



**FFY 2007  
ANNUAL EVALUATION**

**OF THE**

**IDAHO HIGHWAY SAFETY PLAN**

**IDAHO TRANSPORTATION DEPARTMENT  
OFFICE OF HIGHWAY OPERATIONS AND SAFETY**

# **Idaho**

**Governor Butch Otter**

**Director Pamela K. Lowe, PE  
Governor's Highway Safety Representative**

**Mary Hunter, Highway Safety Manager  
Idaho Transportation Department  
Office of Highway Operations and Safety  
PO Box 7129  
Boise Idaho 83707-1129  
208 334-8101  
[mary.hunter@itd.idaho.gov](mailto:mary.hunter@itd.idaho.gov)**

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
NHTSA Expenditures by Section 402 Program Area.....	2
NHTSA Expenditures by Incentive Programs.....	3
YTD Expenditures for Section 163 (0.08 BAC).....	3
Program Impact.....	4
Progress in Meeting Highway Safety Goals .....	5
Evaluation of Safety Restraint Law Effectiveness .....	7
Legislative Highlights.....	8
<b>PROGRAM HIGHLIGHTS .....</b>	<b>11</b>
<b>SECTION 402 PROGRAM AREA .....</b>	<b>12</b>
Impaired Driving.....	13
Impaired Driving – Youthful Drivers .....	16
Police Traffic Services – Aggressive Driving .....	18
Safety Restraint Program .....	22
Child Passenger Safety Program.....	28
Bicycle and Pedestrian Safety.....	28
Emergency Medical Services.....	30
Traffic Records/Roadway Safety .....	33
Community Traffic Safety .....	34
Motorcycle Safety.....	34
<b>INCENTIVE GRANT PROGRAMS .....</b>	<b>35</b>
Section 410 Impaired Traffic Incentive Grant Program .....	36

Section 157 Incentive Occupant Protection Grant Program .....	39
Section 408 Incentive Data Programs .....	39
Section 2010 Incentive Motorcycle Safety Grant Program .....	40
Section 1906 Incentive Unbiased Racial Profiling .....	41
Section 163 0.08 BAC Incentive Grant Program.....	41
<b>PAID ADVERTISING PROGRAM.....</b>	<b>46</b>
Impaired Driving Paid Advertising.....	47
Seat Belt Paid Advertising .....	48
Child Passenger Safety Paid Advertising .....	48
Aggressive Driving Paid Advertising .....	49
Aggressive Youthful Driving Paid Advertising.....	49
Bicycle/Pedestrian Safety Paid Advertising .....	49
Motorcycle Safety Paid Advertising .....	50
2007 Paid Advertising Expenditures Summary .....	50
Annual Paid Media Report.....	51
Summary of Paid Advertising Survey Results.....	52
<b>MOBILIZATION PROGRAM.....</b>	<b>61</b>
Impaired Driving Mobilization .....	62
Seat Belt Mobilization .....	63
Aggressive Driving Mobilization .....	64
Aggressive Youthful Driving Mobilization .....	65
Mobilization Summary .....	66
<b>SAFETY PROGRAM PLANNING AND ADMINISTRATION .....</b>	<b>67</b>

Safety Program Planning and Administration .....	68
Planned vs. Actual Costs.....	68
Comparison of Planned vs. Actual Costs.....	69
<b>ADDENDUM</b> .....	70
2006 Annual Evaluation Report for Governors Highway Safety Association .....	71

## EXECUTIVE SUMMARY

The Idaho Transportation Department (ITD) is the recipient agency for federal highway safety grant funds. As the administering agency, the Office of Highway Operations and Safety (OHOS) prepared planning documents for expenditure of the funds. Meeting the National Highway Traffic Safety Administration (NHTSA) requirements, the OHOS now submits an annual evaluation on the use of the funds. The OHOS provides grant funds to state, county, local unit of government, and nonprofit organizations to conduct projects benefiting and improving highway safety within the state, as a part of the overall traffic safety program for Idaho.

The goal of the program is to reduce deaths and serious injuries resulting from motor vehicle crashes, by implementing programs designed to address driver behaviors. The purpose of the program provides grant funding addressing Idaho's own unique circumstances and particular highway safety needs. Many factors influence highway safety. Well-designed and maintained roads, supportive laws, strong enforcement, and an educated public all contribute to improved driver safety behaviors.

Traffic safety problem areas are identified through collision data analysis and are contained in the Idaho Highway Safety Plan (HSP). The HSP is a three-year planning document that identifies the most critical highway safety problems in the state. Federal Fiscal Year (FFY) 2007 was the first of the three-year FFY 2007-2009 highway safety plan.

This report represents the final evaluation of the FFY 2007 Highway Safety Plan, composed of the following Grant Programs: Section 402, Section 410 Impaired Traffic Safety Incentive, Section 408 Data Program Incentive, Section 2010 Motorcycle Safety Incentive, Section 1906 Unbiased Racial Profiling Incentive, and remaining carry forward funds of Section 157 Occupant Protection Incentive and Section 163 0.08 BAC Incentive.

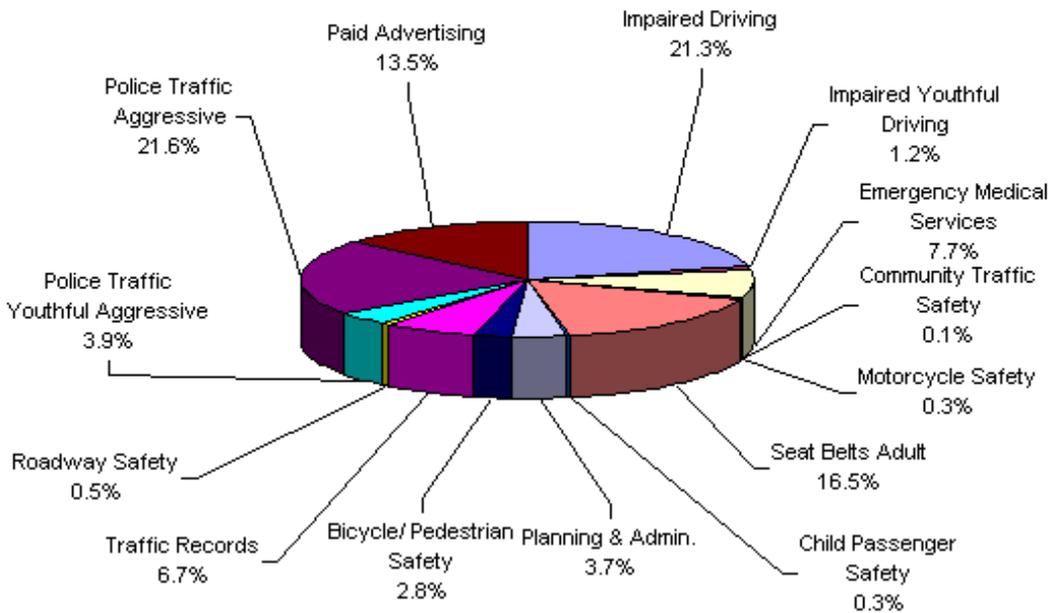
Forty-three Section 402 grants, three Section 410 grants, six Section 157 grants, two Section 408 grants, two Section 2010 grants, one 1906 grant and nine Section 163 grants, were proposed to address the identified highway safety problems, for a total of sixty-six grants. This report provides the overall accomplishments of our year's efforts, and highlights the accomplishments in each of the program areas. Reports on our paid media program, funded with federal funds, and the effectiveness of Idaho's safety restraint law are also included.

**EXPENDITURES OF NHTSA SECTION 402 BY PROGRAM AREA  
FFY 2007**

Program Area	Federal Funds	Match Funds	FY07 Total Funds
Impaired Driving	\$247,225	\$121,489	\$368,714
Impaired Youthful Driving	\$13,743	\$44,614	\$58,358
Emergency Medical Services	\$89,528	\$31,708	\$121,235
Motorcycle Safety	\$4,056	\$1,352	\$5,408
Seat Belts Adult*	\$191,818	\$63,139	\$254,958
Child Passenger Safety	\$3,414	\$1,045	\$4,459
Bicycle/ Pedestrian Safety	\$32,400	\$3,286	\$35,686
Police Traffic Aggressive*	\$250,567	\$152,480	\$403,047
Police Traffic Youthful Aggressive	\$45,468	\$4,103	\$49,571
Traffic Records	\$77,687	\$494	\$78,181
Community Traffic Safety	\$627	\$0	\$627
Roadway Safety	\$5,857	\$274	\$6,130
Paid Advertising	\$157,005	\$0	\$157,005
Planning & Admin.	\$43,154	\$25,970	\$69,124
<b>Total All Program Areas</b>	<b>\$1,162,549</b>	<b>\$449,954</b>	<b>\$1,612,503</b>

During the reconciliation process of FFY 2007, two overpayments were discovered. The refunds will be posted in FFY 2008. These refunds are: \$994.14 refund in Seat Belt Statewide Services (SSB0701) from Fruitland Police Department, and \$600 in Aggressive Driving Statewide Services (SPT0701) from St. Anthony Police Department.

**FFY 2007 SECTION 402 EXPENDITURES  
BY PROGRAM AREA**



<b>EXPENDITURES OF NHTSA INCENTIVE PROGRAMS</b>			
<b>FFY 2007</b>			
Program Area	Federal Funds	Match Funds	FY 2007 Total Funds
157 Occupant Protection	\$169,466	\$41,110	\$210,576
410 (J8) Impaired Incentive	\$233,294	\$700,000	\$933,294
410 (K8) Impaired Incentive	\$266,186	\$88,724	\$354,910
410 Planning and Admin	\$20	\$12	\$32
2010 Motorcycle	\$93,173	\$0	\$93,173
408 Data Records	\$84,485	\$32,500	\$116,985
<b>Total Incentive Program Expenditures</b>	<b>\$846,624</b>	<b>\$862,346</b>	<b>\$1,708,970</b>

**FFY 2007 EXPENDITURES FOR SECTION 163 (0.08 BAC)**

SUMMARY OF PROJECTS	FEDERAL FUNDS OBLIGATION	TOTAL FEDERAL FUNDS EXPENDED	FUNDS BALANCE
Paid Media (163 only)	\$251,000	\$214,061	\$36,939
Impaired Driving	\$50,204	\$50,204	\$0
Aggressive Driving	\$90,000	\$59,061	\$30,939
Youth	\$21,000	\$15,000	\$6,000
Seat Belt	\$40,000	\$40,000	\$0
Bicycle/Pedestrian	\$24,797	\$24,797	\$0
CPS	\$25,000	\$25,000	\$0
Highway Safety Summit (163 only)	\$18,000	\$10,223	\$7,777
XTR4 Website	\$45,105	\$12,165	\$32,940
Child Passenger Safety Training	\$120,431	\$97,075	\$23,356
IMPACT	\$46,562	\$46,561	\$1
Web CARS	\$79,429	\$34,523	\$44,906
Mobilization	\$160,000	\$59,760	\$100,240
Impaired Drivers	\$45,000	\$45,000	\$0
Aggressive Drivers	\$35,000	\$14,760	\$20,240
Youth Drivers	\$60,000	\$0	\$60,000
Seat Belts	\$20,000	\$0	\$20,000
ISP	\$60,000	\$45,939	\$14,061
LEL	\$50,000	\$24,538	\$25,462
<b>TOTAL</b>	<b>\$830,528</b>	<b>\$544,846</b>	<b>\$285,682</b>

## PROGRAM IMPACT

The Highway Safety Plan is composed of Section 402, with eight program areas, and the Incentive Grant Programs. In FFY 2007, the Office of Highway Operations and Safety (OHOS) implemented 43 projects within the Section 402 Program and 23 projects within the Incentive Grant Programs.

A summary of achievements, based on analysis of the latest complete 2006 data (because 2007 data is not complete) includes the following highlights:

- Idaho's fatality rate per 100 million vehicle miles traveled was 1.75 in 2006. Idaho's rate is still significantly higher than the National fatality rate per 100 million vehicle miles traveled, which was estimated to be 1.44 in 2006.
- While the number of motor vehicle collisions decreased by 14.2 percent to 24,225 in 2006, this decrease was due almost entirely to a legislative change in the property damage reporting threshold. The threshold was increased from \$750 in property damage to any one person to \$1,500 property damage to any one person and became effective January 1, 2006.
- The number of fatalities resulting from motor vehicle collisions decreased from 275 in 2005 to 267 in 2006, a 3 percent decrease.
- Just over 41 percent of the motor vehicle fatalities were the result of impaired driving. Of the 110 persons killed in impaired driving crashes, 87 percent were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho exceeded its 2006 goal of 78 percent by reaching 79.8 percent in June 2006 following the May Mobilization. However, seat belt use declined to 78.5 percent in 2007. The survey is conducted following our May Mobilizations. In 2006, the restraint use of drivers and occupants of passenger vehicles killed in crashes decreased from 40.0 percent in 2005 to 38.8 percent in 2006. In 2004, it was 42.4%.
- Aggressive driving was a contributing factor in 43 percent of the fatalities and was a contributing factor in 54 percent of the motor vehicle collisions in 2006.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2006, youthful drivers were involved in 2.6 times as many fatal and injury collisions as you would expect them to be and were 2.9 times as likely as all other drivers to be involved in a fatal and injury crash.
- There were 8 pedestrians and 2 bicyclists killed in motor vehicle crashes in 2006.
- The number of motorcyclists killed in collisions continued to rise in 2006. Just over half of all motorcycle collisions and half of fatal motorcycle collisions involved a single

motorcycle. There were 38 motorcyclists killed in motor vehicle collisions in 2006.

- Fatal collisions involving commercial motor vehicles decreased by 17 percent in 2006 and the number of injury collisions involving commercial motor vehicles decreased by 5 percent. There were 30 people killed and 750 people injured in commercial motor vehicle collisions in 2006.

## **PROGRESS IN MEETING HIGHWAY SAFETY GOALS**

Idaho's goals and progress toward our goals are provided in the tables below. These goals are based on five years of data rather than one year, except for the observed seat belt use rate which is an annual rate. The goals were set aggressive enough to provide a significant challenge in achieving them to encourage us to do our best. While some of the goals were not met, in most cases, significant progress was made. Idaho met or exceeded its goals in the areas of seat belt use, youthful drivers, and bicycle safety.

Idaho surpassed its observed seat belt usage rate goal of 78 percent use by 2006. Over the last four years, Idaho's usage rate has increased significantly. The observed usage rate jumped from 62.9 percent in 2002 to 71.7 percent in 2003, then reaching 74.0 percent in 2004 and 76.0 percent in 2005, and 79.8 percent in 2006, our highest rate ever. (Our usage rate decreased in 2007 to 78.5 percent.)

While the five-year fatality rate decreased in 2006, the goal was not met. However, we were not far from achieving the 2006 goal.

Idaho also did not meet the five-year impaired driving fatality and serious injury rate goal, although the rate did decrease slightly.

While we also did not meet our aggressive driving goal, the fatality and serious injury rate continues to decrease.

Finally, the goal for pedestrian safety was not met; however, Idaho continues to have a much lower percentage of pedestrian fatalities and serious injuries than the nation. We exceeded our goal for bicyclists in fatal and serious injury crashes.

We did surpass our goal of decreasing the involvement of youthful drivers (ages 15-19) in fatal and serious injury crashes and hope to continue this downward trend.

See detailed goals and results below, or for additional information, refer to the Governor's Highway Safety Association 2006 Annual Evaluation Report for Idaho which can be found in the Addendum.

5-Year Fatality Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	1.84	1.82	1.80	1.78
Actual	1.86	1.84		

5-Year Serious Injury Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	11.06	10.65	10.29	9.96
Actual	11.61	11.56		

Observed Seat Belt Use Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	76.0%	78.0%	81.0%	84.0%
Actual	76.0%	79.8%		

5-Year Impaired Fatality & Serious Injury Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	2.93	2.85	2.78	2.71
Actual	2.98	2.97		

5-Year Aggressive Fatality & Serious Injury Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	6.89	6.56	6.25	5.96
Actual	7.19	7.02		

5-Year Youthful Driver Fatality & Serious Injury Involvement Rate

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	2.08	2.07	2.07	2.06
Actual	2.08	2.05		

5-Year Bicyclist Fatal & Serious Injury Rate per 100,000 Population

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	3.26	3.12	2.99	2.86
Actual	3.12	2.84		

5-Year Pedestrian Fatal & Serious Injury Rate per 100,000 Population

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Goal	4.59	4.29	4.00	3.72
Actual	4.95	4.83		

## EVALUATION OF SAFETY RESTRAINT LAW EFFECTIVENESS

Idaho last revised its safety restraint law, Idaho Code 49-673, on July 1, 2003. The revised law includes the following:

- It applies to all seating positions;
- Adult violators, 18 and older, in any seating position are subject to a \$10 citation;
- An adult driver with unbelted juveniles is fined \$10;
- Young drivers may receive the \$10 fine plus court costs. If the driver is under 18 years of age and the driver or any occupant younger than 18 fails to wear a seat belt, court costs are added to the fine. The \$10 fine plus court costs total \$51.50;
- An officer can issue a citation solely for a safety restraint violation, but a primary violation is still required to make the traffic stop; and
- The Catastrophic Health Care Cost Program receives \$5 from each conviction.

