belt Use:** Of the drivers that have a shoulder belt in their primary vehicle, 85% wear their shoulder belts all of the time and 11% wear their shoulder belts most of the time. 2% wear their shoulder belt some of the time, 2% say they rarely use their shoulder belt.
- 2. Messages about Seat Belt Law Enforcement:** When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 45% reported “Yes” and 53% reported “No”.
- 3. Likelihood of Being Ticketed for Not Wearing a Seat Belt:** When asked what people thought their chances were of getting a ticket if they did not wear their safety belt at all while driving or riding over the next six months, 50% said very likely, 26% said somewhat likely, 10% responded somewhat unlikely and 11% replied very unlikely.
- 4. Driving Over the Speed Limit of 30 mph:** When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 20% most of the time, 18% half of the time, 41% rarely and 20% never.

5. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received. 11% said most of the time, 14% said half of the time, 35% said rarely and 40% replied never.
6. Speed Enforcement by Police: 72% of those surveyed said they had read, seen or heard something about speed enforcement by police in the past 30 days. 27% said they had not.
7. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 43% said very likely, 39% said somewhat likely, 9% said somewhat unlikely and 7% said very unlikely.
8. At least One Alcoholic Beverage In the Past Year: When asked in the past year, have they had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers, 44% responded “Yes” and 56% responded “No”.
9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had a little. 19% replied yes and 80% said they had not.
10. Mean Number of Days in Past 60 Days Driven Within Two Hours of Drinking: Among those who have driven within 2 hours of drinking in the past 60 days, the mean number of days driven within two hours after drinking any alcoholic beverage was 7.93.
11. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 61% said they had and 36% said they had not.
12. Likelihood of Getting Arrested If Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 51% said very likely, 35% said somewhat likely, 7% said somewhat unlikely and 4% responded very unlikely.

E-Crash Deployment and Support

Total FY 2011 Expended Funds - \$417,658.76 - Funding Source - Section 408

The FY2011 year program had four primary goals, all of which were united by the development and delivery of information that is beneficial to improving the decision-making capabilities of both those who are in operational law enforcement positions and those who are making decisions with regard to the allocation of resources to reduce fatalities and injury crashes on Alabama roadways. The first goal was to continue the development of a paperless operation for the Department of Public Safety (DPS), and thus improve, not only the operational aspects by reducing time of form completion, but also to keep the officers in the field for a longer proportion of their shifts, and thus enable them to respond to crashes and other critical events. A second goal was to further develop the Safe Home Alabama (SHA) web site so that it is responsive to daily information updates to address the comprehensive needs of the entire traffic safety community. This site has proven its value in enabling all who are involved with traffic safety to know what else is going on in traffic safety, to prevent duplication of efforts and to facilitate the communications among the various traffic safety efforts. A third goal, which would produce similar law enforcement benefits as that given above, was to enhance law enforcement in-vehicle information capability by adding mobile Nlets/NCIC functionality to the Mobile Officers' Virtual Environment (MOVE). A final fourth goal was to complete the implementation of the real-time vehicle registration system, which was started in FY2010. The following gives a summary of the accomplishments of each of these projects.

Paperless operation of DPS. This project had a number of benefits that were obtained in addition to the increased efficiency and accuracy of enabling officers to work in a paperless environment. It keeps officers visible and in the field longer enabling them to provide a deterrent to both crime and traffic offenses. By being in the field as opposed to the office, they are visible providing a deterrent, and able to respond to emergencies much quicker. In previous years, the first forms that were automated under the MOVE environment were eCrash and eCite. This project added to those forms by automating several others, most notably the AST-60 DUI (arrest) form. Successful automation of other forms included the motorist assist, field interview and the hazardous road condition forms. These forms have capabilities for pre-population and data exchange (integration) similar to eCite and eCrash, so that all of the features and capabilities of MOVE are realized. Additional efforts are still required in moving the transfer applications to web services, creating the web services for DPS to consume, and implementing the server database, and an administrative site still needs to be developed for the Field Interview form.

SafeHomeAlabama.gov. The Safe Home Alabama (SHA) web site has the goal of providing communication and stimulating interactivity among all of the traffic safety efforts in the state. This is accomplished by informing users of ongoing programs, and by providing technical information to improve all programs. New technical articles are being posted on a daily basis as they become available, both from research within Alabama and information made available from NHTSA, FHWA, FMCSA, CDC and

other private advocacy groups, such as IIHS. This site has proven its value in enabling all who are involved with traffic safety to know what else is going on in traffic safety, to prevent duplication of efforts and to facilitate the communications among the various traffic safety efforts. A new version of the SHA web site was developed this past year that uses more advanced technology so that the number of updates that are required can be performed daily to keep SHA totally updated and comprehensive of the entire traffic safety community within Alabama without the benefit of an XML programming intervention. This was accomplished by completely converting the web site over to DotNetNuke, an advanced system that allows a large number of experts to interact directly with the web site to keep their respective pages updated. Unlike the previous version of SHA, DotNetNuke provides an authentication system that enables users to access only the pages to which they are authorized. The constantly growing information content on SHA currently includes 70 unique subject pages, references to 80 documents, and links to 600 other web pages. These numbers are growing every day by contributions from at least 30 Associates who contribute to the web site on a fairly continuous basis. The capability exists and in the near future we expect to assign userids and passwords to all of the SHA Associates so that they can maintain their respective pages. Dr. David Brown has been assigned the responsibility of SHA coordinator. He has served in this capacity over the past year, and he is currently engaged in recruiting additional Associates, soliciting information from the Associates, assuring that the site content is timely and complete, and upgrading the look and feel of the site.

Mobile Nlets/NCIC functionality. This phase of the project was to enhance law enforcement in-vehicle information capability by adding mobile Nlets/NCIC functionality to MOVE. This has been completed and is now available to all officers who have MOVE, which is estimated to be all of DPS and about 85% of local law enforcement. They consider their linkage to Nlets/NCIC to be invaluable in obtaining information about persons and vehicles. Prior to this innovation they had to contact their dispatchers, and work through them to do an NCIC query. Now that they have this direct capability within the vehicle they can bypass this step thus providing them with information in some cases almost instantaneously, thus increasing their situational awareness and safety.

Real time vehicle registration system. Prior to the development of the real time registration system, some vehicles, especially new license tag transfers from traded in vehicles, were observed not to show up in the system for up to several months. This meant that misinformation was in the system that showed a license tag number assigned to the wrong vehicle, i.e., evidence of a stolen tag and perhaps a stolen vehicle. This deficiency has not been fixed and the system provides daily updates so that the information obtained by officers in the field is accurate. At this point all 67 counties are participating in the new system. The reduction in reporting latency has been dramatic – from an average of about 3 months before the system change to less than 24 hours with the new system. As part of this project, the new fledgling system was managed to maintain continuity as the project roll out came to completion, and a smooth transition from the existing fragmented system has been attained. As part of the project, the new tag data were made available to law enforcement via LETS. Reimbursements were made

to the vendors in those counties where that was appropriate. Work is still required to complete a Web-based dashboard that will provide key statistics to control the overall data update process and to provide counties with key indicators that will be useful for their day-to-day activities. This part of the project has been designed and is currently in development. It is expected that a first prototype will be available at the end of the first quarter of FY2012.

**Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program
Total FY 2011 Expended Funds - \$59,800.00 - Funding Source - Section 408**

The Alabama Office of EMS and Trauma has renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. There were new reports developed for use with the AlaCert, EMS Management, and Electronic Patient Care Records systems and a system enhancement to allow EMS provider services to transfer vehicles between agencies instead of going through the delete and add vehicle process.

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

**University of Alabama - Traffic Records Assessment Coordination Grant
Total FY 2011 Expended Funds - \$31,044.30 - Funding Source – Section 402**

The Center for Advanced Public Safety (CAPS) assisted the State of Alabama Highway Safety Office in conducting a Traffic Records Assessment for Alabama. Technical program assessments were conducted using a panel of outside peer experts, who identified the strengths and weaknesses of the State Program and offered recommendations for program and system improvements. A complete traffic records program is necessary for planning (problem identification), operational management or control, and evaluation of a State's highway safety activities. This type of program is basic to the implementation of all highway safety countermeasures and is the key ingredient to their effective and efficient management. It is a requirement of NHTSA that States conduct a technical assessment at least once every five years. The State of Alabama conducted a traffic records technical assessment in 2006, so an assessment of this type was due again.

The role of CAPS in this project was to assist in the coordination of the project, specifically as it related to logistical matters, such as arranging the facility,

communicating plans and arrangements to the assessment team and NHTSA staff. CAPS also wrote the briefing book that included the state's current programs and statistics relating to traffic records and sent this item to the assessment committee and NHTSA one month prior to the assessment, determined the agenda schedule and invited the people to be interviewed.

Alabama Traffic Records Coordinating Committee (ATRCC)

The Alabama Traffic Records Coordinating Committee (ATRCC) is a properly constituted coordinating committee that provides the opportunity for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records system. The strategic implementation of the various components of the traffic records system will result in economies of scale through joint purchasing power, integration of new systems, and the cooperative development of data elements and data dictionaries.

Originally known as the Alabama Traffic Information Systems Council (ATISC), ATISC has been in existence since July 1994. The ATISC was recently reorganized and renamed as the ATRCC. The committee includes executive and technical levels. 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 it is charged with providing technical support, project implementation, and collaboration. The Chair of the technical level has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

Strategic Planning

The ATRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2010-2014) and an application for a grant to NHTSA in June 2010. The overall strategic planning effort of the ATRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive. There are some concerns noted in this plan that can be easily addressed by the ATRCC. However, additional resources will be required for the monitoring, data collection, 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.

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 to increase safety with particular focus on the problems of traffic crashes. 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 to assure that the laws passed within Alabama are as effective as possible in accomplishing the SSCC mission.

The SSCC supported the bills listed below for the 2011 legislative session.

1. Aggravated DUI >.15 BAC / prior alcohol, out of state
2. Interstate speed enforcement for cities under 19,000 in population
3. Ignition Interlock
4. Texting While Driving

Numbers 1 and 3 passed during the 2011 legislative session.

Due to the coming administration changes, the SSCC's role has not been defined. The Alabama Office of Highway Safety will actively participate with the governor elect's (Dr. Robert Bentley) transition team to ensure that this important committee is still active in the legislative process for 2012.