Previously, the safety restraint law applied to the front seat only, had a \$5 fine with no funds provided to the Catastrophic Health Care Cost Program, and required a conviction for the primary violation in order to convict for the seat belt violation.

During the 2007 legislative session, the Idaho Seat Belt Coalition worked with legislators to seek a primary seat belt law. There was not sufficient support for a primary seat belt law, so they settled for a fine increase to \$25 for a seat belt violation. The legislation passed in the Senate, but was held in the House Transportation and Defense Committee without a hearing. Similarly, legislation to eliminate the nursing baby exemption from Idaho's child passenger safety law was passed in the Senate but also was held in the House Transportation and Defense Committee without a hearing.

Idaho's seat belt use rate is on the decline, falling from 79.8 percent in 2006, to 78.5 percent in 2007. The decrease in seat belt use is expected to continue until Idaho's seat belt law is strengthened by the Idaho Legislature and more funding is available to address this issue.

Our conclusion is based on the following information:

- Idaho's fine of \$10 is the lowest fine in the country;
- Idaho is already above the usage rate for states with secondary laws. In 2007, states with secondary laws averaged 73 percent usage, while states with primary laws averaged 87 percent; and

- Idaho is ineligible to receive federal incentive seat belt funds because our laws do not meet the minimum standards established by Congress. Funding for seat belt education programs has been greatly reduced due to the loss of funds. Without funding for programs, we anticipate a continued decrease in belt use which will result in increased deaths and serious injuries by those not wearing seat belts in traffic crashes.

In 2006, 116 Idahoans killed in car crashes were not wearing their seat belts. In addition, 384 unbelted Idahoans were critically injured in 2006 traffic crashes. Idaho's 2007 seat belt use rate was 78.5 percent. Still, the 22 percent of Idahoans that do not buckle up account for 61 percent of the people killed in traffic crashes. Based on the proven effectiveness of seat belts in preventing deaths and serious injuries, it is estimated that 80 lives were saved in 2006 by seat belt use. An additional 58 lives could have been saved if everyone had buckled up.

## **LEGISLATIVE HIGHLIGHTS**

***Two pieces of legislation concerning highway safety became law in FFY 2007.***

### **SENATE BILL NO. 1119**

This legislation amended existing law to revise the requirements of a class D supervised instruction permit to increase the minimum time required of a permittee operating a vehicle with a supervised instruction permit from 4 months to 6 months; a provision was added to limit the number of passengers for the first six months after a youthful driver is licensed; and if the driver is under age 17 when the license is received, a technical provision assures the cancellation of a permit occurs upon violation of underage alcohol consumption.

### **SENATE BILL NO. 1130**

This legislation brought Idaho's Commercial Drivers License (CDL) program into closer alignment with Federal Motor Carrier Safety Administration (FMCSA) regulations. In December 2006, FMCSA was prepared to send a non compliance letter to Idaho for not addressing this issue, which would have been the first step in the process to withhold highway funding.

Federal disqualification periods for major offenses of CDL holders or those required to hold a CDL must be reflected in Idaho statutes. Idaho's administrative license suspension (ALS) is considered one of those major offenses. While the ALS disqualified CDL holders during the period of suspension (90 days for the first ALS and one year for any subsequent ALS), the disqualification period required by FMCSA regulations for major offenses is a one-year

disqualification for the first major offense, and a lifetime disqualification for a second major offense (arising in separate incidents) . Under this law change, if a driver had both an administrative license suspension and a DUI conviction and suspension in one incident, only one disqualification would be counted.

***Five pieces of legislation concerning highway safety did not become law in FFY 2007.***

**HOUSE BILL NO. 176**

The purpose of this legislation was to create a statute that appropriately addressed individuals who cause serious injury to others by driving recklessly. This legislation was aimed at "road rage" and other reckless driving situations. Under current Idaho law, reckless driving is a misdemeanor offense punishable by six (6) months in jail and/or a \$1,000 fine. This legislation created a felony penalty for reckless driving that caused great bodily harm, permanent disability or permanent disfigurement to another.

This legislation created a discretionary five (5) year sentence and/or a \$5,000 fine. The felony penalty provisions allowed for better accountability of offenders, and increased protection for citizens traveling upon Idaho's road ways. With the enhanced penalty, the courts would have been allowed to order longer supervised probation including extended time for restitution payments to be made to victims.

**HOUSE BILL NO. 254**

The legislation would have given drug court judges, including DUI court judges, authority to grant driving privileges to an offender in good standing who is participating in a drug court program, provided the offender drove a motor vehicle equipped with a functioning ignition interlock system. The offender would only be eligible for restricted driving privileges after the offender has served a period of absolute suspension of driving privileges of sixty days.

**SENATE BILL NO. 1110**

This legislation (1) made obtaining a driver's training permit a convenient, one-stop, one-time effort for parents and students; (2) eliminated the problem of different permits being required for different choices in driver's training programs by allowing interchangeability between public and private driver training schools; (3) eliminated different permits altogether and alleviated the problem of parents or students purchasing the wrong permit, for which fees are non-refundable per Idaho Code; (4) provided funding for a durable digitized photo for the driver's training permit, in a special format on a card like a driver's license; (5) provided clarification of the class D driver's training permit to be in the instructor's immediate possession while the permittee is operating a vehicle during driving instruction; (6) provided

clarification of driver training instruction permits issued to people age 14 ½ but less than age 17; and (7) changed the expiration date for a driver training instruction permit from one year, or age 17, whichever comes first, to age 18 – essentially making the permit valid for as long as 3 ½ years. With the approval of the proposed legislation, a single type of driver education permit would be issued, for a fee of \$26.50.

### **SENATE BILL NO. 1135**

Senate Bill 1135 amended existing law relating to motor vehicle safety restraint use by deleting the provision limiting application of this law to vehicles weighing not more than eight thousand pounds; increased the fine for violation of safety restraint law to \$25; and provided distribution of fine revenues.

### **SENATE BILL NO. 1094**

Senate Bill 1094 amended existing law relating to child passenger safety and provided there would be no exceptions to the law requiring all children six years of age or younger to be properly secured in a child safety restraint. This would have deleted the nursing baby exemption.

# **PROGRAM HIGHLIGHTS**

**SECTION 402**  
**PROGRAM AREA**

## IMPAIRED DRIVING

### Impaired Driving Statewide Services Grant – SAL0701

Funded Grant Total: \$280,982; Expended \$190,277

The overall goal of the 402 Impaired Driving Program is to reduce the number of alcohol and drug-related fatalities and serious injuries through increased awareness, education, training, enforcement, and meaningful adjudication and treatment.

Idaho's five-year impaired fatality and serious injury rate goal for 2006 was 2.85 per 100 million vehicle miles traveled. With a rate of 2.97, Idaho did not meet the five-year impaired driving goal. Idaho's impaired driving crashes, as a percent of all 2006 crashes, increased to 7.7 per cent compared to 6.9 percent in 2005. In 2006, Idaho's impaired driving fatalities, as a percent of all fatalities was 41.2 percent, an increase compared to 36.4 percent in 2005, and was slightly above the national average of 41 percent.

#### Accomplishments include:

- **\$13,500** supported a December 2006 statewide Holiday Impaired Driving enforcement mobilization resulting in 187 law enforcement officers, 2,882 hours, 1898 traffic contacts and 180 DUI arrests. This mobilization was also funded with 163 Incentive funds. See Mobilization section for more details.
- **\$1,200** funded one week of St. Patrick's Day 2007 statewide Impaired Driving enforcement mobilization resulting in 86 law enforcement officers, 829 hours, 943 traffic contacts, and 58 DUI arrests. See 410 Incentive SJ80701 and the Mobilization section for more details.
- **\$10,665** funded the St. Patrick's Day media campaign. See Paid Media section for more details.
- **\$40,420** funded the week of July 4, 2007 for statewide Impaired Driving enforcement mobilization resulting in 152 law enforcement officers, 1862 hours, 1800 traffic contacts, and 62 DUI arrests. See 410 Incentive SJ80701 and the Mobilization section for more details.
- **\$37,074** funded the July 4<sup>th</sup> media campaign. See Paid Media section for more details.
- **\$26,585** funded August 24-Labor Day for a statewide Impaired Driving enforcement mobilization resulting in 279 law enforcement officers, 2,422 hours, 6,205 traffic contacts, and 227 DUI arrests. See 410 Incentive SJ80701 and the Mobilization section for more details.
- **\$63,123** funded equipment purchases during mobilizations that agencies earned by claiming regular traffic patrol hours for impaired driving, aggressive driving and seat belt enforcement. Some examples of equipment included in-car video systems, speed

detection equipment, alcohol monitoring devices, and electronic ticket writing equipment. See Mobilization section for more details.

- **\$9,576** was used for enhancing the capabilities and knowledge of people who work within the DUI deterrence system such as law enforcement officers, judges, court administrators, hearing officers, prosecutors, and probation officers by identifying and providing specialized training. Funding allowed 26 participants to attend the 23rd Annual Idaho Conference on Alcohol & Drug Dependency held at Boise State University. The attendees were a mixture of judges, probation and law enforcement officers.
- **\$674** funded travel expenses for two of Idaho's six Law Enforcement Liaisons' to attend a NHTSA sponsored LEL conference in Denver. This was also funded with 410 incentive funds.
- **\$1,485** purchased three handheld alcohol sensors that were presented to the top three DUI arresting Idaho State Police officers from Region 1 (Coeur d' Alene). They were presented to the officers by Idaho Governor Risch at a news conference.
- **\$6,100** funded the purchase of an Intoxilyzer 5000EN alcohol sensor for the Bannock County Sheriff's department to replace an aged and failing device that could have jeopardized DUI convictions. The Intoxilyzer is used by multiple agencies including the Bannock County DUI Task Force.
- **\$500** funded travel expenses for an officer from the Boise Police Department to attend the OJJDP 9<sup>th</sup> Annual National Leadership Conference in Orlando Florida. The information gathered there by Officer Galloway was used in his patrol efforts on Boise State University Campus and the downtown Boise underage alcohol patrols. Officer Galloway has also shared his patrol efforts with other law enforcement agencies.
- **\$650** was reimbursed to Lewis County Sheriff as their replaced Guth 2100 Wet Bath Simulator which is used to calibrate their alcohol sensing device critical for conviction of those arrested for driving under the influence.
- **\$2,360** funded travel and registration for two magistrate judges to attend a Criminal Pre & Post Trial Challenges class at the National Judicial College in Reno, Nevada.
- **\$485** funded overtime for two Alcohol Beverage Control officers to perform alcohol compliance checks in Idaho City. Two bars were cited for over service.
- **\$2,000** funded the Idaho's Drug Recognition Expert Coordinator and another DRE to attend the Annual National DRE Conference in Las Vegas, Nevada.
- **\$3,552** funded the 2007 Drug Recognition Expert class at the Idaho POST Academy. Funding included the class room materials and supplies and funded the out of state travel expenses for instructors to accompany students to Washington and Oregon for

certification after completing the classroom portion. This training was also funded with Section 410 Incentive SJ80701.

- **\$3,814** funded the purchase of a laptop computer and a projector for Idaho's Traffic Safety Resource Prosecutor to use in training sessions for prosecutors and law enforcement.
- **\$1,500** funded the purchase of 100 EPROM computer chips for the State Police Forensics Lab to install in the Intoxilyzer 5000 alcohol sensors. This chip will allow law enforcement to record the last place those arrested for DUI were served their last drink. This will help show if there is a pattern of over service from bars and restaurants.

**Bingham County Sheriff – Impaired SAL0702, Impaired Youthful SAL0722**

Funded Grant Total: \$10,000; Expended \$0.

SAL0702 Funded: \$ 5,000; Expended \$0

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

**Nampa Police Impaired Driving STEP Grant – Impaired Driving SAL0707, Impaired Youthful Driving SAL0727, Aggressive Driving SPT0707**

Funded Grant Total: \$39,300; Expended \$38,393

SAL0707 Funded: \$ 5,000; Expended \$ 5,000

Accomplishments:

This was the first year of a three year grant. An officer with the experience, knowledge, and desire for traffic enforcement was chosen from within the department. His position was backfilled with a new hire. During this first year Officer Krohn accomplished the following: 726 traffic contacts, issued 117 moving citations, wrote 13 seat belt citations, 25 underage alcohol citations, and arrested 122 impaired drivers. Officer Krohn attended training as a Drug Recognition Expert and was certified in July.

**Sandpoint Police Impaired Driving STEP Grant – Impaired Driving SAL0708, Aggressive Driving SPT0708**

Funded Grant Total: \$25,000; Expended \$25,000

SPT0708 Funded: \$12,500; Expended \$12,500

Accomplishments:

This was the second year of a three year grant. Officer Giese accomplished the following: 852 traffic contacts, issued 213 moving violations, 71 seat belt citations, 49 DUI arrests. Officer Giese was certified as a DRE in 2006.

**Twin Falls County Sheriff Grant – Impaired Driving SAL0709, Aggressive Driving SPT0709**

Funded Grant Total: \$10,800; Expended \$0

SAL0709 Funded: \$ 5,400; Expended \$0.

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

**Bonnors Ferry Police Grant – SAL0711**

Funded Grant Total: \$8,000; Expended \$0.

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

## **YOUTHFUL DRIVER PROGRAM**

**Impaired Driving Statewide Services Grant – SAL0721**

Funded Grant Total: \$125,982; Expended \$0

**Aggressive Driver Statewide Services Grant – SPT0721**

Funded Grant Total: \$56,500; Expended \$19,470

The Youthful Driver program area, ages 15-19 years, is focused on the goal of reducing youth involved motor vehicle-related fatalities and serious injuries in Idaho. Strategies included a combination of pre-driving and driving age education, and enforcement-based program. These strategies were to reduce young driver-related DUI, aggressive driving, and inexperienced driving fatalities and serious injury crashes; and to increase young driver's and their passenger's safety restraint use in Idaho. Young drivers, ages 15-19, represent 7 percent of licensed drivers, yet they were involved in 14 percent of motor vehicle crashes in 2006. The youthful driver fatal and serious injury involvement rate for 2006 was 2.9 times higher than for all other drivers.

### **Accomplishments:**

- The Youthful Driver program continued participating with the Aggressive Driver program. Joining the Summer Campaign during June 10-23 and July 15-28 allowed law enforcement agencies additional resources to reduce typical teen driving behaviors such as speeding, passing a stop sign, following too close, disregarding a signal, and emphasis on the importance of wearing a seat belt. Of the 33 agencies funded during the mobilization, 6 agencies were supported from the Youthful Driver program. 187 officers were funded for a total of \$132,502 in overtime and equipment earned with dedicated traffic enforcement hours. Utilizing the *Parent Notification* brochure, 13 agencies mailed 146 notifications to parents. These were notification of their teen's driving performance, and being stopped for traffic violations. Summer campaign statistics show 6,650 moving citations were issued. Of these, 300 teens were cited for speeding citations, as well as 10 for reckless driving. Other statistics reported were 300 underage alcohol citations, 41 youth DUI arrests and 177 youth drug arrests.

- Distribution of teen oriented brochures included: 1,750 *Parent Notification* brochures where law enforcement agencies inform a parent when their teenagers have been stopped for traffic violations; 4,441 XTR4 palm cards through law enforcement agencies, schools and commercial driver education programs; 4,305 *Are You Under 21?* through law enforcement agencies, probation offices and MADD.
- In partnership with the Aggressive Driver campaign, the OHOS contributed \$31,021 in paid media promotion for the Youthful driver message through a media contractor. Radio and billboard advertising featured the safe youthful driver message, with a new radio message developed in 2007. See Paid Media section for more details.
- OHOS continued a partnership with the Department of Education Driver Education program, and the *Drive* program. The program focuses on attitude using scenarios and situations most teens may encounter as they begin to drive. The program included the *Drive for Parents*, a program to raise parental awareness of the current challenges teens' face while driving. Tools are provided to help their teen with driving attitude, and the benefits of seat belts. The *Drive for Parents* program was presented at the INL site in September for employees.
- Open to all Idaho elementary school children, OHOS continued sponsoring the annual Highway Safety Calendar Contest. Teachers submitted over 350 pieces of artwork with highway safety messages. 15 students had their artwork selected for the calendar. These 15 pre-teen students shared a valuable message with school peers, family members and friends. With 6,500 calendars distributed, each student became a teacher showcasing traffic safety artwork and message being viewed by elementary school teachers and students, law enforcement agencies and state officials throughout Idaho.
- More than 3,830 new teen visits were made to the XTR4.com website to play games and learn safe driving tips. See Incentive Funds section 163 for XTR4 Website Program further details.
- Funded *Celebrate Graduation* activities for 104 high schools with 10,391 seniors participating across Idaho, at a cost of \$34,700. The purpose of this program is to provide a safe, non-alcoholic, chaperoned fun event for seniors to attend on the night of graduation. In 2007, there were no alcohol-related youth fatalities on graduation nights.

**Bingham County Sheriff Grant – Impaired Driving SAL0702, Impaired Youthful Driving SAL0722**

Funded Grant Total: \$10,000; Expended \$0

SAL0722 Funded: \$ 5,000; Expended \$0

This grant was converted to a Memorandum of Understand for participation in statewide mobilizations.

**Nampa Police Impaired Driving STEP Grant – Impaired Driving SAL0707, Impaired Youthful Driving SAL0727, Aggressive Driving SPT0707**

Funded Grant Total: \$39,300; Expended \$38,393

SAL0727 Funded: \$ 5,000; Expended \$ 5,000

See Impaired Driver section for more details.

**Blackfoot Police Department Grant – Aggressive Driving SPT0703, Aggressive Youthful Driving SPT0723, Seat Belts SSB0703**

Funded Grant Total: \$15,000; Expended \$15,000

SPT0723 Funded: \$ 5,000; Expended \$ 5,000

See Aggressive Driver section for more details.

**Idaho Falls Police Department Grant – Aggressive Driving SPT0705, Aggressive Youthful Driving SPT0725, Seat Belts SSB0705**

Funded Grant Total: \$25,000; Expended \$24,107

SPT0725 Funded: \$ 5,000; Expended \$ 5,000

See Aggressive Driver section for more details.

**Jerome Police Department Grant – Aggressive Driving SPT0706, Aggressive Youthful Driving SPT0726, Seat Belt SSB0706.**

Funded Grant Total: \$18,000; Expended \$14,688

SPT0726 Funded: \$ 6,000; Expended \$ 3,688

See Safety Restraint section for more details.

## **POLICE TRAFFIC SERVICES – AGGRESSIVE DRIVING**

This program area addressed the highway safety problem of aggressive driving. Aggressive driver behaviors include the following factors that contribute to traffic crashes: exceeding the posted speed, failing to yield, passing a stop sign, driving too fast for conditions, following too close, and disregarding a signal.

One major enforcement component of the aggressive driver program is the funding of Selective Traffic Enforcement Program (STEP) Teams, which are developed to combat significant crash problems. Funding is typically provided for manpower and, as warranted, equipment, training, and traffic data systems. The primary duties of STEP personnel are traffic enforcement, crash problem identification, and coordination of collision prevention activities with non-enforcement agencies, such as the courts, highway districts, community groups, and educational systems, along with an assertive public information component.

**Aggressive Driving Statewide Services Program Grant – SPT0701\***

Funded Grant Total: \$212,032; Expended: \$115,307

Accomplishments:

- Two aggressive driving campaigns were conducted, June 10–23 and July 15–28. The mobilizations were combined with the Youthful Driver Program to provide additional focus and funding. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$72,865 toward overtime, and \$54,534 toward incentives (traffic enforcement equipment). See Mobilization section for more details.  
\*During the reconciliation process, an overpayment of \$600 for the mobilization to St. Anthony Police Department was discovered. The refund will be posted in FFY 2008.
- The law enforcement agency participation level increased from 25 agencies in FFY06 to 35 agencies in FFY07.
- Total agency participation during the mobilization timeframe resulted in 6,650 speeding tickets, 115 reckless driving tickets, 504 DUI arrests, 851 seat belt tickets, 1,110 felony arrests, and 73 child passenger safety tickets. (A total of 14,451 tickets were issued during the timeframe); and
- Based on the latest Idaho Traffic Collision report (2006), Idaho continued the downward trend in aggressive driving fatal and serious injury rate. Although Idaho did not meet its five-year rate goal for 2006 of 6.56 aggressive driving-related fatalities and serious injuries per 100 million annual vehicle miles traveled (AVMT), Idaho did experience a continued decline by attaining a rate of 7.02 for 2006, down from 7.19 in 2005, which was down from 7.26 in 2004;
- The number of aggressive driving-related crashes also decreased as shown by the 2006 crash report. The number of aggressive driving fatal and serious injury crashes decreased from 1108 crashes in 2005 to 1018 crashes in 2006, a decrease of 8.1 percent;
- Continued the aggressive driver media campaign. See the Paid Media section for funding levels. The statewide campaign ran for two months, June and July included purchasing radio air time for a public service announcement and advertising space for billboards and pump toppers;
- Continuing to work with and support law enforcement agency's (STEP) Teams dedicated to traffic enforcement;
- Distributing over 3,391 aggressive driving public informational and educational materials to over 50 different agencies and groups and to the general public.

**Blackfoot Police Department Grant – Aggressive Driving SPT0703, Aggressive Youthful Driving SPT0723, Seat Belts SSB0703**

Funded Grant Total: \$15,000; Expended \$15,000

SPT0703 Funded: \$ 5,000; Expended \$ 5,000

Accomplishments:

- Blackfoot Police Department was able to purchase two ICOP in-car video camera systems for \$9,500 and used another \$5,500 for 202.5 overtime hours to focus on aggressive driving, youth aggressive driving, and seat belt enforcement.
- During the overtime enforcements, Blackfoot Police Department issued 317 aggressive/hazardous driving citations, 5 DUI citations, 211 seat belt Citations and 19 child passenger restraint citations.

**Bonneville County Sheriff Grant – Aggressive Driving SPT0704, Seat Belts SSB0704.**

Funded Grant Total: \$18,700; Expended \$18,700

SPT0704 Funded: \$ 9,350; Expended \$ 9,350

See Seat Belt section for more details.

**Idaho Falls Police Department Grant – Aggressive Driving SPT0705, Youth Aggressive SPT0725 and Seat Belt SSB0705.**

Funded Grant Total: \$25,000; Expended \$24,107

SPT0705 Funded: \$15,000; Expended \$14,107

Accomplishments:

- Idaho Falls Police Department (IFPD) developed an effective collision reduction program that reduced crashes in the highest crash locations compared to 2006. Crashes were reduced by 15% in those locations.
- The police department was also able to bring seat belt utilization up by 17 percentage points. Two surveys were taken and an average of 56% of the observed occupants were wearing seat belts prior to the mobilization, and 72% were observed wearing their seat belts after the mobilizations.
- Along with regular enforcement hours, IFPD worked 736.5 overtime hours directed at aggressive driving, youth drivers and seat belt usage in the high crash locations and times.
- The total number of school summons, citations, and warning citations were 4,379, which is an average of 5.9 contacts per hour for the overtime worked. IFPD maintained the 8% citation rate over the 2003 -2005 rates. Although the total citations in 2007 were lower than 2006 (from 15,327 compared to 15,353), it was only a slight decline.

**Jerome Police Department Grant – Aggressive Driving SPT0706, Aggressive Youthful Driving SPT0726, Seat Belt SSB0706.**

Funded Grant Total: \$18,000; Expended \$14,688

SPT0706 Funded: \$ 6,000; Expended \$ 3,688

See Seat Belt section for more details.

**Nampa Police Impaired Driving STEP Grant – Impaired Driving SAL0707, Impaired Youthful Driving SAL0727, Aggressive Driving SPT0707**

Funding Grant Total: \$39,300; Expended \$38,393

SPT0707 Funding: \$29,300; Expended \$28,393

See Impaired Driver section for more details.

**Twin Falls County Sheriff Grant – Impaired Driving SAL0709, Aggressive Driving SPT0709**

Funding Grant Total: \$10,800; Expended \$0

SPT0707 Funding: \$ 5,400; Expended \$0

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

**Ada County STEP Eagle – Aggressive Driving SPT0710**

Funding Grant Total: \$19,650; Expended \$19,645

Accomplishments:

- The City of Eagle continued to have a STEP officer on staff to increase traffic speed awareness and to continually educate the community regarding traffic laws.
- The STEP decreased collisions in intersections by lengthening the time between stoplights, and painted new lines in the roadway to better facilitate the flow of traffic and placed new signs to further clarify the traffic flow.
- The STEP officer taught 28 hours of Traffic Safety courses at local driver training schools as well as 12 hours of Drug and Alcohol Recognition to Parents of at-risk youth in their Parent Project program.
- Although the overall citations for the STEP officer were down 14.3% from the previous year, the officer was able to average 2.33 contacts per hour, which exceeded the goal of 2 contacts per hour. The officer issued 610 written warnings and 579 hazardous driving and seat belt and made 9 arrests, two of which were for DUI.
- Although, the aggressive driver injury accidents increased by 4.2% since 2005, the overall number of aggressive driver accidents decreased by 2.4% since 2005, and the aggressive driver fatal accidents decreased from 3 in 2005 to 0 in 2006.

**Coeur d'Alene Police Department – Aggressive Driving SPT0713**

Funding Grant Total: \$17,500; Expended \$14,537

Accomplishments:

- Coeur d'Alene Police Department continued their Community Accident Reduction through Education (C.A.R.E) program to emphasize aggressive driving, DUI and seat belt education and enforcement.
- The department focused on aggressive driving emphasis patrols and increased citations/summons in FFY07 from 3032 the previous year to 3187. DUI arrests increased from 559 in FFY06 to 567 in FFY07. Although the number of seat belt citations decreased from 874 in FFY06 to 619 in FFY07, enforcement surveys showed an increase in seat belt usage from 82.75% in FFY06 to 84.6% in FFY07.
- Injury crashes were down by 11 from FFY06 of 327, to FFY07 of 316.
- They effectively used the local press resources to educate the public of traffic safety and enforcement emphasis patrols.
- They have instructed 640 students in their Traffic Safety School and are working on developing a "young driver" education class.
- The Police Department partnered with the City Engineering Department and initiated action in replacing updated school zone speed signage, along with flashing amber lights to make the school zone more obvious.

**Sandpoint Police Department STEP Grant – Impaired Driving SAL0708, Aggressive Driving SPT0708**

Funding Grant Total: \$25,000; Expended \$25,000

SPT0708 Funded: \$12,500; Expended \$12,500

See Impaired Driving section for more details.

**SEAT BELT PROGRAM**

The overall goal of the Seat Belt Program area is to increase Idaho's seat belt use rate in order to reduce the deaths, serious injuries, and societal costs resulting from motor vehicle crashes. Safety restraint use includes the use of seat belts, booster seats, and child safety seats. See Incentive Section 157 for more details on the adult safety restraint program.

In 2007, Idaho's seat belt use rate declined for the first time since 1997. Idaho's belt use rate is now 78.5 percent, down from 79.8 percent in 2006, while the national belt use rate increased to 82 percent. We expect further declines until more funding is available to sustain the programs that Idahoans have come to expect. Idaho is not eligible to receive federal grant funds to address this issue because our seat belt and child passenger safety laws do not meet minimum grant standards. Weaknesses in our laws include the seat belt fine of just \$10, and the nursing baby exemption that allows parents to let their children to ride unrestrained to attend to physiological needs. Only 9 states did not receive any seat belt/CPS incentive grant funds in 2007.

Funds spent for the adult seat belt program dropped from \$469,391 in FY 2006, to \$380,564 in FY 2007. This included the Section 402 total of \$171,098, Section 157 total of \$169,466, and Section 163 total of \$40,000.

Idaho continues to lose too many lives and incur too many costs due to unbelted motor vehicle drivers and occupants. In 2006, 116 unbelted people died in traffic crashes and 384 unbelted people were critically injured.

Idaho's official seat belt usage survey, costing \$9,436 in Section 402 funds, was conducted in June by Idaho's public health districts following our extensive statewide education and enforcement campaign. The survey found that 81.2 percent of Idahoans use seat belts in passenger cars, 83.6 percent buckle up in vans and sport utility vehicles, while just 68.6 percent buckle up in pickup trucks. The figures reflect a decrease in these categories over last year's survey, which was conducted in June 2006.

Usage rates across the state varied. The highest usage rate was recorded in Northern Idaho, including Coeur d'Alene and surrounding communities, at 87.3 percent (down from 88.5 percent). The lowest usage was in District 6, including Idaho Falls, at 60.0 percent (down dramatically from 65.9 percent). Usage rates in other regions of the state are:

- North-Central Idaho, including Lewiston: 81.7 percent (down from 83.1 percent last year);
- Southwest Idaho, including Boise: 87.0 percent (down from 88.5 percent last year);
- South-Central Idaho, including Twin Falls: 68.5 percent (up from 66.7 percent last year);
- Southeastern Idaho, including Pocatello: 62.2 percent (down from 65.9 percent last year).

The following table illustrates we are saving lives by increasing seat belt usage. Although seat belts would save the lives of approximately half of all unbelted motor vehicle occupants killed in crashes, seat belts will not save everyone. Some crashes are so severe that they are un-survivable. However, the goal would be to have everyone belted including those persons killed in traffic crashes. The table shows seat belt usage in fatalities and serious injuries is increasing.

## RESTRAINT USAGE IN IDAHO TRAFFIC CRASHES

	1999	2000	2001	2002	2003	2004	2005	2006	2007
Idaho's Observed Seat Belt Use Rate	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%
Seat Belt Usage in Fatalities	22.8%	28.7%	29.7%	37.5%	37.2%	42.4%	40.0%	38.8%	
Unbelted Fatalities	183	169	149	135	150	113	126	116	
Seat Belt Usage in Serious Injuries	50%	49.7%	51.0%	57.6%	58.4%	64.7%	64.7%	67.6%	
Unbelted Serious or Incapacitating Injury	769	729	668	612	545	476	452	384	
Total Crashes*	25,076	26,241	26,090	26,477	26,700	28,332	28,238	24,225	*

\*The definition of a reportable crash changed from a threshold of \$750 to \$1500 in 2007.

### **Seat Belt Statewide Services Program Grant – SSB0701\***

Funded Grant Total: \$290,982; Expended: \$108,623

#### Accomplishments:

- The Idaho Seat Belt Coalition, one of the initiatives of the Governor's Toward Zero Deaths Highway Safety Summit, conducted statewide Empty Shoes Events. These media events were held in Coeur d'Alene, Lewiston, Boise (Statehouse Steps), Twin Falls, Idaho Falls, and Pocatello in January. The purpose was to demonstrate, using 126 pairs of empty shoes, the loss to Idaho of its men, women, and children. Spokesmen at each event included families, law enforcement, and the coalition. These events were well attended and they received good media coverage. The coalition member list includes 283 highway safety partners as of the end of 2007.
- Legislation was pursued by the coalition. The initial hope was for a primary seat belt law. But the compromise was a \$25 fine instead. While it passed handily in the Senate, it was held in the House Transportation and Defense Committee without a hearing.