STATEWIDE STATISTICS *

	2005	2006	2007	2008	2009	2010
Number of Traffic Fatalities	1,148	1,207	1,110	969	848	862
Number of Serious Injuries in Traffic Crashes	25,562	25,164	22,755	20,293	15,131	10,522**
Fatalities/100M VMT						
• Total_____	1.92	1.99	1.81	1.63	1.51	NA
• Urban_____	1.28	1.31	1.20	1.18	1.02	NA
• Rural_____	2.59	2.69	2.44	2.10	1.74	NA
Number of Unrestrained Occupant Fatalities, All Seat Positions	561	568	538	452	378	394
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC	373	377	377	314	267	279
Number of Speeding-Related Fatalities	502	568	497	447	327	316
Number of Motorcyclist Fatalities	62	105	85	100	76	86
Number of Unhelmeted Motorcyclist Fatalities	3	10	8	15	7	5
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	219	230	194	163	140	140
Number of Pedestrian Fatalities	73	78	69	68	64	61
Observed Seat Belt Use, Front Seat Outboard Occupants	81.9%	82.9%	82.3%	86.1%	90.0%	91.4%
Speed Hotspots**	N/A	120	142	123	93	63
Speed Fatal Crashes**	331	370	359	338	221	212
Speed Injury Crashes**	3,502	3,712	3,392	2,958	2,299	1,883
Alcohol Hotspots**	N/A	218	191	190	194	245
Alcohol/Drugs Fatal Crashes**	212	237	257	212	237	210
Alcohol/Drugs Injury Crashes**	2,948	3,042	2,719	2,450	2,548	2,798

** - State Data

Goals from FY 2011 HSP/Performance Plan

Alabama Traffic Safety Performance Measures

C-1) Number of traffic fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	3-Year <u>Average</u>
969	848	862	893

The goal is to reduce total traffic fatalities from 848 in 2009 to 845 in 2011. The increase in total traffic fatalities in 2010 were primarily due to alcohol related fatalities and motorcyclist fatalities. Fatalities from 2009 to 2010 increased by 1.65% while state estimated miles driven (100 MVMT – based on state data not confirmed by FHWA) increased by 4.7% from 2009 to 2010.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	3-Year <u>Average</u>
20,293	15,131	10,522	15,315

The goal is to reduce number of serious injuries from 20,293 in 2008 to 19,250 in 2011. We met or exceeded this goal, however, beginning in 2009 the interpretation of injury severity changed as a result of e-Crash.

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

Rural Fatalities/VMT			2-Year <u>Average</u>
<u>2008</u>	<u>2009</u>	<u>2010</u>	
2.10	1.74	N/A	1.92

Urban Fatalities/VMT			2-Year <u>Average</u>
<u>2008</u>	<u>2009</u>	<u>2010</u>	
1.18	1.02	N/A	1.10

Total Fatalities/VMT			2-Year <u>Average</u>
<u>2008</u>	<u>2009</u>	<u>2010</u>	
1.63	1.51	N/A	1.57

The goal was to reduce total fatalities/VMT from 1.63 in 2008 to 1.39 in 2011.

The goal was to reduce rural fatalities/VMT from 2.07 in 2008 to 1.97 in 2011.

The goal was to reduce urban fatalities/VMT from 1.09 in 2008 to 1.01 in 2011.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
452	378	394	408

The goal was to reduce the number of unrestrained passenger vehicle occupant fatalities from 452 in 2008 to 445 in 2011. We met or exceeded this goal.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
314	267	279	287

The goal was to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 314 in 2008 to 310 in 2011. We met or exceeded this goal.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
447	327	316	363

The goal was to reduce the number of speeding-related fatalities from 447 in 2008 to 445 in 2011. We met or exceeded this goal.

C-7) Number of motorcyclist fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
100	76	86	87

The goal was to reduce the number of motorcyclist fatalities from 100 in 2008 to 95 in 2011. We met or exceeded this goal.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
15	7	5	9

The goal was to reduce the number of un-helmeted motorcyclist fatalities from 15 in 2008 to 10 in 2011. We met or exceeded this goal.

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

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
163	140	140	148

The goal was to reduce the number of drivers age 20 or younger involved in fatal crashes from 163 in 2008 to 160 in 2011. We met or exceeded this goal.

C-10) Number of pedestrian fatalities (FARS)

<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>3-Year Average</u>
68	64	61	64

The goal was to reduce the number of pedestrian fatalities from 68 in 2008 to 64 in 2011. We met or exceeded this goal.

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

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>3-Year Average</u>
90.0%	91.4%	88.0%*	89.8%

The goal for the observed seat belt use for passenger vehicles in 2011 was 91.8% vs. the actual usage rate of 88.0%. Two significant events occurred during 2011. The first event was the massive tornadoes that struck Alabama on April 27, 2011. The second event was that a new company was performing the observational surveys. We believe these two events had some effect on the final outcome of our seat belt usage. Increasing seat belt use will continue to be a priority for the Alabama Office of Highway Safety.

*Has not been certified by NHTSA.

Alabama Traffic Safety Activity Measures

Number of speeding citations

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>3-Year Average</u>
50,693	49,003	61,054	53,583

The goal was to increase the number of speeding citations from 50,693 in 2009 to 51,550 in 2011. We met or exceeded this goal.

Number of DUI arrests

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>3-Year Average</u>
3,374	5,108	4,867	4,450

The goal was to increase the number of DUI arrests from 3,374 in 2009 to 3,500 in 2011. We met or exceeded this goal.

Number of seat belt citations

<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>3-Year Average</u>
34,328	36,341	43,384	38,018

The goal was to increase the seat belt citations from 34,328 in 2009 to 35,000 in 2011. We met or exceeded this goal.

OVERALL PROGRAM GOAL

The overall strategic program goals follow:

To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2011.

In the Alabama Strategic Highway Safety Plan, the following goal was set: “The goal of this plan is to decrease the fatal mileage rate in Alabama from 1.8 to 1.5 per 100 million vehicle miles traveled by 2008.” This long term goal was based on the rate from 2002 and was not updated to reflect the rising rates seen in 2004-2006. The fatal mileage rate began to trend back down in 2007 and continued the downward trend in 2008, allowing the state to edge closer to the goal. The rate of 1.63 seen in 2008 did not meet the state goal of 1.5 by 2008 set in the Strategic Highway Safety Plan. With the 2009 numbers, the newly adjusted rate stands at 1.51 which is just above the goal set in the Alabama Strategic Highway Safety Plan and is also just above the long term goal set for calendar year 2011 in this Highway Safety Plan. At this time, the 2010 VMT are not available and the rate therefore cannot be calculated. At this time, the goal will not be updated, however, the state will continue in their vigilance to drive the rate down further and exceed any goals that have been set. The state will continue to track the rate and will strive to continue reducing that rate even further, and in so doing save lives.

The goal of reducing the rate by 25% was set for the first year in the FY 2008 plan and will remain in effect until the FY 2013 plan is developed. As the state works to achieve and maintain this goal over the five year time period, yearly short term goals also need to be established. For the first year (CY 2007), the state hoped to see a 3% reduction in the fatality rate. The fatal mileage rate went from 2.0 in 2006 to 1.81 in 2007 which is a drop of 9.5%. This well exceeds the reduction expected for one year and will help in reaching the goal of a 25% reduction over five years. For the second year (CY 2008) the state had a goal of an additional 8% reduction. The fatal mileage rate decreased from 1.81 in 2007 to 1.63 in 2008, a 9.4% reduction. In CY 2009 the goal set called for an additional 5% reduction. The reduction from 1.63 to 1.51 (*adjusted rate for the FY2012 HSP*) was a drop of approximately 7.4%, which is above the goal set for a single year. With the 2009 data, the state is close to the goal set for CY 2011 of 1.5. However, the state will continue to work to reduce this rate each year and the state will maintain the goal of reducing the rate by an additional 5% each year for the remaining two years (2010-2011).

The number of hotspots will continue to be monitored (as seen below in Table 2) and the rate will be monitored as seen on page 24. By focusing on two of the biggest killers (speed and alcohol related crash hotspots), the goal of reducing the fatality rate should be achievable. The criteria used to find the number of hotspots and the calculation of the rate will not change between the years in order to lend consistency in the total number of hotspots found for the State.

Table 2. Number of Hotspots

Year	Speed Hotspots	Alcohol Related Hotspots	Total Number of Hotspots
2006	120	218	338
2007	142	191	333
2008	123	190	313
2009	93	194	287
2010	63	245	308

As the State works to reduce the fatality rate by reducing the number of hotspots, a statewide effort must be made to focus traffic safety funding on hotspot crashes. By doing this, every possible option will be taken to bring these numbers down in the coming years. Additionally, the reduction in the number of hotspots found (using identical search criteria) in each year will be monitored. A slight drop in the total number of hotspots was seen between 2006 and 2007 and a more significant drop in the total was seen between 2007 and 2008. Additionally, the largest drop of all was seen between 2008 and 2009. Unfortunately an increase was seen between 2009 and 2010. Fortunately this increase did not take the state back to the total number of hotspots seen in 2008, however, the increase in the number of alcohol related hotspots reached its highest point since the hotspots began being identified with the 2006 data. This trend will be monitored in coming years in order to identify whether the 2010 data was an outlier or if there is an alarming trend towards increased alcohol crashes within the state. A number of programs are in place within the state to help target alcohol crashes and these will continue as a part of this FY 2012 plan.

General Strategy: To require the Community Traffic Safety Programs/Law Enforcement Liaisons (CTSPs/LELs) to focus their plans primarily on hotspot crashes and the problem locations identified for their respective region. By doing this, every effort will be made to focus on the biggest problem areas and the biggest killers in traffic safety and reduce the number of hotspots and fatalities in the State of Alabama.

Table 3. Summary of All Crashes – CY 2001-2010 Alabama Data

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Fatal Crashes	902	931	899	1033	1013	1074	1010	886	774	788
Percent Fatal Crashes	0.67	0.66	0.64	0.71	0.7	0.77	0.75	0.72	0.63	0.61
Injury Crashes	29,771	30,922	30,748	31,856	31,335	30,527	28,295	25,613	27,675	29,051
Percent Injury Crashes	22.26	22.02	21.8	21.77	21.76	21.84	20.92	20.66	22.37	22.63
PDO Crashes	103,066	108,583	109,420	113,469	111,645	108,179	105,951	97,469	95,291	98,545
Percent PDO Crashes	77.07	77.32	77.57	77.53	77.54	77.39	78.33	78.62	77.01	76.76
Total	133,739	140,436	141,067	146,358	143,993	139,780	135,256	123,968	123,740	128,384

Table 3 is a summary of all crashes for the Calendar Years 2001-2010. These statistics should be referenced as overall goals and strategies are discussed and determined. All figures in this table have been updated to reference the calendar year for their respective years.