- The Coalition website, [www.buckleupidaho.org](http://www.buckleupidaho.org), came online and is a valuable resource. The development of the website by es/Drake cost \$17,857 using Section 157 funds. A Yahoo email list was also developed to ease communication by the group.
- Idaho's statewide media program with messages focused on enforcement and the societal costs of not buckling up using billboard, television, radio, and theatre advertising for the first time. The radio ads were in both English and Spanish. Es/Drake was our media firm for this fiscal year.
- A seat belt mobilization was conducted from November 13 through December 4, 2006 in conjunction with a national seat belt emphasis period. Highlights include:
  - ✓ Paid media campaign consisting of television and radio advertising costing \$59,696 utilizing Section 157 funds. The television ad featured a NHTSA-funded rolling pickup story. The radio ads included live reads such as, "Enforcing seat belt laws is NOT about writing tickets. It IS about saving lives. Buckling up is your best defense against serious injury or death. Seat belt law enforcement patrols are under way now. So...Click It, Don't Risk It! Brought to you by the Idaho Transportation Department." We also used the "Sound Effects" ad developed by es/Drake.
  - ✓ Enforcement mobilization costing \$51,162. Agencies chose between paid overtime (\$36,899) or traffic safety equipment reimbursement (\$14,263) for regular duty hours dedicated to seat belt enforcement;
  - ✓ Enforcement by 27 participating law enforcement agencies;
  - ✓ Seat belt enforcement totaling nearly 1,883 hours; and
  - ✓ Seat belt citations written totaling 3,059.
- A seat belt mobilization was conducted May 21 through June 3, 2006 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402, 157, and 163 funds. Due to the loss of federal funding, our May Mobilization highlights are significantly less than in recent years but include:
  - ✓ Paid media campaign consisting of billboard, television, radio, costing \$73,159, down from \$84,387 in 2006, and down from \$187,463 in 2005. Billboards featured a "Ticket Repellent" message. Television ads used a combination of the rolling pickup and the "Friendly Officer," another NHTSA-funded ad showing an officer ticketing a teenager. Radio ads included the "Sound Effects" ad developed by es/Drake as well as our Law Enforcement Liaison locally produced ads. The *Click It, Don't Risk It!* theme was recently seen or heard by 85 percent of Idaho's population based on a public opinion poll conducted the following September;
  - ✓ Enforcement mobilization costing \$85,118, down from \$108,326 in 2006, and less than one third of the \$219,771 paid for enforcement for the 2005 May Mobilization. Overtime totaled \$56,745, and reimbursement for traffic enforcement equipment was granted to agencies for regular duty hours dedicated to seat belt enforcement totaling \$28,373;

- ✓ Enforcement by 38 participating law enforcement agencies, down from 41 in 2006, and down from 77 in 2005;
  - ✓ Seat belt enforcement totaling 3,175 hours, down from 3,490 hours in 2006, and down from more than 7,700 hours in 2005; and
  - ✓ Seat belt citations written totaling 4298, down from 6,400 in 2006, and down from 10,500 in 2005.
- All Section 402, 410, and 163 enforcement grants include seat belt enforcement objectives and require agencies to have a seat belt policy for officers. This sustained effort by agencies statewide contributes to the steady drip of seat belt enforcement.
  - Provided educational materials including: 6,025 litter bags, 325 citation jackets, 3,050 palm cards, 2,850 English brochures, 1,050 Spanish brochures, 4,400 family value palm cards, 464 *Don't Be a Dummy* posters, 5,105 bandage dispensers, 2,675 clickers, 1,170 buckle up refrigerator magnets, and 3,130 Click It pens.

\*During the reconciliation process, an overpayment of \$994.14 to Fruitland Police Department was discovered. The refund will be posted in FFY 2008.

**Bonneville County Sheriff's Office – Seat Belts SSB0704, Aggressive Driving SPT0704**

Funded Grant Total: \$18,750; Expended \$18,000

SSB0704 Funded: \$ 9,350; Expended \$ 9,350

Accomplishments:

From February through September, 2007, Bonneville County Sheriff's Office worked 440 hours of overtime on this project and increased seat belt citations from 56 for the prior year to 364 during the grant year. Aggressive driving citations increased from 1,347 to 1,806 during the grant year. Seat belt enforcement became a part of all officers' performance evaluations and three laser radars were purchased to improve enforcement. The fatalities in Bonneville County were reduced from 11 in fiscal year 2005-2006 to 7 in fiscal year 2006-2007 a 36.4 % reduction. Critical injury crashes were reduced from 27 to 17, visible injury crashes were reduced 73 to 58, and possible injury crashes were reduced from 112 to 73.

**Jerome Police Department Grant – Seat Belt SSB0706, Aggressive Driving SPT0706, Aggressive Youthful Driving SPT0726**

Funded Grant Total: \$18,000; Expended \$18,000

SSB0706 Funded: \$ 9,350; Expended \$18,000

Accomplishments

The ultimate objective of this grant was to reduce motor vehicle-related fatalities and serious injuries in Jerome City by reducing aggressive driving crashes, reducing youthful driver involvement in traffic crashes, and increasing the use of safety restraints by those killed or

seriously injured in traffic crashes. This was a very successful grant. Accomplishments include:

- Officers wrote 274 seat belt citations during the grant year compared to 64 seat belt citations during the previous fiscal year. Officers increased the number of aggressive driving citations to 762 during the grant year as compared to 347 during the prior fiscal year;
- This grant funded two Python III radar units and two Digital Ally in-car video camera systems;
- Seat belt use surveys indicated the use increased from 66.5 percent to 70 percent. Belt used by those killed or seriously injured in crashes increased from 0 percent to 60 percent; and
- There was a 38 percent decrease in aggressive driving crashes and a 45 percent reduction in injuries. For youthful driver crashes, there was a 23 percent decrease in crashes, and a 62 percent decrease in injuries;

**Chubbuck Police Department – SSB0714**

Funded Grant Total: \$8,200; expended \$0.

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

**Pocatello Police Department Seat Belt Grant – SSB0715**

Funded Grant Total: \$10,000; Expended \$9,494.

Accomplishments:

The ultimate objective of this grant was to reduce motor vehicle-related fatalities and serious injuries in Blackfoot by reducing impaired driving crashes and increasing the use of safety restraints by those killed or seriously injured in traffic crashes. This was a very successful grant and Lt. Dan Woods was a very effective grant manager. Accomplishments include:

- Officers wrote 1,254 seat belt citations during the grant year compared to 988 seat belt citations during the previous fiscal year;
- The seat belt use rate for people killed or seriously injured in traffic crashes during the grant declined from 64 percent to 60 percent, while the goal had been 70 percent; and
- The number of people killed or seriously injured dropped from 38 in the prior period to 15 during the grant year. This may be due to the education and enforcement efforts that this grant provided to Pocatello.

The grant was very well managed and this decline reflects a successful grant.

**Rupert Police Department – SSB0716**  
Funded Grant Total: \$3,000; Expended \$0.

This grant was converted to a Memorandum of Understanding for participation in statewide mobilizations.

## **CHILD PASSENGER SAFETY PROGRAM**

Through public awareness efforts and education, Idaho's self-reported child safety seat use for children under age four, increased from 82 percent in 2000, to 87 percent in 2004. The percentage of safety seat use (self reported) in 2005 was 70.9 percent, due largely to the fact that in 2005, a new child passenger safety law increased the age in which child passengers shall be properly restrained in an approved child safety seat from 4 years old, to through the age of 6. The 2006 percentage of safety seat use (self reported) showed an increase of 5.3 percentage points from 70.9% in 2005 to 76.2% in 2006.

Idaho's Child Passenger Safety Program continues to emphasize NHTSA's best practices regarding child passengers less than 4' 9" tall should ride in booster seats. Once they are over 4'9" tall, children should continue to ride in the back seat using an appropriate seat belt (never in the front seat in front of an airbag).

### **Child Passenger Safety Statewide Services Program – Seat Belt SSB0721, Paid Media SPM0701, Section 163 Paid Media V069730**

Funded Grant Total: \$59,500; Expended \$42,219  
SSB0721 Funded: \$14,500; Expended \$ 280  
SPM0701 Funded: \$20,000; Expended \$16,939  
V069730 Funded: \$25,000; Expended \$25,000

#### Accomplishments:

- Purchased public awareness materials for statewide distribution.
- Through our safety partners, the Officer of Highway Operations and Safety (OHOS) was able to distribute over 20,487 pieces of education materials regarding child passenger safety including 6,716 WHALE kits (We Have A Little Emergency), which are child safety seat identification kits for young children Distributed, which is 2,376 more than was distributed in FFY06. Also 4-Step safety seat installation Posters, Growth Charts to determine height of child and appropriate restraint, Child Safety Seat Prescription Pads, New Child Passenger Safety Law Brochures, Spanish Busy Bee Palm charts, and other Child Passenger Safety materials were distributed statewide.

## **BICYCLE AND PEDESTRIAN SAFETY**

The goal of the Bicycle Pedestrian Statewide Services Program is to reduce death and serious injuries among bicyclists and pedestrians from motor vehicle crashes. This goal will

be accomplished using two strategies: 1) increasing the correct fit and use of bicycle safety equipment, especially helmets and 2) increasing awareness and education of pedestrian laws in Idaho.

The number of bicycle collisions in Idaho increased in 2006 by 2 percent. Ninety-seven percent of bicyclists involved in collisions receive some degree of injury, and 30 percent were between four and fourteen years of age. Only 16 percent of bicyclists involved in crashes were reported to be wearing helmets. Of that 16 percent, over 20% were between the ages of 15-19. Over 50% of those injured in bicycle collisions are under 18 years of age.

Pedestrian collisions increased by 9 percent in 2006, while the number of pedestrians killed in collisions decreased by 11%. 99 percent of the pedestrians involved in collisions received some degree of injury. Of the pedestrians killed in motor vehicle collisions in 2006, 68 percent were over the age of 30. Impaired pedestrians were involved in 14 percent of all pedestrian collisions and 75 percent of fatal pedestrian collisions.

#### Accomplishments:

- Bicycle Helmet Distribution – purchased and distributed 2,160 bike helmets for bicycle safety and educational programs around the state; an increase of 55 percent from the previous year.
- Public Education Materials – Distributed 3,825 “From A to Z by Bike” the comprehensive guide to safe bicycling for kids and adults. Distributed 6,350 “Your Bicycle Helmet, A Correct Fit” brochure.
- Media Campaign – Purchased 180 bicycle safety television ads statewide. Eight television stations matched the airings at no charge for a total of an additional 177 free 30 second airings. The total audience size was 1,064,790 throughout the state. Therefore 353 airings repeatedly reached over one million viewers during the summer bicycle safety campaign from June 1, through September 1, 2007. Also, KIVI 6 *On Your Side News* co-sponsored a bike helmet campaign called “Head Smarts”. They included information on their website, aired public service announcements June 1 – August 12 (13 weeks) and sponsored a Bike Rodeo with St. Luke’s Regional Medical Center. See Paid Media section for more details.
- Development of Safety Partners – Curriculum Development and Bicycle/Pedestrian Safety Website did not receive the attention expected due to personnel changes and lack of adequate funding.

#### **Bicycle and Pedestrian Safety Statewide Services Grant – SPS0701**

Funded Grant Total: \$29,950; Expended \$22,542

#### Accomplishments:

The objective was to reduce death and serious injuries among bicyclists and pedestrians from motor vehicle crashes by increasing the correct fit and use of bicycle helmets in addition

to providing workbooks and materials for education and outreach. Accomplishments included purchase and distribution of 2,160 bike helmets statewide, purchase and distribution of 3,825 *From a to Z; the Comprehensive Guide to Safe Bicycling for Kids and Adults* Booklets, and distributing 6,350 *A Correct Fit* bicycle helmet brochures. Also, over 1 million viewers were reached via television media regarding bicycle safety.

## **EMERGENCY MEDICAL SERVICES**

The Section 402 Program included funding for the Emergency Medical Services (EMS) Program to provide extrication equipment to EMS agencies. The overall goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes. The FFY 2007 EMS accomplishments include:

- Helping to ensure that EMS providers have the most up-to-date equipment available by funding extrication equipment for 15 agencies located throughout the State of Idaho for a total of \$87,138. As new car technology changes, so does the equipment needed. Many grantees noted their older equipment, for example, extrication cutters, could not cut through newer vehicles. The new equipment purchased allowed them to have technology compatible with newer vehicles, as well as decrease the time it takes to cut through older vehicles;
- Some grantees used the funding to purchase lighter, more portable extrication equipment, which for the first time allowed them to respond to crash victims in hard-to-reach places, such as rollovers down steep embankments;
- Requiring up-to-date training on the use of the equipment purchased was an accomplishment with a multiplier benefits to grantees; in some cases an extrication course was taught to help certify ambulance and fire departments, and many of these trainings helped improve the techniques and operations used for existing equipment. In some cases, the training extended beyond the immediate ambulance or fire crew and served both groups, as well as county deputies;
- In cases where the equipment had already been called out, the average response times for extrication of crash victims decreased by at least 25 percent and in some cases by as much as 50 percent.

### **Caribou County EMS – SEM0702**

Funded Grant Total: \$7,150; Expended \$7,150

#### Accomplishments:

The agency purchased one Combi-tool, one 14” cutoff saw, one attachment set and one abrasive blade. Training on the proper use of the equipment was held on December 7, 2007. Half of the department attended. At the end of the grant period the department has not had

the occasion to use the equipment on actual victims. In training, the use of the new equipment streamlined the extrication process.

**Castleford Rural Fire District – SEM0703**

Funded Grant Total: \$17,650; Expended \$17,031

Accomplishments:

The agency purchased a duo pump, two hoses with core technology, a Combi-tool, a mid-range telescopic Ram and a Ram Support. 100% of the Castleford Fire District firemen have been trained in the equipment use. The agency partnered with local companies A1 Towing and Blazer Towing which provided vehicles for the use of the training practice. All are much more comfortable in the use of the new, lighter, and more maneuverable equipment which will create quicker extrication times.

**Central Fire District – Rigby – SEM0704**

Funded Grant Total: \$12,600; Expended \$12,600

Accomplishments:

The agency purchased a duo Pump, two hoses with bend restrictors, a Combi-tool and ram. All of the personnel from the Menan and Lewisville fire stations attended training on November 28, 2007.

**Gem County Fire – SEM0705**

Funded Grant Total: \$8,100; Expended \$8,060

Accomplishments:

The agency purchased a personal power unit, Combi-cutter and two hoses with bend restrictors. Eighty-three percent of the firemen have been trained on the use of the equipment. The new unit was placed on the west side of the county now offering a quicker response time to accidents requiring extrication on that side of the county.

**Idaho Falls Fire Department / Ambulance Service – SEM0706**

Funded Grant Total: \$8,700; Expended \$8,295

Accomplishments:

The agency purchased five 20" push/pull rams and five ram accessory kits. Held two training courses one in May and one October. Ninety firefighters, who are also certified Emergency Medical Technicians (EMT's) and Paramedics, have been trained. The addition of the hydraulic equipment has cut the extrication time by one-third.

**King Hill Rural Fire Department – SEM0707**

Funded Grant Total: \$6,650; Expended \$6,319

Accomplishments:

The agency purchased one Combi-cutter, a personal power unit, a hose with bend restrictors, two dust caps for quick couplers, and connecting wires and crimps. On July 16-17 training on the equipment occurred with 16 personnel attending. With the decreased weight of the new equipment, and the fact it only requires two, not four pieces of equipment, it is easier to pack to the crash sight and easier to maneuver the equipment for faster extrications.

**Oneida County Ambulance – SEM0708**

Funded Grant Total: \$7,500; Expended \$7,500

Accomplishments:

The agency purchased one Combi-cutter, one personal power unit and one hose with bend restrictors. Two trainings were held. The first training was for the use of the new equipment which included hands-on training for 15 unit members. The second training was a 20-hour certified state training course with 12 unit members in attendance. The new equipment decreased the time necessary to perform extrications by 30% due to the dual tips and lighter weight making the work more efficient. The quicker extrication allows the victims to reach higher medical care sooner.

**Orofino Fire Department – SEM0709**

Funded Grant Total: \$7,550; Expended \$7,490

Accomplishments:

The agency purchased PAC spreader base kit, DC power cord, pulling adapter, chain assembly for spreader, 24V AC/DC converter, pouch battery, and package standard with vehicle charter. Held a training by the manufacturer occurred on May 12. Seventeen firefighters or 100% of the fire rescue team have been trained on the use of the new tools. The use of the smaller tool has resulted in reaching the victim faster, reducing extrication time and freeing up a second firefighter to perform other critical tasks. The smaller tools allow EMT's to reach in smaller areas avoiding further injury during the extrication process.

**City of Riggins Ambulance – SEM7010**

Funded Grant Total: \$1,700; Expended \$1,611

Accomplishments:

The agency purchased accessories for extrication equipment which included one M105 valve, four dust caps and two hoses with bend restrictors. Training for new equipment use occurred in July and again in October. All EMT's, two drivers and five rural firemen are trained. The new accessories allow us to use the cutter and spreaders at the same time allowing for a decrease in time by 50% to extricate a victim. The quicker extrication diminished the chance of a victim going into shock by receiving quicker transport to further medical care.

**Westside Fire Protection District, Dover – SEM7011**

Funded Grant Total: \$6,500; Expended \$6,182

Accomplishments:

The agency purchased five mini pumps, including two hydraulic hoses and fluid. Three training classes were conducted to train personnel on the new extrication equipment. The vendor provided the training. 58% of the personnel have been trained, with a final class to take place in Jan. 2008 for training the remaining employees, and resulting in 100% of personnel trained. There is a 50% reduction in response time and 50% quicker time for cutting. The lighter equipment and the light on the Combi-tool, reduced the need for a second person to carry a flashlight.