Table 4. Hotspot Listing for State and Individual Regions

Hotspots	Speed Hotspots						Alcohol Related Hotspots					
	# of Hotspots (2006)	# of Hotspots (2007)	# of Hotspots (2008)	# of Hotspots (2009)	# of Hotspots (2010)	Percentage of Total Hotspots (2010)	# of Hotspots (2006)	# of Hotspots (2007)	# of Hotspots (2008)	# of Hotspots (2009)	# of Hotspots (2010)	Percentage of Total Hotspots (2010)
Birmingham Region	25	35	26	21	16	23.88%	37	32	27	34	41	16.27%
North East Region	11	17	17	11	13	19.40%	42	32	27	30	54	21.43%
North Region	10	18	17	16	9	13.43%	22	15	17	24	24	9.52%
Mobile Region	15	15	14	13	9	13.43%	52	48	47	40	49	19.44%
East Region	14	16	17	13	8	11.94%	13	11	14	9	7	2.78%
Central Region	15	12	15	8	7	10.45%	23	26	27	25	34	13.49%
South East Region	11	7	6	5	2	2.99%	5	2	6	15	17	6.75%
South West Region	5	10	4	4	2	2.99%	4	6	5	6	4	1.59%
West Region	14	16	14	8	1	1.49%	20	19	21	18	22	8.73%
TOTAL HOTSPOTS	120	146	130	99	67	100.00%	218	191	191	201	252	100.00%

** - Note that in 2010, some hotspots are counted twice. For example, if a hotspot (5 miles or ten miles in length) fell in more than one region, that hotspot was included in the count for both regions. Additionally, if a hotspot falls in more than one county, it is included in the regional count more than once. By doing this, the regional counts match the maps included in Section IV of the Highway Safety Plan. In 2010, there were four Speed Hotspots that fell in more than one region and an additional eight hotspots that fell in multiple counties within one region. There were seven Alcohol Hotspot that fell in more than one region and an additional 15 hotspots that fell in multiple counties within one region.*

Table 4 is a summary of all Speed and Alcohol Related Hotspots for Calendar Year 2006 through 2010. The 2006, 2007, 2008 and 2009 data was included here in order to allow for comparison within each region. In future years, data will continue to be added to this table to track the progress made in reducing hotspots across the state and within individual regions.

PERFORMANCE GOALS AND STRATEGIES

Fatal Mileage Rate and Hotspots

Long range goals were set in the FY 2008 HSP and will be in place until the FY 2013 HSP is under development. At that time they will be adjusted. This is done in order to monitor the long term progress in relation to a particular goal. The short-range goals have been adjusted to follow closely with the new long range goals and will continue to be adjusted each year or every other year.

Long-range goals (2008-2011):

- To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2011.
- To focus a large percentage of the efforts on a per region basis on reducing the number of hotspot locations in the state by 10%. By focusing on reducing these hotspot crash locations and the severity of these hotspots crashes, the number of fatalities and the fatality rate will decline as a result.

Short-range goals (2011):

- To reduce the fatalities/VMT to 1.39 in 2011. This number will continue to be tracked closely on a yearly basis in order to make sure that the state is making progress towards the long-range goal.
- To focus a large percentage of the effort on a per region basis on reducing the number of hotspots and hotspot crashes. Individual goals should be set by the regional coordinators that focus on reducing the number of hotspot crashes by approximately 2% per region over the coming year. This goal is the same as the short-range goal set for 2009 and 2010. While this goal was not reached by very many of the regions, efforts must continue to reach a 2% reduction per year within each region.

Strategies (for one year):

- Planning and Administration – The Alabama Office of Highway Safety (AOHS) is charged with implementing the state's highway safety efforts to reduce traffic deaths, injuries and crashes.
- Continue the nine Community Traffic Safety Programs/Law Enforcement Liaisons (CTSPs/LELs) projects.
- Continue to support the Center for Advanced Public Safety (CAPS) in exchange for their support of the AOHS. CAPS provides AOHS with their crash and traffic safety data throughout the year.
- Conduct nine local Hotspot Special Traffic Enforcement Program (STEP) projects, one within each of the CTSPs/LELs regions. Additionally, a statewide STEP project will be conducted in conjunction with the Alabama Department of Public Safety (DPS). The efforts of all CTSPs/LELs should be focused on hotspot crashes. By focusing on the hotspot crashes, every effort will be taken to reduce speed and alcohol related crashes, and in so doing, reduce the fatality rate for the state.

Strategies (for one year) - Continued:

- Continue the Law Enforcement Liaison (LEL) programs statewide. Beginning in FY 2007, this program was absorbed by the regional CTSP offices and was funded through the Community Traffic Safety Projects. This funding arrangement will continue in FY 2012.
- Participate in national "Click It or Ticket" campaign on the statewide level.
- Conduct statewide "Drunk Driving. Over the Limit. Under Arrest." campaign as a part of the national campaign.
- Conduct sustained enforcement for seat belts, impaired driving, and speeding.

Hotspots

Performance Measure: The following table indicates performance measures for Speed and Alcohol Related Hotspots. As the hotspots continue to be tracked, more columns will be added to this table:

Performance Measure	2006	2007	2008	2009	2010
Speed Hotspots	120	142	123	93	63
Alcohol Related Hotspots	218	191	190	194	245
Total Number of Hotspots	338	333	313	287	308

Short Term Hotspot Goals:

- Reduce the number of speed hotspots from 93 in 2009 to 90 in 2010 and 88 in 2011. We met or exceeded this goal.
- Reduce the number of alcohol hotspots from 194 in 2009 to 190 in 2010 and 186 in 2011. Goal was not met.

The goals set for this year will be in place for one year as the state efforts have focused on these types of crashes for the past several years. As these programs continue to gain momentum, reductions should be seen each year and monitored on a year to year basis.

The FY 2008 plan called for a reduction in speed hotspots from 120 to 118 and a reduction in alcohol hotspots from 218 to 214 between 2006 and 2008. These goals were set for two years due to the fact that the concentrated focus on speed and alcohol crashes was new to the state at the time that the goals were set. The goal for speed hotspots was not reached, and the state actually saw an increase over the two year period. The alcohol related goal was reached and exceeded over the two year period. However, the decrease seen between 2007 and 2008 was very small and actually went in the wrong direction with the 2009 data.

The FY 2010 plan called for a reduction in speed hotspots from 123 to 120 and a reduction in alcohol hotspots from 190 to 187 between 2008 and 2009. The speed hotspot goal was met and exceeded with a significant reduction from 123 to 93 hotspots in 2009. Unfortunately, the alcohol hotspots actually increased from 190 to 194 between 2008 and 2009.

In the FY 2011 plan, a reduction in speed hotspots from 93 to 90 in 2010 and to 88 in 2011 was called for. This goal was met and far exceeded with the 2010 data and has now been adjusted in order to continue striving for a reduction in the speed hotspots. The FY 2011 plan also called for a reduction in the alcohol hotspots from 194 to 190 in 2010 and 186 in 2011. Unfortunately, the alcohol hotspots increased significantly between 2009 and 2010 reaching an all time high of 245. Because of this, the goal has now been adjusted and this trend will continue to be monitored. The increase in the number of alcohol related hotspots seen between 2009 and 2010 is one that deserves further examination and close consideration in future years in order to determine whether it is the start of a trend or is an anomaly. One potential cause for this increase is the new traffic crash form that has been rolled out across the state of Alabama. With this new form it is possible that additional alcohol related crashes are being properly identified that were previously being filtered out.

Efforts will remain in place in the state of Alabama to reduce the number of hotspots in both the speed and alcohol categories. An encouraging sign of note was that the total number of hotspots continually reduced from 2006 through 2009. In 2010 this total number increased with a significant increase seen in the alcohol related hotspots. This is not an increase that will be ignored and only further proves that the emphasis on alcohol crashes is appropriate and needed within the state. While the goals and strategies for the coming years are focused on the hotspot crashes, tables referencing the types of crashes making up the hotspots will be maintained. The tables for Alcohol/Drug Crashes and Speeding Crashes are shown on the following pages.

Alcohol/Drug Crashes

Performance Measures: The following table indicates performance measures for alcohol/drug crashes:

Performance Measure	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Alcohol Fatal Crashes	219	214	203	228	212	237	257	212	237	210
% Alcohol Fatal Crashes	24.28%	22.99%	22.58%	22.07%	20.93%	22.07%	25.45%	23.93%	30.62%	26.65%
Alcohol Injury Crashes	3066	3078	2878	2876	2948	3042	2719	2450	2548	2798
% Alcohol Injury Crashes	10.30%	9.95%	9.36%	9.03%	9.41%	9.96%	9.61%	9.57%	9.21%	9.63%
Total	3285	3292	3081	3104	3160	3279	2976	2662	2785	3008

Short Term Alcohol/Drug Goals:

- Reduce the number of alcohol fatal crashes from 237 in 2009 to 230 in 2010 and 225 in 2011. We met or exceeded this goal.
- Reduce the number of alcohol injury crashes from 2,548 in 2009 to 2,472 in 2010 and 2,395 in 2011. Goal was not met.

Because alcohol and drug related crashes have been one of the two major focuses in the state for the past several years, the goals for the coming year will only be set in one year increments. This will allow for year to year monitoring of the goals and adjustment of the goals when necessary.

The goals set based on the 2006 data were intended to be reached by the end of 2008. Because of the efforts put forth in the state, both of the goals were reached and exceeded. The first goal called for a reduction of alcohol fatal crashes from 237 in 2006 to 233 in 2008 while the second goal called for a reduction in the number of alcohol injury crashes from 3,042 in 2006 to 2,650 in 2008. In 2008, the number of fatal crashes had fallen to 212 and the number of injury crashes had fallen to 2,450. Both of these were well below the goals that were set for the state. Goals set in the FY 2010 HSP were based on the 2008 data and called for a reduction in the number of fatal crashes from 212 to 206. The goals set in the FY 2010 HSP also called for a reduction in alcohol injury crashes from 2,450 to 2,378. Neither of these goals were met, as both categories saw an increase between 2008 and 2009.

For the FY 2011 HSP, the goals were adjusted to reflect the total numbers seen in 2009. These adjusted goals called for a reduction in alcohol fatal crashes from 237 in 2009 to 230 by 2010 and 225 by 2011. The data for 2010 exceeded both of these goals and the FY 2012 goal was adjusted in order to continue seeking reductions in the number of fatal crashes. The second goal for the FY 2011 HSP called for a reduction in the number of alcohol injury crashes from 2,548 in 2009 to 2,472 in 2010 and 2,395 in 2011. Unfortunately the 2010 data showed a significant increase in the number of alcohol injury crashes making the 2011 goal very difficult if not impossible to reach. In order to help maintain achievable and attainable goals, the goal for the FY 2012 HSP was adjusted to 2,780 alcohol injury crashes in 2012. If reached, this will bring the number of alcohol injury crashes back just below the total number of alcohol related injury crashes seen in 2009. In order to achieve this goal and keep the numbers from continuing to trend upward, efforts to reduce alcohol related crashes must be continued and intensified.