## **TRAFFIC RECORDS/ROADWAY SAFETY**

The overall goal of the Traffic Records/Roadway Safety Program area is a commitment to improving the operational efficiency of the record systems involving crash statistics, to reduce the deaths and serious injuries resulting from motor vehicle related crashes. To be able to improve safety on local roads requires developing and implementing upgrades to the systems utilized in statistical analysis of the crash data.

Any comprehensive traffic safety program is based upon an efficient and accurate records system. For an effective highway safety program, it must include a process identifying highway safety problems, developing measures to address the problem, implementing the measures, and evaluating the results. Each stage of the process depends on the availability of accurate highway safety data and traffic records.

All of the Idaho Transportation Department utilizes the OHOS crash data. The OHOS must be able to identify high crash locations and the more timely and accurate the crash data, the better OHOS can be to utilize limited resources in the areas with the greatest need. In FFY 2007, the OHOS continued to concentrate on the efficient and accurate collection and dissemination of traffic data. Idaho continues to be a leader among the states in timely gathering of crash data and reporting systems.

### **Traffic Records Statewide Services – STR0701**

Funded Grant Total: \$100,000; Expended \$76,205

### **Roadway Safety Statewide Services – SRS0701**

Funded Grant Total: \$30,000; Expended \$5,035

### **Section 408 Incentive Data Program SAFETEA-LU – SK90701**

Funded Grant Total: \$220,000; Expended \$47,394

### **Section 163 Incentive Impact – V069800**

Funded Grant Total: \$46,562; Expended \$46,561

### **Section 163 Incentive WebCARS – V069780**

Funded Grant Total: \$79,429; Expended \$34,523

Accomplishments:

- Law enforcement agencies were encouraged to send crash reports to the OHOS electronically. Electronically transferred crash reports were sent by 111 law enforcement agencies. However, some agencies did not transfer all of the crash reports electronically to the OHOS. In 2006, 23,611 crash reports were transmitted electronically. Ninety-eight percent of all crash reports completed by law enforcement were transmitted electronically.
- Electronically transferred crash reports continue to enhance the OHOS ability to retrieve timely information from the State Collision Database for use by the OHOS, our safety partners, and state and local government officials.
- During this fiscal year, enhancements were made to the queries and reports module for the WebCARS software, the internet-based crash analysis system utilized by OHOS. This enables OHOS to continue meeting crash data needs across the full spectrum of customers, to include internal ITD customers, as well as external agencies with a legitimate need to analyze crashes. One such example would include the Protective Device Summary Report providing data by injury type and restraint device used (or not used) in crashes.
- The program provides funding to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the safety data to identify priorities. The program evaluates the effectiveness of efforts to make system improvements, with measurable progress being made. See Section 408 and Section 163 in the Incentive Programs section for more details.

## **COMMUNITY TRAFFIC SAFETY**

OHOS established Community Traffic Safety Projects to fund the Traffic Safety Summit.

**Traffic Safety Summit – Section 402 SCP0701, Section 163 V079870, State Budget**

Funded Grant Total: \$40,437; Expended \$21,287

SCP0701 Funded: \$12,000; Expended \$ 627

V079870 Funded: \$18,000; Expended \$10,223

State Funded: \$10,437; Expended \$10,437

Accomplishments:

The summit was held on April 11, 2007 at the Doubletree Riverside in Boise for a total cost of \$21,287. Summit attendance included 97 law enforcement officers and 64 highway safety partners from various organizations. An Idaho Seat Belt Coalition meeting was held the evening before the summit. Some highlights of the summit included speakers addressing crash injury mechanisms and restraint technologies, costs of unbuckled motor vehicle crash occupants, Idaho's first Traffic Safety Resource Prosecutor, and a look at the 2007 paid media campaigns by es/drake, the OHOS media contractor.

## **MOTORCYCLE SAFETY**

See Section 2010 Motorcycle Safety in the Incentive Program section for more details.

**INCENTIVE  
GRANT  
PROGRAMS**

## **SECTION 410 IMPAIRED TRAFFIC INCENTIVE GRANT PROGRAM (SJ8 and SK8 Programs)**

The overall goal of the Section 410 Alcohol Traffic Incentive Grant Program is to reduce the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries.

### **Impaired Driving Statewide Services Grant – SJ80701**

Funding Grant Total: \$166,386; Expended \$166,386

### **Impaired Driving Statewide Services Grant – SK80701**

Funding Grant Total: \$176,962; Expended \$0

#### Accomplishments:

- **\$34,700** funded *Celebrate Graduation* activities of 104 high schools, with 10,391 seniors participating across Idaho. The purpose of this program is to provide a safe, non-alcoholic, chaperoned fun event for seniors to attend on the night of graduation. The end result was no alcohol-related youth fatalities were reported on graduation nights. This is a partnership with the State Department of Education and the State Department of Juvenile Corrections.
- **\$4,800** funded the purchase of shirts with the screened winning artwork from a poster contest, to be used in conjunction with the celebrate graduation activity. The theme of the contest was “No to Alcohol” and “Yes to Wearing a Seat Belt.” This is a partnership with the State Department of Education and the State Department of Juvenile Corrections
- **\$700** funded the coordinator of the State Drug Recognition Expert program to attend a meeting in Phoenix, Arizona with DRE coordinators from across the United States.
- **\$1,575** funded a magistrate judge to attend the National Judicial College’s “DUI Primer for Judges” in Reno, Nevada.
- **\$534** funded the Selective Traffic Enforcement Program (STEP) officer at Sandpoint Police Department to attend DRE training in Montana. A class was not a class scheduled in Idaho, and being DRE certified was vital to his position as a STEP officer.
- **\$6,100** funded the purchase of an Intoxilyzer 5000EN alcohol sensor for the Boise Police Department.
- **\$1,300** funded travel expenses for two of Idaho’s six Law Enforcement Liaisons’ to attend a NHTSA sponsored LEL conference in Denver. This was also funded with 402 funds.

- **\$19,198** funded one week of St. Patrick’s Day 2007 statewide Impaired Driving enforcement mobilization, in conjunction with the statewide DUI prevention campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation patrols allowing 86 officers to perform 829 hours of patrol time, resulting in 943 traffic stops and 58 DUI arrests.
- **\$40,341** funded a statewide media campaign for St. Patrick’s Day. See Paid Media section for more details.
- **\$23,206** funded a statewide Labor Day Impaired Driving enforcement mobilization, in conjunction with the statewide DUI prevention campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation patrols allowing 279 officers to perform 2,422 hours of patrol time, resulting in 6,205 traffic stops and 227 DUI arrests.
- **\$4,075** funded the purchase of 25,000 bar coasters with the “Over the Limit Under Arrest” slogan. These coasters were distributed by the OHOS law enforcement liaisons to bars in their area.
- **\$11,477** funded 94 district and magistrate judges to attend “Hardcore Drunk Driving-A Judicial Guide”, a one day training session in Sun Valley, Idaho. This was part of a four day judicial conference.
- **\$16,960** supported six DRE instructors and trainees for travel to Washington and Oregon for certification, at the conclusion of DRE classroom sessions. This training was also funded with 402 Impaired Driving funds.
- **\$1,400** purchased a Wet Bath Simulator for Teton County Sheriff and St. Anthony Police. This device was necessary for calibration of the Intoxilyzer 5000EN.
- **\$5,000** funded ten law enforcement officers for attendance at alcohol sensor training to become “Breath Testing Specialists.” This training is normally held in Kentucky and means 5 days of travel and training. Bringing the course to Boise allowed the officer to complete the training in 2 ½ days. This saved agency budgets by requiring less time away from the job.
- A total of 15,865 Impaired Driving public awareness brochures were distribute to state and local agencies, anti-DUI advocacy groups, and individual citizens statewide and detailed below:

ADULT DUI (English)	2,670
ADULT DUI (Spanish)	1,225
UNDER 21 DUI	4,305
.08 (English)	5,150
.08 (Spanish)	925
IGNITION INTERLOCK	1,590

No funds were expended out of the SK8 statewide services in an effort to use old money first from Sections 163, 402, 410 (SJ8). The SK8 funds will be carried forward into FFY08.

**Traffic Safety Resource Prosecutor Grant – SJ80702**

Funding Grant Total: \$125,000; Expended \$109,106

Accomplishments:

In the fight against impaired driving, adding more law enforcement officers doesn't always translate into more convictions or lead to fewer impaired drivers on Idaho highways. Olson is Idaho's first Traffic Safety Resource Prosecutor (TSRP). He serves as a liaison and resource for prosecutors, judges, law enforcement officials and other stakeholders to draw on as they work to catch and convict impaired drivers across the state.

The Idaho TSRP effectively assessed, conducted and/or participated in approximately 41 training classes. Approximately 3,875 people to-date consisted of prosecutors, law enforcement officers and community participants. Participation has included national, state and local meetings on traffic safety.

As of September 2007, the TSRP had responded to approximately 236 requests for technical assistance on a variety of legal issues, including but not limited to: probable cause; Standard Field Sobriety Testing (SFST), Drug Recognition and Evaluation (DRE), implied consent, and breath/blood testing.

**Twin Falls County DUI Court Grant – SJ80703**

Funding Grant Total: \$125,000; Expended \$110,254

Accomplishments:

This is a first year of a three year pilot program to bring about a reduction in DUI arrests and alcohol/drug related traffic deaths by implementing an innovative treatment-based "Fast-Track DUI Court". This makes offenders accountable and creates behavioral changes that reduce DUI recidivism, and protects the public.

Participants in DUI court enter into a one year intense program including weekly court appearances, Alcoholics Anonymous (AA) attendance, close monitoring by a probation officer, and treatment if ordered by the court. Since this is the first year of the grant, no progress can be ascertained because the first graduation will not be until January 2008.

## SECTION 157 OCCUPANT PROTECTION GRANT PROGRAM

The overall goal of the Section 157 Occupant Protection Program was to increase safety restraint use in Idaho in order to reduce the deaths, serious injuries, and societal costs that result from motor vehicle crashes. Safety restraint use includes the use of seat belts, booster seats, and child safety seats. All Section 157 funds and activities are coordinated with the Section 402 Safety Restraint Program to increase safety restraint use and more program details can be found in that section of this report.

Remaining Section 157 Incentive funding for Idaho's seat belt program totaled \$191,692 for the overall program and \$82,418 for paid media. They were expended as follows:

Enforcement -	\$48,561
Media Development -	\$12,403
Public Education -	\$48,785
Paid Media -	\$59,696

The enforcement funds were utilized for the November 2006 and May 2007 seat belt mobilizations. They funded overtime and equipment purchases. A summary can be found in the Mobilization section of this report.

The media development funds were used in conjunction with the mobilization activities. They also funded es/Drake work on the refrigerator magnets that State Farm Insurance funded, the Junior Seat Belt Officer Program in which kids are "deputized" to involve the family, especially parents, to always buckle up, and coordinate law enforcement officer visits to schools to promote the Junior Seat Belt Officer Program.

The public education funds, \$48,785, were used to support the coordination of the Idaho Seat Belt Coalition. In particular, the Coalition website, [www.buckleupidaho.org](http://www.buckleupidaho.org), came online and is a valuable resource. The development of the website by es/Drake cost \$17,857 using Section 157 funds. The development and coordination of the Empty Shoes Events cost \$12,481. The rest of the costs were in support of coalition efforts and also increased visibility of our efforts to increase seat belt use.

The paid media funds were used for the November Seat Belt Mobilization. See the Paid Media Section for more details.

## SECTION 408 DATA PROGRAMS IN SAFETEA-LU

### Section 408 Incentive Data Program SAFETEA-LU – SK90701

Funded Grant Total: \$220,000; Expended \$47,394

This program provides funding to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the safety data to identify priorities. The program evaluates

the effectiveness of efforts to make system improvements, with measurable progress required for the Section 408 Incentive funding.

As part of the total Traffic Records and Roadway Safety program, as well as other related data programs within the state of Idaho, a Traffic Records Assessment was conducted to consider all related data analyzed for motor vehicle crashes. The assessment was a tool in developing the strategic plan for the Section 408 funding to meet the data and analysis needs within the state.

### **Ada County Sheriff Electronic Citation Program – SK90702**

Funded Grant Total: \$80,000; Expended \$37,091

Ada County Sheriff's Office funding provided assistance in purchasing equipment to be used for processing electronic citations. The goal of this project is to help provide officers with the tools to process citations more quickly, with fewer errors and electronically transmit the information to the courts.

## **SECTION 2010 MOTORCYCLE SAFETY**

Motorcycle safety training and motorcycle awareness programs focus on reducing the number of single- and multi-vehicle crashes involving motorcycles and promoting public awareness of the motorcyclist in order to move towards zero traffic related deaths.

### **Motorcycle Safety – SK60701**

Funded Grant Total: \$100,000; Expended \$93,673

SK60701 Funded: \$ 9,000; Expended \$ 2,500

SK60702 Funded: \$ 91,000; Expended \$ 90,673

#### Accomplishments:

- Motorcycle fatalities increased up 46.2% from 26 in 2005, to 38 in 2006. However, in 2007 there have only been 29 fatalities through October.
- OHOS secured Motorcycle Safety funding with a submitted application for Section 2010 Motorcycle Safety in July. An award for \$100,000 was funded for FFY07.
- OHOS developed a public safety paid media message campaign for May to increase motor vehicle operators' awareness of motorcyclists (slogan "Share the Road" with Motorcycles).
- Through the partnership between the OHOS and the Idaho STAR program, the funds were used to create a public announcement for both radio and television focused on raising awareness regarding motorcycle safety. The announcement emerged as the best of six (Florida, Idaho, Illinois, New Mexico, Texas and Utah) across the nation and was awarded top honors from the National Transportation Public Affairs Workshop (NTPAW), and has been requested by other states to be used in their motorcycle safety campaigns.

- OHOS contributed \$93,673 towards the motorcycle media campaign, and the STAR program contributed \$39,753 for a total of \$133,426. The funding paid for the production of the public announcement, and paid media purchased spots in the five top Idaho markets for a three-week period from 4/30/07 to 5/20/07. The public announcement will also be used during motorcycle safety campaigns in FFY08.

Although the number of motorcycle collisions decreased in 2006 by 6%, from 549 in 2005, to 516, the number of fatalities increased by 46.2%, from 26 in 2005 to 38 in 2006. The decrease of total motorcycle crashes was partly due to the change of the property damage threshold for reporting collisions that went up from \$750 to \$1,500 in the Idaho Statute.

## **SECTION 1906 RACIAL PROFILING GRANT PROGRAM**

### **Unbiased Racial Profiling – SK10701**

Funded Grant Total: \$538,352; Expended \$0

#### Accomplishments:

- The Racial Profiling grant was awarded at the end of FFY07, and has been programmed in the FFY08 Performance Plan.
- The grant will be in place to insure law enforcement agencies have racial profiling policies and procedures, and officers are following those when making traffic stops. These funds will also be used to develop a pilot program with Ada County Sheriff to capture race/ethnicity data on traffic stops, analyze the data, and make reports available to requestors.
- This grant will also allow Ada County to purchase electronic ticketing equipment and in-car video cameras to support the data captured.
- Idaho can apply for the funding for one more year and we hope to expand this opportunity to other agencies.

## **SECTION 163 0.08 BAC INCENTIVE GRANT PROGRAM**

Section 163 funds were used for many purposes in FFY 2007 to reduce deaths and serious injuries on our highways.

### **Paid Media Campaigns – V069730**

<u>Funded Grant Total</u> :		\$251,000;	Expended	\$214,061
<u>Impaired (H911)</u>	Funded:	\$ 50,204;	Expended	\$ 50,204
<u>Aggressive (H921)</u>	Funded:	\$ 90,000;	Expended	\$ 59,061
<u>Youthful (H912)</u>	Funded:	\$ 21,000;	Expended	\$ 15,000
<u>Seat Belts (H961)</u>	Funded:	\$ 40,000;	Expended	\$ 40,000

Bike Safety (H981) Funded: \$ 24,796; Expended \$ 24,796  
Child Passenger (H963) Funded: \$ 25,000; Expended \$ 25,000

These funds were instrumental in funding the OHOS paid media campaigns during FFY 2007. A summary of the types of paid media purchases are provided by program area below. See Paid Advertising Program section for more details on the paid media campaigns.

<b>Program Area</b>	<b>Media purchases</b>
Impaired Driving	Paid media for July and Labor Day
Aggressive Driving/Youthful Drivers	Radio and outdoor mobilization advertising
Occupant Protection	May Mobilization advertising
Child Passenger Safety	Radio advertising during February
Bike Pedestrian	Bike helmet campaign TV ads
TOTAL	\$214,061

**Traffic Safety Summit – Section 402 Community Traffic Safety SCP0701, Section 163 V079870, State Budget**

Funded Grant Total: \$25,000; Expended \$21,287  
V079870 Funded: \$18,000; Expended \$10,223  
SCP0701 Funded: \$12,000; Expended \$ 627  
State Funded: \$10,437; Expended \$10,437

Accomplishments:

The summit was held on April 11, 2007 at the Doubletree Riverside in Boise for a total cost of \$21,286.97. See Section 402 Community Traffic Safety for more details.

**XTR4 Website – V069740**

Funded Grant Total: \$45,105; Expended \$12,165

Accomplishments:

More than 3,830 new teen visits were made to the XTR4.com website to play games and learn safe driving tips. The site is maintained by the OHOS media contractor to assist teens in studying for their driving test. Updates to the website have been minimal as OHOS plans a major update during the next federal fiscal year. Information on the XTR4.com website continues to be promoted with partners, such as the annual statewide Driving Instructor's Workshops.

**Idaho Chapter of American Academy of Pediatrics Child Passenger Safety Training – V069770**

Funded Grant Total: \$115,000; Expended \$97,074

For the statewide distribution of child safety seats, and the certification and re-certification of Child Passenger Safety Seat Technicians, a grant was developed with the Idaho Chapter of American Academy of Pediatrics (ICAAP) to expand the partnerships with healthcare professionals in physician's offices, hospitals, emergency medical providers, as well as health districts.

Accomplishments:

- The Idaho American Academy of Pediatrics coordinated the 7 regions around the State of Idaho centered on a goal to reduce deaths and serious injuries of children from motor vehicle crashes by increasing proper use of seat belts, booster seats, and child safety seats in Idaho. Efforts ensured distribution throughout all 44 counties, by centering near a major city as a hub in the region for child safety seat checks and distribution, as well as providing training for certification and re-certification of the Child Passenger Safety Seat Technician (CPSST).
- Region 1 Hub was represented by Kootenai Medical Center with a budget of \$13,800 and expenditures of \$11,592. There were 185 child safety seats distributed and 4 Child Passenger Safety (CPS) certifications received.
- Region 2 Hub was represented by Moscow Police Department with a budget of \$12,500 and expenditures of \$12,000. There were 199 child safety seats distributed and 7 CPS certifications received.
- Region 3 Hub was represented by Canyon County Ambulance District with a budget of \$13,027 and expenditures of \$11,908. There were 201 child safety seats distributed and 5 CPS certifications received.
- Region 4 Hub was represented by Safe Kids Treasure Valley with a budget of \$13,799 and expenditures of \$13,133. There were 335 child safety seats distributed and 19 CPS certifications received.
- Region 5 Hub was represented by Safe Kids Magic Valley with a budget of \$13,800 and expenditures of \$13,800. There were 272 child safety seats distributed and 6 CPS certifications received.
- Region 6 Hub was represented by Southeastern District Health Department with, a budget of \$13,800 and expenditures of \$13,764. There were 89 child safety seats distributed and 7 CPS certifications received.
- Region 7 Hub was represented by District Seven Health Department with a budget of \$13,500 and expenditures of \$8,600. There were 184 child safety seats distributed.
- Idaho Chapter of American Academy of Pediatrics (ICAAP) coordinated the program with a budget of \$20,772 and expenditures of \$12,275. The ICAAP distributed 220 child safety seats.

**IMPACT2K.net Grant – V069800**

Funding Grant Total: \$ 46,562; Expended \$46,561.

Accomplishments:

Funding was used to migrate the existing software to new environment. This promotes two-way communication between end users within the law enforcement community utilizing the existing IMPACT2K crash reporting software. This project is expected to carry forward into FFY 2008 for completion and implementation of the dot.net version of IMPACT2K.

**WebCARS – V069780**

Funded Grant Total: \$79,429; Expended \$34,523

Accomplishments:

Funding was provided for WebCARS, the web-based crash analysis tool. Efforts included enhancements to the existing systems to move the systems to a web-based system, in response to end-user needs. The WebCARS system contains a feedback mechanism end-users can use to describe their specific needs. These needs are gathered and prioritized for implementation in the crash analysis tool.

**Mobilizations – V079850**

<u>Funded Grant Total:</u>	Expended	\$59,760
<u>Impaired (H911) Funded:</u>	Expended	\$45,000
<u>Seat Belts (H961) Funded:</u>	Expended	\$ 0
<u>Aggressive (H921) Funded:</u>	Expended	\$ 14,760
<u>Youthful (H912) Funded:</u>	Expended	\$ 0

In an effort to reduce deaths and serious injuries resulting from motor vehicle crashes, campaigns with OHOS partners in law enforcement were emphasized. These mobilizations coordinate paid media campaigns beginning the week before a mobilization to advertise and enhance the effectiveness of each campaign. These campaigns are designed to directly address driver behavior. See the Mobilization section for more details.

**Idaho State Police Enforcement Grant – V0679890**

Funded Grant Total: \$60,000; Expended \$45,939

Accomplishments:

The ultimate objective of the grant was to reduce motor vehicle-related fatalities and serious injuries across the six regions of Idaho by reducing impaired driving and aggressive driving crashes, and increasing the use of safety restraints. This grant funded overtime dedicated to impaired or aggressive driving as well as seat belt compliance in all of the regions. Over 967 hours were worked. Results include 18 impaired driving arrests, 536 aggressive driving citations, and 248 seat belt citations. WEBCARS reports showed a decrease in both aggressive driving and impaired driving crashes over prior year’s results. This program will be continued in FY 2008.

## **Law Enforcement Liaison – V079880**

Funded Grant Total: \$50,000; Expended \$24,538

### Accomplishments:

The Regional Law Enforcement Liaison (LEL) Program, implemented in 2006, continues to function well in FY 2007. The purpose of the program is to promote the value of traffic safety enforcement in an effort to reduce traffic deaths and serious injuries. Glenn Cramer, NHTSA's Pacific Northwest Region's Law Enforcement Liaison, continues to assist in the oversight of the program.

The program initially included three city police officers, two county sheriff's officers, and one Idaho State Police Trooper. The LEL from the Twin Falls County Sheriff's Office was not able to continue in the program. He was replaced in July by Trooper Gabe Coleman, Idaho State Police, Region 4. The MOU with the employing agency continues to work well as the underlying agreement between OHOS and the agency.

In February, Sergeant Ted Piche' and Sergeant Cameron Stanford were selected to attend the first Western States Regional Law Enforcement Liaison Conference in Denver Colorado where they shared our program and brought back good ideas to Idaho. They felt that our program was the most effective design as compared to the other states' programs. The LEL's has a refresher course in Boise in April in conjunction with our Highway Safety Summit and Idaho Seat Belt Coalition meeting.

Each officer's agency was granted \$7,500 to fund their efforts in their respective ITD Districts. The LEL's contacted their local law enforcement agencies to get them on board with our mobilizations. They also bolstered multi-agency enforcement efforts and worked with the media to bring more visibility to our mobilizations. Not all funds were used so with remaining funds, two agencies purchased Ultralyte Laser Radars with Distance Between Cars technology to assist the officers in enforcing our following too close law. Two other agencies purchased new radar units. These will be used to demonstrate to other agencies how they could benefit by participating in our mobilizations.

We expect to see an increase in the number of local law enforcement agencies participating in our programs, and increased effectiveness of participating officers. However, there are many variables including a loss of seat belt incentive funds which are used to fund statewide mobilizations. So it isn't possible to gauge how much effect the LEL's are impacting the number of participating agencies in our mobilizations. The LEL's contributed 680 hours of work toward achieving the goals of the program. We believe this is an excellent program that does assist us in working with local law enforcement agencies. The cost of the program during FY 2007 was \$24,538.

# **PAID ADVERTISING PROGRAM**

## PAID ADVERTISING

The overall goal of the Paid Advertising Program is to enhance the effectiveness of highway safety programs through paid media buys. Our public relations contractor, es/drake, worked hard to bring earned media to our highway safety issues. Strategic purchase of mass multi-media including radio, television, cinema, billboard, traffic/weather/news reports, and other printed medium were conducted to arouse public awareness and motivate behavioral changes to promote safe driving habits. Eleven campaigns were conducted in seven highway safety focus areas during FFY 2007.

### **Impaired Driving – Section 402 SPM0701 (H911), Section 410 SJ807PM, SK807PM, Section 163 (H911) V069730**

<u>Funded Grant Total:</u>	\$399,608; Expended \$256,641
<u>SPM0701 (H911) Funded:</u>	\$ 50,500; Expended \$ 50,117
<u>SJ807PM/SK807PM Funded:</u>	\$298,908; Expended \$156,320
<u>V069730 (H911) Funded:</u>	\$ 50,204; Expended \$ 50,203

#### Accomplishments:

Using the Section 163 Incentive funding for the December 2006 television campaign, a 30 second video PSA was developed by the Idaho Transportation Department using the slogan “Over the Limit Under Arrest”. The PSA was aired December 4 - 11, 2006, and again December 18-January 2, 2007. It also was carried on cable TV during the same period.

For radio, two 30 second radio PSA’s were aired December 4, 2006 - January 1, 2007 with the “Over the limit Under Arrest” theme, as well as live reads on morning and afternoon traffic reports.

Section 402 funding was used for the St. Patrick’s Day 2007 campaign. For television, the OHOS “Over the Limit Under Arrest” ad aired March 5 - 19, 2007 statewide. It also was carried on cable TV during the same period.

For radio, two 30 second radio PSA’s were developed by Idaho Transportation Department using the slogan “Buzzed Driving is Drunk Driving” and aired March 5 - 19, 2007 statewide and there were also live reads with the same message on morning and evening traffic reports.

In addition, ¼ page print ads were run in two college newspapers with the NHTSA’s “I am soooooooooo.....buzzed” slogan. This also ran March 5-19, 2007.

The July 4<sup>th</sup> 2007 campaign was funded with Section 402 funds. For television, the 30 second NHTSA produced video PSA using the slogan “Over the Limit Under Arrest” aired June 25-July 17, 2007 statewide. It also was carried on cable TV during the same period.

The two 30 second radio PSA’s “Buzzed Driving is Drunk Driving” aired June 25-July 17, 2007 statewide and there were also live reads with the same message on morning and evening traffic reports. Funding for this media campaign was shared with 410 (SK8).

**Seat Belts – Section 402 SMP0701 (H961), Section 157 S57PM71, Section 163 (H961) V069730**

<u>Funded Grant Total:</u>	\$134,196; Expended \$127,327
<u>SPM0701 Seat Belts (H961) Funded:</u>	\$ 34,500; Expended \$ 27,631
<u>S57PM71 Funded:</u>	\$ 59,696; Expended \$ 59,696
<u>V069730 Seat Belts (H961) Funded:</u>	\$ 40,000; Expended \$ 40,000

There were two statewide seat belt campaigns with the message, *Click It! Don't Risk It!* Funding for the campaigns came from Section 157 Incentive grant funds, Section 402, and Section 163 funds. The primary target audience for the radio and television buys was 18-34 year old males, with a secondary market being the general public.

Accomplishments:

The Thanksgiving Seat Belt Mobilization was conducted from November 13 through December 4, 2006 in conjunction with a national seat belt emphasis period. Highlights include a paid media campaign consisting of television and radio advertising costing \$59,696 utilizing Section 157 funds. The television ad featured a NHTSA-funded rolling pickup story. The radio ads included live reads such as, "Enforcing seat belt laws is NOT about writing tickets. It IS about saving lives. Buckling up is your best defense against serious injury or death. Seat belt law enforcement patrols are under way now. So...Click It, Don't Risk It! Brought to you by the Idaho Transportation Department". The "Sound Effects" ad developed by es/Drake was also used.

The May Mobilization paid media campaign consisted of billboard, television, radio, costing \$67,631, down from \$84,387 in 2006, and down from \$187,463 in 2005. Section 402 contributed \$27,631, while Section 163 funds contributed \$40,000. Billboards featured a "Ticket Repellent" message. Television ads used a combination of the rolling pickup and the "Friendly Officer" ad, another NHTSA-funded ad showing an officer ticketing a teenager. Radio ads included the "Sound Effects" ad developed by es/Drake as well as our Law Enforcement Liaison locally-produced ads. The *Click It, Don't Risk It!* theme was reported to have been seen or heard by 85 percent of Idaho's population based on a public opinion poll conducted the following September.

**Child Passenger Safety – Section 402 – SPM0701 and Section 163 – V069730**

<u>Funded Grant Total:</u>	\$45,000; Expended \$41,939
<u>SPM0701 (H961) Funded:</u>	\$20,000; Expended \$16,939
<u>V069730 (H961) Funded:</u>	\$25,000; Expended \$25,000

Accomplishments:

A paid media campaign aired during February's Child Passenger Safety Week. This campaign included 1,262 paid radio ads accompanied by 1,262 free radio ads distributed statewide for a total of 2,524. The campaign was funded by Section 402 and Section 163 funds. Total cost of the campaign was \$41,939. It was estimated 61.5% of the population was reached.

**Aggressive Driving – Section 402 SPM0701 (H921), Section 163 V069730 (H921)**

Funded Grant Total: \$125,000; Expended \$91,118  
SPM0701 (H921) Funded: \$ 35,000; Expended \$32,057  
V069730 (H921) Funded: \$ 90,000; Expended \$59,061

Accomplishments:

The OHOS conducted two aggressive driving campaigns, June 10–23 and July 15–28. The mobilization was combined with the Youthful Driver Program to provide additional focus and funding.

The media buy included 38 billboards, 12 signs on transit buses, 104 pump toppers, and 2,244 teen radio ads and 2,770 adult radio ads and 120 Television KIVI Sports Plus spots. Paid media for the campaign cost \$91,117. It was estimated 54% of the population was reached.

**Aggressive Youthful Driving – Section 402 SPM0701 (H912), Section 163 V069730 (H912)**

Funded Grant Total: \$65,000; Expended \$53,021  
SPM0701 (H912) Funded: \$44,000; Expended \$17,021  
V069730 (H912) Funded: \$21,000; Expended \$15,000

Accomplishments:

In partnership with the Aggressive Driver campaign, the OHOS contributed \$31,021 in paid media promotion for the Youthful driver message, through a media contractor. Radio and billboard advertising featured the safe youthful driver message, with a new radio message developed in 2007, with 2,244 airings. The message featured a 16 year-old teen telephoning for an insurance quote. It was a pointed reminder of the associated costs teens' face when speeding and using aggressive-driving behaviors, with a citation from law enforcement.

OHOS used \$8,002 for print advertising in the Hoops sports preview magazines and related promotion with KIVI TV. Hoops magazine includes a circulation of 10,000 copies in the Magic and Treasure valleys.

**Bicycle/Pedestrian Safety – Section 402 SPM0701 (H981), Section 163 V069730 (H981)**

Funded Grant Total: \$30,297; Expended \$29,969  
SPM0701 (H981) Funded: \$ 5,500; Expended \$ 5,172  
V069730 (H981) Funded: \$21,000; Expended \$24,797

Accomplishments:

Media for bicycle safety included the purchase of 180 statewide airings for a 30 second advertisement, one statewide airing for 30 second television, and 80 each of 30 second airings for bicycle safety statewide. Eight television stations matched the airings at no charge for a total of an additional 177 free airings. The total audience size was 1,064,790 throughout the state. Therefore, 353 of ads repeatedly reached over one million viewers during the summer bicycle safety campaign from June 1 through September 1, 2007. Also, KIVI 6 On

Your Side News co-sponsored a bike helmet campaign called "Head Smarts". They included information on their website, aired public service announcements June 1 – August 12 (13 weeks) and sponsored a Bike Rodeo with St. Luke's Regional Medical Center.

**Motorcycle Safety –Section 2010 SK60702**

Funding Grant Total: \$100,000; Expended \$90,673

Accomplishments:

Through the partnership between the OHOS and the Idaho STAR program the funds were used to create a public announcement for both radio and television focused on raising awareness regarding motorcycles safety. The announcement emerged as the best of six (Florida, Idaho, Illinois, New Mexico, Texas and Utah) across the nation and was awarded top honors from the National Transportation Public Affairs Workshop (NTPAW). The public announcement has been requested by other states to be used in their motorcycle safety campaigns.

The OHOS contributed \$93,173 towards the motorcycle media campaign which included \$2,500 to the University of Idaho for a media survey. The STAR program contributed \$39,753 with a total of \$133,426, which paid for the production of the public announcement and the paid media that purchased spots in the 5 top Idaho markets for a three-week period from 4/30/07 to 5/20/07. The public announcement will also be used during motorcycle safety campaigns in FFY08.