Speeding

Performance Measures: The following table indicates performance measures for speed-related ("Speed") crashes:

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Speed Fatal Crashes	256	298	293	317	331	370	359	338	221	212
Percent Speed Fatal Crashes	28.4	32	32.6	30.7	32.7	34.5	35.5	38.1	28.6	26.9
Speed Injury Crashes	3119	3253	3208	3325	3502	3712	3392	2958	2299	1883
Percent Speed Injury Crashes	10.5	10.5	10.4	10.4	11.2	12.2	12	11.5	8.3	6.5
Total Speed Crashes	7146	7648	7497	7583	3833	4082	3751	3296	2520	2095

Short Term Speeding Goals:

- Reduce the number of speed fatal crashes from 221 in 2009 to 214 in 2010 and 210 in 2011. Goal was not met.
- Reduce the number of speed injury crashes from 2,299 in 2009 to 2,230 in 2010 and 2,184 in 2011. We met or exceeded this goal.

As was done with the alcohol/drug related crashes, goals were set for one year and will be reevaluated next year. The goals set in 2006 called for a reduction in speed fatal crashes from 370 to 341 for 2008 and a reduction in speed injury crashes from 3,712 to 3,222 by the end of 2008. In the FY 2010 HSP, new goals were established based on the 2008 crash data. These goals called for a reduction in speed fatal crashes from 338 to 328 and a reduction in speed injury crashes from 2,958 to 2,870. These goals were both met and greatly exceeded in 2009.

For FY 2011 new goals were set seeking reductions in the number of speed fatal crashes from 221 in 2009 to 214 in 2010 and 210 in 2011, as well as reductions in the number of speed injury crashes from 2,299 in 2009 to 2,230 in 2010 and 2,184 in 2011. The results seen in 2010 showed that the fatal crashes goal for 2010 was met and the injury crashes goal was met and greatly exceeded. The fact that goals for the past two years have been met and exceeded indicates that the state is heading in the right direction in reducing speed crashes. New goals were established in this year's version of the HSP and will continue to be monitored.

Occupant Protection

Performance Measures: The performance measures for both child safety seat and overall restraint use are obtained from annual surveys conducted by the Alabama Department of Public Health. The Safety Belt Usage Rate is obtained immediately following the “Click It or Ticket” campaign in June and the Child Safety Seat Usage Rate data is collected in August. The latest data for both of these rates was obtained from reports made available by the Alabama Department of Public Health. At this print 2011 data was not yet available due to the timing of when the surveys were conducted in 2011.

While the hotspots given for FY 2012 do not include the factor of restraint usage, it is important to continue to track these numbers and work towards increasing the usage rates in both categories through programs outside of the scope of the Highway Safety Plan funding.

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Safety Belt Usage Rate	79.40%	78.80%	77.40%	80.00%	81.90%	82.90%	82.30%	86.10%	90.00%	91.43%	88.00%
Child Safety Seat Usage Rate	77%	89.40%	87.00%	82.90%	91.60%	88.00%	92.30%	88.20%	94.91%	93.12%	95.83%

Short Term Occupant Protection Goals: The short term goal set for the FY 2009 plan sought to see an increase in the statewide seat belt usage rate from 86.1% to 86.8% in 2009. This rate was exceeded in 2009, hitting a new high for the State of Alabama at 90.0%.

In the FY 2010 plan, a goal of increasing the seat belt usage rate from 90.0% to 90.3% was set. Once again, the state reached and exceeded this goal in 2010, achieving a belt usage rate of 91.4%. New goals for the belt usage rate and the child safety seat usage rate for 2011 are included below.

Increase the statewide seat belt usage rate from 91.4% in 2010 to 91.8 in 2011. The goal for the observed seat belt use for passenger vehicles in 2011 was 91.8% vs. the actual usage rate of 88.0%. Two significant events occurred during 2011. The first event was the massive tornadoes that struck Alabama on April 27, 2011. The second event was that a new company was performing the observational surveys. We believe these two events had some effect on the final outcome of our seat belt usage. Increasing seat belt use will continue to be a priority for the Alabama Office of Highway Safety.

There are 14 core measures, however information is not available for one of these measures (C-3). Of the remaining 13 measures, the AOHS met or exceeded 11 of the 13 goals. In addition to the 13 core measures, the AOHS set additional goals. The AOHS met or exceeded 14 of the 19 total measures.

All the projects funded by the AOHS contributed to the State of Alabama meeting their performance goals set in the FY 2011 HSP/Performance Plan and the overall success of the highway safety program.



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

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February 7, 2012

Bill Babington, Division Chief
Law Enforcement and Traffic Safety Division
Alabama Department of Economic and
Community Affairs
P.O. Box 5690
Montgomery, Alabama 36103-5690

Dear Mr. Babington:

We have reviewed Alabama's fiscal year 2011 Annual Report, which describes the State's progress in meeting its highway safety performance goals. Based on your submission, we find the Annual Report to be in compliance with the requirements of the Section 402 program.