**FFY 2007 Paid Advertising Expenditures Summary**

	Alcohol	Seat Belts	Child Passenger Safety	Aggressive Driving	Youthful Drivers	Bike/ Pedestrian Safety	Motorcycle Safety
Section 402	\$50,117	\$27,631	\$16,939	\$32,057	\$17,021	\$5,172	\$0
Section 410	\$156,320	\$0	\$0	\$0	\$0	\$0	\$0
Section 157 Incentive	\$0	\$59,696	\$0	\$0	\$0	\$0	\$0
Section 163	\$50,204	\$40,000	\$25,000	\$59,061	\$15,000	\$24,797	\$0
Section 2010	\$0	\$0	\$0	\$0	\$0	\$0	\$90,673
Subtotal Paid Media funding	\$256,641	\$127,327	\$41,939	\$91,118	\$32,021	\$29,969	\$90,673
STAR (Boise State University)	\$0	\$0	\$0	\$0	\$0	\$0	\$39,553
<b>Total Paid Media</b>	<b>\$256,641</b>	<b>\$127,328</b>	<b>\$41,939</b>	<b>\$91,118</b>	<b>\$32,021</b>	<b>\$29,969</b>	<b>\$130,226</b>

### OHOS - FFY 2007 Annual Paid Media Report

Program	Media	Dates	Markets	Avg. Frequency	Avg. Reach	Paid Spots	Matching Spots
<i>Seatbelt Safety</i>	Television/Cable	11/6-11/26/06	Boise, Idaho Falls, Spokane, Twin Falls, Lewiston	6.5	66.1%	1262	1262
	Radio		Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	12.1	62.1%	1265	1265
	Outdoor	5/10-6/10/07	Treasure Valley, Mountain Home, Twin Falls, Idaho Falls, Lewiston	34 boards	6,445,380 Impressions	NA	NA
	Television/Cable	5/14-5/27/07	Boise, Idaho Falls, Lewiston, Twin Falls, Pocatello, Spokane	3.8	93.8%	718	717
	Radio		Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	13.1	60.8%	1166	1166
<i>Impaired Driving</i>	Radio	12/11-12/31/06	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	7.3	56.9%	794	794
	Television/Cable		Boise, Idaho Falls, Lewiston, Twin Falls, Spokane	3.4	49.4%	604	605
	Newspaper	2/26-3/25/07	Boise, Lewiston, Moscow, Pocatello	NA	NA	14	NA
	Radio	3/5-3/17/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	6.3	53.2%	510	510
	Television		Boise, Idaho Falls, Lewiston, Spokane, Twin Falls	3.1	59.8%	229	229
	Radio	6/25-7/15/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	8.4	51.3%	669	669
	Television/Cable		Boise, Idaho Falls, Lewiston, Twin Falls, Pocatello, Spokane	4.8	51.3%	975	975
	Radio	8/13-9/2/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	7.4	57.1%	695	695
Television/Cable	8/20-9/2/07	Boise, Idaho Falls, Lewiston, Twin Falls, Pocatello, Spokane	3.9	60.1%	914	914	
<i>Aggressive Driving</i>	Pump Toppers	6/11-8/5/07	Boise, IF/Poc., CDA, Twin Falls, Lewiston, Nampa, Meridian, Caldwell, Rexburg	26 boards	3,030,300 Impressions	NA	NA
	Bus Signs	6/15 - 8/9/07	Boise, Nampa	12 boards	NA	NA	NA
	Outdoor		Mountain Home, Twin Falls Area, IF/Poc Area, Lewiston Area	38 boards	270,520 Impressions		
	Teen Radio	6/11-7/29/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	14.6	59.3%	1122	1122
	Adult Radio		Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	11.2	55.5%	1385	1385
	Television - KIVI Sports Plus	8/28/06 - 3/4/07	Boise	8	42.6%	60	60
<i>Child Passenger</i>	Radio	2/7 - 2/24/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	8.1	61.5%	1262	1262
<i>Motorcycle</i>	Radio	4/30 - 5/20/07	Boise, Idaho Falls, Lewiston, Pocatello, Spokane, Twin Falls	9.4	59.1%	959	958
	Television/Cable		Boise, Idaho Falls, Lewiston, Spokane, Twin Falls	5.5	85.0%	1000	999
<i>Bike/Ped Safety</i>	Television	9/10 - 9/30/07	Boise, Idaho Falls, Lewiston, Twin Falls	3.9	70.3%	298	208

## Summary of Paid Advertising Survey Results

The University of Idaho, Social Science Research Unit, conducted a survey to examine driving behavior among Idaho residents. A total of \$12,732 was paid for the data collection and analysis. The survey was designed to assess the efficacy of the public awareness campaigns concerning seat belt use, driving behavior, child safety restraint use, aggressive and impaired driving.

A random sample of 1,200 Idaho households with listed numbers was purchased from Survey Sampling, Inc. Pre-notification postcards were mailed to each household on August 31, 2007 to let the respondents know they would be contacted over the phone.

All telephone interviews were completed during September 2007. Completing the survey were 451 households, 75 were ineligible households (households that did not have a valid driver in the household, were deceased, seriously ill, or no longer drove), 254 refusals, 150 disconnected numbers, 270 non-contacted households. Six surveys were conducted in Spanish. The final response rate was 40.2%.

This study provides valuable information about driving behavior in the state of Idaho. In addition, the study presents quantitative data about preferences regarding legislation and regulations affecting Idaho's drivers. Several key findings from this study are:

- 80% of Idaho drivers report they always wear a seat belt when driving or riding in a vehicle. This result is similar to the 79.8% reported in observational studies of seat belt use;
- Nearly half of respondents (47.3%) state they would support legislation allowing police to ticket individuals for not wearing a seat belt, even if that was the only reason for which they were pulled over.
- Speeding and tailgating are the most common forms of aggressive driving cited by Idaho drivers, although many respondents commented that cell phone use while driving is becoming an increasing problem;
- The most commonly sighted inappropriate driving behaviors by teenagers are speeding (33.7%) and cell phone use (26.9%);
- The median number of hours of supervised driving respondents feel teenage drivers should have is 50, which is equal to the amount currently required by Idaho law;
- The median age at which respondents feel children should be allowed to use only a seat belt was six years, however it should be noted only 58% of respondents answered that question, and those who didn't stated they just did not know what age would be appropriate. In addition, many respondents felt child restraint use should be based on the size of the child, rather than the age;
- Just over half (51.3%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old; but again, many individuals were unsure;
- Three-quarters (75%) of respondents believe most motorcycle accidents involve a motorcycle with one or more vehicles, which is quite different from the actual

percentage of accidents between a motorcycle and one or more vehicles in 2006 (52%), indicate more public education may be necessary;

- 72.9% of respondents would support legislation requiring helmet use among motorcyclists;
- Respondents to the survey felt the best ways to get people to practice safe driving behavior are through greater police presence (22.7%) and public education campaigns (33.5%).

## 2007 Paid Advertising Survey Results

### How often do you drive a motor vehicle?

Response	Frequency	Percent
Never	3	0.7
A few times a year	1	0.2
A few times a month	11	2.4
Almost every day	141	31.3
Every day	294	65.3
Total	450	100.0

### How often do you wear a seat belt when you are driving or riding in a motor vehicle?

Response	Frequency	Percent
Never	3	0.7
Rarely	2	0.4
Occasionally	18	4.0
Usually	66	14.7
Always	360	80.0
Don't know -- don't read	1	0.2
Total	450	100.0

### Have you recently seen or heard the message Click It Don't Risk It?

Response	Frequency	Percent
No	46	13.5
Yes	293	85.7
Don't know -- don't read	3	0.9
Total	342	100.0

**Did this message cause you to sear your seatbelt more often?  
(Skip if they report always wearing a belt)**

Response	Frequency	Percent
No	130	70.7
Yes	48	26.1
Don't know -- don't read	6	3.3
Total	184	100.0

**Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that was the only reason for which you were pulled over?**

Response	Frequency	Percent
Definitely not support	123	27.6
Probably not support	64	14.3
I am neutral	41	9.2
Probably support	72	16.1
Definitely support	139	31.2
Don't know -- don't read	7	1.6
Total	446	100.0

**In your opinion, how much of a problem is seat belt non-use in Idaho? Would you say it is. . .**

Response	Frequency	Percent
Not a problem	35	7.8
Small problem	68	15.2
Moderate problem	200	44.7
Big problem	101	22.6
Don't know -- don't read	43	9.6
Total	447	100.0

**What aspect of aggressive driving do you see MOST frequently on Idaho roads?**

Response	Frequency	Percent
Speeding	124	27.7
Tailgating	113	25.2
Running red lights or stop signs	69	15.4
Lane weaving	59	13.2
Failure to yield	26	5.8
I haven't observed any aggressive behavior	14	3.1
Don't know -- don't read	5	1.1
Other	38	8.5
Total	448	100.0

**How often do you engage in aggressive driving behavior?**

Response	Frequency	Percent
Rarely	210	46.8
Occasionally	66	14.7
Usually	2	0.4
Always	4	0.9
Never	166	37.0
Don't know -- don't read	1	0.2
Total	449	100.0

**When you drive aggressively, it is MOST often because. . .**

Response	Frequency	Percent
You are late	153	54.6
You are upset with another driver	60	21.4
you are upset with road construction or conditions	10	3.6
You are upset with something in my personal life	10	3.6
It makes you feel you are in control	2	0.7
Some laws are meant to be broken	8	2.9
Don't know -- don't read	5	1.8
Other	32	11.4
Total	280	100.0

**Have you recently seen or heard messages about aggressive driving?**

Response	Frequency	Percent
No	219	49.1
Yes	226	50.7
Don't know -- don't read	1	0.2
Total	446	100.0

**Did the message cause you to avoid aggressive driving?**

Response	Frequency	Percent
No	98	45.2
Yes	110	50.7
Don't know -- don't read	9	4.1
Total	217	100.0

**In your community, how much of a problem is poor driving by teenagers? Would you say it is. . .**

Response	Frequency	Percent
You don't notice a problem	60	13.3
Small problem	113	25.1
Moderate problem	156	34.7
Big problem	97	21.6
Don't know -- don't read	24	5.3
Total	450	100.0

**What inappropriate teen driving behavior have you observed MOST frequently on Idaho roads?**

Response	Frequency	Percent
Speeding	149	33.7
Tailgating	8	1.8
Not wearing a seat belt	4	0.9
Driving impaired (drunk driving)	2	0.5
Distraction by passengers	54	12.2
Talking on a cell phone	119	26.9
Running red lights or stop signs	5	1.1
Lane weaving	23	5.2
Don't know -- don't read	30	6.8
Other	48	10.9
Total	442	100.0

**Have you recently seen or heard messages about teen driving?**

Response	Frequency	Percent
No	299	66.6
Yes	149	33.2
Don't know -- don't read	1	0.2
Total	449	100.0

**Who do you think has the most influence over how teens drive?**

Response	Frequency	Percent
Parents	185	41.0
Law enforcement	26	5.8
Driving instructor	24	5.3
Other teens	209	46.3
Don't know -- don't read	7	1.6
Total	451	100.0

**Would you support legislation requiring children to be restrained using a child safety seat or booster seat until they reach eight years old?**

Response	Frequency	Percent
No	183	41.0
Yes	229	51.3
Don't know -- don't read	34	7.6
Total	446	100.0

**Have you recently seen or heard messages about child passenger safety?**

Response	Frequency	Percent
No	217	48.7
Yes	226	50.7
Don't know -- don't read	3	0.7
Total	446	100.0

**How important do you think it is for Idaho to enforce the drinking and driving laws?**

Response	Frequency	Percent
Very important	383	85.5
Important	52	11.6
Neutral	11	2.5
Not important	2	0.4
Total	448	100.0

**Have you recently seen or heard messages about not drinking and driving?**

Response	Frequency	Percent
No	67	15.1
Yes	376	84.5
Don't know -- don't read	2	0.4
Total	451	100.0

**Would you support the police setting up roadblocks to check for drivers who had been drinking?**

Response	Frequency	Percent
No	121	27.1
Yes	314	70.4
Don't know -- don't read	11	2.5
Total	446	100.0

**Have you recently seen or heard messages about motorcycle awareness?**

Response	Frequency	Percent
No	285	63.6
Yes	161	35.9
Don't know -- don't read	2	0.4
Total	448	100.0

**Do you believe seeing this message has increased your awareness of motorcycles?**

Response	Frequency	Percent
No	32	23.9
Yes	100	74.6
Don't know -- don't read	2	1.5
Total	134	100.0

**Tell me how strongly you agree or disagree with the following statement: most motorcyclists on Idaho roads operate their vehicles in a safe manner.**

Response	Frequency	Percent
Strongly agree	62	13.9
Agree	229	51.3
Am neutral	72	16.1
Somewhat disagree	61	13.7
Strongly disagree	18	4.0
Don't know -- don't read	4	0.9
Total	446	100.0

**Would you support legislation in Idaho requiring all motorcyclists to wear a helmet?**

Response	Frequency	Percent
No	110	24.6
Yes	326	72.9
Don't know -- don't read	11	2.5
Total	447	100.0

**What do you believe is the BEST way to get people to practice safe driving behavior?**

Response	Frequency	Percent
Greater police presence	101	22.7
More citations	31	7.0
Higher penalties	70	15.7
Warnings	20	4.5
Stronger highway safety legislation	14	3.1
Stronger prosecution of illegal driving actions	46	10.3
Public education campaigns	149	33.5
Don't know -- don't read	14	3.1
Total	445	100.0

**Would you say the amount of highway safety messages you see or hear is. . .**

Response	Frequency	Percent
Adequate	240	53.5
Too few	181	40.3
Too many	12	2.7
Don't know -- don't read	16	3.6
Total	449	100.0

**Gender demographics**

Response	Frequency	Percent
Female	258	57.5
Male	191	42.5
Total	449	100.0

# **MOBILIZATION PROGRAM**

**Mobilizations – Section 402 Impaired SAL0701, Seat Belts SSB0701, Aggressive SPT0701, Aggressive Youthful SPT0721, Section 410 Impaired SJ80701, Section 157 S570701, Section 163 V079850**

In an effort to reduce deaths and serious injuries resulting from motor vehicle crashes, campaigns with OHOS partners in law enforcement have been emphasized. Designed to directly address driver behavior, these mobilizations coordinate paid media campaigns with each campaign, beginning the week before a mobilization, to advertise and enhance the effectiveness of each campaign.

<u>Funded Grant Total:</u>		Expended \$542,013
<u>402 Impaired</u>	Funded:	Expended \$148,593
<u>410 Impaired</u>	Funded:	Expended \$ 71,808
<u>163 Impaired (H911)</u>	Funded:	Expended \$ 45,000
<u>402 Seat Belts</u>	Funded:	Expended \$ 87,719
<u>157 Seat Belts</u>	Funded:	Expended \$ 48,561
<u>402 Aggressive</u>	Funded:	Expended \$112,039
<u>163 Aggressive (H921)</u>	Funded:	Expended \$ 14,760
<u>402 Youthful;</u>	Funded:	Expended \$ 13,533

Utilizing dedicated regular duty traffic patrol hours during mobilization campaigns, agencies can “earn” reimbursement for approved traffic safety equipment. During 2007, the following equipment was reimbursed to agencies:

Equipment	Quantity
Electronic ticketing system	9
Speed Monitor/Radar	51
Speed Trailer	2
Video Camera Equipment	22
Portable Breath Tester	4
Intoxilyzer	1
Voice Recorders	10
Light bars	9

**Impaired Driving – Section 402 SAL0701, Section 410 SJ80701, SK80701, Section 163 (H911) V079850**

<u>Funded Grant Total:</u>		Expended \$265,401
<u>SAL0701</u>	Funded:	Expended \$148,593
<u>SJ80701/SK80701</u>	Funded:	Expended \$ 71,808
<u>V079850 (H911)</u>	Funded:	Expended \$ 45,000

Accomplishments:

During December 2006, a Holiday impaired enforcement mobilization resulted in 187 law enforcement officers, 2,882 hours, 1898 traffic contacts and 180 DUI arrests.

Section 402 funding totaled \$30,949 for overtime and equipment, Section 410 funding totaled \$20,359 and Section 163 Incentive funding totaled \$45,000.

For the week of St. Patrick's Day 2007, statewide impaired enforcement resulted in 86 law enforcement officers, 829 hours, 943 traffic contacts, and 58 DUI arrests. Section 402 funding totaled \$7,410 and Section 410 totaled \$20,078 for overtime and equipment.

During the Memorial Day 2007 mobilization, \$3,903 in Section 402 funds supported impaired enforcement overtime.