The Alabama Office of Highway Safety (AOHS) experienced a decrease in seat belt usage for fiscal year 2011 at 88.0% (NHTSA uncertified rate) from 91.4% in 2010. I encourage you to pay close attention to the counties selected for your new seat belt survey design and develop creative strategies to increase seat belt usage in those counties and statewide during the 2012 "Click It or Ticket" Campaign. Your continued effort to increase seat belt usage among pickup truck drivers and passengers is commendable. I encourage you to continue to implement creative strategies such as nighttime seat belt enforcement to reduce the number of unrestrained passenger motor vehicle occupant deaths that occur between the hours of 6:00 p.m. and 6:00 a.m. The use of creative strategies and countermeasures that work should help increase seat belt use in Alabama.

Also, your continued participation in the Labor Day High Visibility Enforcement Impaired Driving Crackdown and the 12-month sustained impaired driving effort should continue to have an impact on impaired driving in Alabama. I commend the Law Enforcement and Traffic Safety Division's and AOHS' leadership in developing a speed enforcement program that focuses on preventing speed related fatalities and injuries statewide. Congratulations on your reduction of the number of speeding-related fatalities from 327 in 2009 to 316 in 2010 and continuous reductions over the last three years. I encourage you to pilot test the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) in one city or community to determine what impact the program will have on reducing criminal activity, crashes, fatalities, injuries, and the economic cost due to motor vehicle crashes.

There were decreases in the following traffic safety performance goal areas: number of serious injuries from 15,131 in 2009 to 10,522 in 2010; number of unhelmeted motorcyclist fatalities from 7 in 2009 to 5 in 2010; and the number of pedestrian fatalities from 64 in 2009 to 61 in 2010.

There were decreases also in the performance goal that the AOHS set for the state. They were the number of speed fatal crashes from 221 in 2009 to 212 in 2010; number of speed injury crashes from 2,299 in 2009 to 1,883 in 2010; number of speed hotspots from 93 in 2009 to 63 in 2010; and number of alcohol/drugs fatal crashes from 237 in 2009 to 210 in 2010. There were negative increases for the following traffic safety performance measures: number of traffic fatalities from 848 in 2009 to 862 in 2010; number of unrestrained occupant fatalities from 378 in 2009 to 394 in 2010; number of fatalities involving driver or motorcycle rider with .08+ BAC from 267 in 2009 to 279 in 2010; and number of motorcycle fatalities from 76 in 2009 to 86 in 2010.



There were increases also in the performance goal that the AOHS set for the state. They were the number of alcohol hotspots from 194 in 2009 to 245 in 2010 and alcohol/drugs injury crashes from 2,548 in 2009 to 2,798 in 2010.

The Traffic Safety Activity Measures 2011 goals set for the number of speeding citations was 51,550; number of DUI arrests was 3,500; and number of seat belt citations was 35,000. Alabama achieved these goals by increasing the number of speeding citations to 61,054; number of DUI arrests to 4,867; and seat belt citations to 43,384.

The number of drivers age 20 or younger involved in fatal crashes remained the same at 140 in 2010.

Below is a trend chart for the State of Alabama.

STATEWIDE STATISTICS

	2006	2007	2008	2009	2010
Number of Traffic Fatalities	1,207	1,110	969	848	862
Number of Serious Injuries in Traffic Crashes*	29,844	27,085	24,110	15,131	10,522
Fatalities/100M VMT					
• Total _____	1.99	1.81	1.63	1.51	NA
• Urban _____	1.31	1.20	1.18	1.22	NA
• Rural _____	2.69	2.44	2.10	1.79	NA
Number of Unrestrained Occupant Fatalities, All Seat Positions	568	538	452	378	394
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC	377	377	314	267	279
Number of Speeding-Related Fatalities	568	497	447	327	316
Number of Motorcyclist Fatalities	105	85	100	76	86
Number of Unhelmeted Motorcyclist Fatalities	10	8	15	7	5
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	230	194	163	140	140
Number of Pedestrian Fatalities	78	69	68	64	61
Observed Seat Belt Use, Front Seat Outboard Occupants	82.9%	82.3%	86.1%	90.0	91.4
Speed Hotspots	120	142	123	93	63
Speed Fatal Crashes	370	359	338	221	212
Speed Injury Crashes	3,712	3,392	2,958	2,299	1,883
Alcohol Hotspots	218	191	190	194	245
Alcohol/Drugs Fatal Crashes	237	257	212	237	210
Alcohol/Drugs Injury Crashes	3,042	2,719	2,450	2,548	2,798

NA – Data Not Available

*State Data

I encourage you to set the agreed upon traffic safety performance goals by NHTSA and GHSA as high and as realistic as you can in the 2013 HSP/Performance Plan. My staff and I are available to assist you in any way

possible to help you attain your traffic safety performance goals and reduce traffic related fatalities, injuries, and crashes to the lowest levels ever in the State of Alabama.

Thank you for all your efforts to develop countermeasures and programs to make the highways and roads in Alabama safer. If you have any comments or questions, please do not hesitate to contact Andrew Stancell, Carmen Hayes, or myself at (404) 562-3739.

Sincerely,

A handwritten signature in black ink that reads "Terrance D. Schiavone". The signature is written in a cursive style with a large, sweeping initial "T".

Terrance D. Schiavone
Regional Administrator

cc:

Terry Henderson, State Coordinator, AOHS
Andrew Stancell, NHTSA Region 4