During the week of July 4, 2007, funding for statewide impaired enforcement reported results included 152 law enforcement officers, 1862 hours, 1,800 traffic contacts, and 62 DUI arrests. Section 402 funding totaled \$53,691, and Section 410 funding totaled \$5,305 for overtime and equipment.

August 24 - Labor Day statewide impaired enforcement resulted in 279 law enforcement officers, 2,422 hours, 6,205 traffic contacts, and 227 DUI arrests. Funding for overtime and equipment in Section 402 totaled \$52,640, and for Section 410 totaled \$26,066.

**Seat Belts – Section 402 SSB0701, Section 157 S57OP71, Section 163 (H961)  
V079850 (not used)**

<u>Funded Grant Total:</u>		Expended \$136,280
<u>SSB0701</u>	<u>Funded:</u>	Expended \$ 87,719
<u>S57OP71</u>	<u>Funded:</u>	Expended \$ 48,561

Accomplishments:

A seat belt mobilization was conducted from November 13 through December 4, 2005 in conjunction with a national seat belt emphasis period. Highlights include:

- Paid media campaign consisting of television and radio advertising costing \$59,696 utilizing Section 157 funds. The television ad featured a NHTSA-funded rolling pickup story. The radio ads included live reads such as, "Enforcing seat belt laws is NOT about writing tickets. It IS about saving lives. Buckling up is your best defense against serious injury or death. Seat belt law enforcement patrols are under way now. So...Click It, Don't Risk It! Brought to you by the Idaho Transportation Department." We also used the "Sound Effects" ad developed by es/Drake.
- Enforcement mobilization costing \$51,162. Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to seat belt enforcement;
- Enforcement by 27 participating law enforcement agencies;
- Seat belt enforcement totaling nearly 1,883 hours; and
- Seat belt citations written totaling 3,059.

A seat belt mobilization was conducted May 21 through June 3, 2006 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402, 157, and

163 funds. Due to the loss of federal funding, our May Mobilization highlights are significantly less than in recent years but include:

- Paid media campaign consisting of billboard, television, radio, costing \$73,159, down from \$84,387 in 2006, and down from \$187,463 in 2005. Billboards featured a “Ticket Repellent” message. Television ads used a combination of the rolling pickup and the “Friendly Officer,” another NHTSA-funded ad showing an officer ticketing a teenager. Radio ads included the “Sound Effects” ad developed by es/Drake as well as our Law Enforcement Liaison locally produced ads. The *Click It, Don’t Risk It!* theme was recently seen or heard by 85 percent of Idaho’s population based on a public opinion poll conducted the following September;
- Enforcement mobilization costing \$85,118, down from \$108,326 in 2006, and less than one third of the \$219,771 paid for enforcement for the 2005 May Mobilization. Reimbursement for traffic enforcement equipment was granted to agencies for regular duty hours dedicated to seat belt enforcement;
- Enforcement by 38 participating law enforcement agencies, down from 41 in 2006, and down from 77 in 2005;
- Seat belt enforcement totaling 3,175 hours, down from 3,490 hours in 2006, and down from more than 7,700 hours in 2005; and
- Seat belt citations written totaling 4298, down from 6,400 in 2006, and down from 10,500 in 2005.

**Aggressive Driving – Section 402 SPT0701, Section 163 V079850 (H921)**

<u>Funded Grant Total:</u>	Expended \$126,799
<u>SPT0701 Funded:</u>	Expended \$112,039
<u>V079850 (H921) Funded:</u>	Expended \$ 14,760

Accomplishments:

Two aggressive driving campaigns were conducted, June 10–23 and July 15–28. The mobilization was combined with the Youthful Driver Program to provide additional focus and funding. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$72,865 toward overtime, and \$54,534 toward incentives of traffic enforcement equipment.

The law enforcement agency participation level went up from 25 agencies in FFY06 to 35 agencies in FFY07.

Total agency participation during the mobilization timeframe resulted in 6,650 speeding tickets, 115 reckless driving tickets, 504 DUI arrests, 851 seat belt tickets, 1,110 felony arrests, and 73 child passenger safety tickets. (A total of 14,451 tickets were issued during the timeframe); and

## **Aggressive Youthful Driving – Section 402 SPT0721**

Funded Grant Total: Expended \$13,533

### Accomplishments:

The Youthful Driver program continued support of the Aggressive Driver program funding the Summer Campaign during June 10-23 and July 15-28. By combining with the Summer Campaign, law enforcement agencies report their efforts to reduce typical teen driving behaviors such as speeding, passing a stop sign, following too close, and disregarding a signal, and their emphasis on the importance of wearing a seat belt. Of the 33 agencies funded during the mobilization, six agencies were supported from the Youthful Driver program. 187 officers were funded for a total of \$132,502 in overtime and regular traffic safety patrol hours to for incentive equipment.

Utilizing the *Parent Notification* brochure, modeled on the National Safety Council's *Family Guide to Teen Driving*, 13 agencies mailed 146 notifications to parents, notifying them of their teen's driving performance, and being stopped for traffic violations. Summer campaign statistics show 6,650 moving citations were issued. Of these, 300 teens were cited for speeding citations, as well as 10 for reckless driving. Other statistics reported were 300 underage alcohol citations, 41 youth DUI arrests and 177 youth drug arrests.

# 2007 Mobilization Summary

Focus Area & Campaign	402		410		157		163		Total Campaigns		Mobilization Total Overtime & Equipment
	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equipment	
<b>Impaired</b>											
Holiday	\$13,354	\$17,595	\$17,159	\$3,200	\$0	\$0	\$45,000	\$0	\$75,513	\$20,795	\$96,308
St. Patrick's Day	\$1,200	\$6,210	\$19,198	\$880	\$0	\$0	\$0	\$0	\$20,398	\$7,090	\$27,488
Memorial Day	\$3,903	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,903	\$0	\$3,903
4th of July	\$40,421	\$13,270	\$3,530	\$1,775	\$0	\$0	\$0	\$0	\$43,951	\$15,045	\$58,996
Labor Day	\$26,585	\$26,055	\$23,206	\$2,860	\$0	\$0	\$0	\$0	\$49,791	\$28,915	\$78,706
Subtotal Impaired Program	\$85,463	\$63,130	\$63,093	\$8,715	\$0	\$0	\$45,000	\$0	\$193,556	\$71,845	\$265,401
<b>Seat Belt</b>											
November	\$36,899	\$4,500	\$0	\$0	\$0	\$9,763	\$0	\$0	\$36,899	\$14,263	\$51,162
May	\$42,831	\$3,489	\$0	\$0	\$13,914	\$24,884			\$56,745	\$28,373	\$85,118
Subtotal Seat Belt Program	\$79,730	\$7,989	\$0	\$0	\$13,914	\$34,647	\$0	\$0	\$93,644	\$42,636	\$136,280
<b>Youthful Aggressive</b>											
Summer	\$9,733	\$3,800	\$0	\$0	\$0	\$0			\$9,733	\$3,800	\$13,533
Subtotal Youthful Driver Program	\$9,733	\$3,800	\$0	\$0	\$0	\$0	\$0	\$0	\$9,733	\$3,800	\$13,533
<b>Aggressive</b>											
Summer	\$58,105	\$53,934	\$0	\$0	\$0	\$0	\$14,760	\$0	\$72,865	\$53,934	\$126,799
Subtotal Aggressive Driving Program	\$58,105	\$53,934	\$0	\$0	\$0	\$0	\$14,760	\$0	\$72,865	\$53,934	\$126,799
<b>Total Mobilizations</b>	\$233,031	\$128,853	\$63,093	\$8,715	\$13,914	\$34,647	\$59,760	\$0	\$369,798	\$172,215	\$542,013

**SAFETY PROGRAM  
PLANNING  
AND  
ADMINISTRATION**

## **SAFETY PROGRAM PLANNING AND ADMINISTRATION**

The Planning and Administration Grant provided the necessary resources to develop and administer the activities of the FFY 2007 Highway Safety Plan (HSP). These tasks included:

- Analyzing Idaho's highway safety problems, identifying projects to respond to highway safety needs in specific program areas, and setting performance goals and evaluation criteria;
- Organizing Idaho Traffic Safety Commission meetings to address the development, review, and approval of the HSP, as well as other traffic safety issues;
- Awarding funds to carry out program area projects, with specific goals and objectives written for each grant;
- Providing fiscal controls for budgets, task reimbursement, fund monitoring, and federal and state reporting;
- Maintaining property records, audit reports, and procedural manuals to meet federal requirements;
- Monitoring and oversight of funded projects;
- Conducting legislative activity to support highway safety issues and to assure requirements for federal funding are met; and
- Providing public information on highway safety issues.

Statewide services grants are written to support the management activities of the individual program areas of the HSP. Management activities include project development, monitoring, evaluation, and technical assistance to the projects, as well as overall coordination of the program area.

### **PLANNED VERSUS ACTUAL COSTS**

The table on the following page shows the planned HSP costs, the actual FFY 2007 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 54 percent, whereas, actual expenditures show the benefits to local entities at 59 percent.

**COMPARISON OF COSTS PLANNED IN FFY 2007 HSP VS ACTUAL EXPENDITURES**

Program Area	Planned Costs			Actual Costs			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Impaired Driving	\$160,880	\$377,100	\$237,500	\$121,488.53	\$247,225.25	\$144,691.14	\$39,391.47	\$129,874.75	\$92,808.86
Impaired Youthful Driver	\$58,530	\$156,600	\$54,000	\$44,614.37	\$13,743.28	\$5,000.00	\$13,915.63	\$142,856.72	\$49,000.00
Seat Belts Adult	\$139,350	\$394,500	\$251,550	\$63,139.44	\$191,818.24	\$119,958.41	\$76,210.56	\$202,681.76	\$131,591.59
Seat Belts Child Passenger	\$8,550	\$40,150	\$11,000	\$1,044.77	\$3,414.03	\$0.00	\$7,505.23	\$36,735.97	\$11,000.00
Police Traffic Svc Aggressive Drv	\$295,400	\$373,000	\$229,700	\$152,480.35	\$250,567.02	\$185,602.83	\$142,919.65	\$122,432.98	\$44,097.17
Police Traffic Svc Agg. Youthful Drv	\$5,200	\$104,100	\$58,000	\$4,103.26	\$45,467.52	\$26,620.69	\$1,096.74	\$58,632.48	\$31,379.31
Traffic Records	\$3,600	\$110,900	\$58,000	\$493.98	\$77,686.64	\$0.00	\$3,106.02	\$33,213.36	\$58,000.00
Roadway Safety	\$1,675	\$35,025	\$22,000	\$273.91	\$5,856.50	\$0.00	\$1,401.09	\$29,168.50	\$22,000.00
Emergency Medical Svc	\$40,725	\$98,250	\$84,100	\$31,707.63	\$89,528.62	\$82,238.00	\$9,017.37	\$8,721.38	\$1,852.00
Motorcycle Safety	\$7,500	\$10,000	\$0	\$1,351.88	\$4,055.77	\$0.00	\$6,148.12	\$5,944.23	\$0.00
Bicycle & Pedestrian Safety	\$3,560	\$40,100	\$22,000	\$3,285.74	\$32,399.80	\$22,542.29	\$274.26	\$7,700.20	(\$542.29)
Community Traffic Safety	\$0	\$12,000	\$4,800	\$0.00	\$627.30	\$0.00	\$0.00	\$11,372.70	\$4,800.00
Paid Advertising	\$0	\$201,000	\$94,500	\$0.00	\$157,004.83	\$98,178.45	\$0.00	\$43,995.17	(\$3,678.45)
Planning & Administration	\$70,800	\$120,450	\$0	\$25,969.91	\$43,154.06	\$0.00	\$44,830.09	\$77,295.94	\$0.00
<b>NHTSA 402 Total</b>	<b>\$795,770</b>	<b>\$2,073,175</b>	<b>\$1,127,150</b>	<b>\$449,953.77</b>	<b>\$1,162,548.86</b>	<b>\$684,831.81</b>	<b>\$345,816.23</b>	<b>\$910,626.14</b>	<b>\$442,308.19</b>
Program Benefit to Local			54%			59%			-5%
410 Impaired Incentive	\$794,000	\$276,000	\$136,000	\$700,000.00	\$174,385.67	\$85,824.03	\$94,000.00	\$101,614.33	\$50,175.97
410 Impaired Paid Advertising	\$0	\$135,000	\$37,500	\$0.00	\$58,908.11	\$6,530.00	\$0.00	\$76,091.89	\$30,970.00
410 Planning & Admin.	\$26,530	\$33,300	\$0	\$12.05	\$20.04	\$0.00	\$26,517.95	\$33,279.96	\$0.00
410 Impaired SAFETEA-LU	\$460,559	\$1,041,165	\$294,250	\$88,723.98	\$168,773.56	\$42,621.91	\$371,835.02	\$872,391.44	\$251,628.09
410 Impaired Paid Adv SAFETEA-LU	\$0	\$240,000	\$125,000	\$0.00	\$97,412.27	\$0.00	\$0.00	\$142,587.73	\$125,000.00
408 Data Program	\$800,000	\$200,000	\$0	\$32,500.00	\$84,485.46	\$0.00	\$767,500.00	\$115,514.54	\$0.00
157 Incentive	\$62,500	\$192,000	\$100,000	\$41,110.00	\$109,769.73	\$49,111.01	\$21,390.00	\$82,230.27	\$50,888.99
157 Incentive Paid Adv.	\$0	\$100,000	\$100,000	\$0.00	\$59,696.25	\$29,950.00	\$0.00	\$40,303.75	\$70,050.00
2010 Motorcycle Safety	\$0	\$200,000	\$0	\$0.00	\$93,173.00	\$0.00	\$0.00	\$106,827.00	\$0.00
1906 Prohibit Racial Profiling	\$134,588	\$538,352	\$0	\$0.00	\$0.00	\$0.00	\$134,588.00	\$538,352.00	\$0.00
<b>Total Incentive Programs</b>	<b>\$2,278,177</b>	<b>\$2,955,817</b>	<b>\$792,750</b>	<b>\$862,346.03</b>	<b>\$846,624.09</b>	<b>\$214,036.95</b>	<b>\$1,415,830.97</b>	<b>\$2,109,192.91</b>	<b>\$578,713.05</b>
<b>Grand Total</b>	<b>\$3,073,947</b>	<b>\$5,028,992</b>	<b>\$1,919,900</b>	<b>\$1,312,299.80</b>	<b>\$2,009,172.95</b>	<b>\$898,868.76</b>	<b>\$1,761,647.20</b>	<b>\$3,019,819.05</b>	<b>\$1,021,021.24</b>

# **ADDENDUM**

## Governors Highway Safety Association 2006 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	1999	2000	2001	2002	2003	2004	2005	2006
<b>Fatalities</b>	278	276	259	264	293	260	275	267
<b>Serious Injuries (Defined as: Incapacitating Injury)</b>	1,824	1,733	1,615	1,750	1,607	1,667	1,812	1,689
<b>Fatalities &amp; Serious Injuries Combined</b>	2,102	2,009	1,874	2,014	1,900	1,927	2,087	1,956
<b>Fatality Rate /100 million VMT</b>	1.94	2.01	1.81	1.85	2.03	1.75	1.84	1.75
<b>Fatality &amp; Serious Injury Rate/ 100 million VMT</b>	14.67	14.63	13.11	14.08	13.19	13.00	13.94	12.82
<b>Fatality Rate / 100K population</b>	22.21	21.33	19.61	19.68	21.44	18.66	19.24	18.21
<b>Fatality &amp; Serious Injury Rate / 100K population</b>	167.93	155.26	141.86	150.17	139.06	138.31	146.04	133.38
<b>Alcohol Related Fatalities</b>	86	97	94	97	115	103	100	110
<b>Alcohol Related Fatalities as a percentage of All Fatalities (%)</b>	30.9%	35.1%	36.3%	36.7%	39.2%	39.6%	36.4%	41.2%
<b>Alcohol Related Fatality Rate/ 100 million VMT</b>	0.60	0.71	0.66	0.68	0.80	0.69	0.67	0.72
<b>Alcohol Related Fatality Rate/ 100K population</b>	6.87	7.50	7.12	7.23	8.42	7.39	7.00	7.50
<b>Percent of Population Using Safety Belts*</b>	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restrained**</b>	24.0%	29.0%	29.3%	37.4%	37.7%	42.3%	40.0%	38.8%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Unrestrained**</b>	73.1%	67.2%	67.4%	59.8%	59.4%	54.1%	57.3%	56.3%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restraint Use Unknown**</b>	2.9%	3.8%	3.3%	2.8%	2.9%	3.6%	2.7%	4.9%