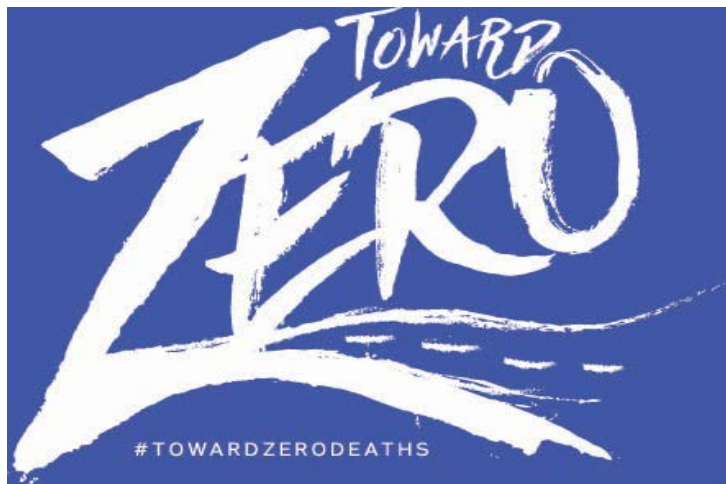


# ANNUAL EVALUATION

# 2016



**Idaho Transportation Department  
Office of Highway Safety  
Federal Fiscal Year 2016**

# FFY 2016

## Annual Evaluation of the Idaho Highway Safety Program

Governor C.L. "Butch" Otter



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# OVERVIEW

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## EXECUTIVE SUMMARY

The Idaho Transportation Department Office of Highway Safety (OHS) manages the National Highway Traffic Safety Administration (NHTSA) behavioral programs. Toward Zero Deaths is the vision of OHS, and aligns directly with NHTSA's mission of reducing the number of fatalities and serious injuries by educating drivers. The major safety programs include the following: impaired driving, distracted driving, aggressive driving, occupant protection, bicycle/pedestrian, motorcycle, youthful drivers, and more. As drivers, it is important we remember to keep our hands on the wheel, our eyes on the road and our mind focused on the task of driving every single time we get in a vehicle. Focusing on these core behavioral program areas found in the Strategic Highway Safety Plan (SHSP), will help drivers make better decisions before, during and after driving; or when they are a passenger in a vehicle.

Federal funds dedicated to highway safety are used to bring together partners to help improve the engineering, enforcement, education and emergency response throughout Idaho; to help achieve the vision of Toward Zero Deaths.

Here are some highlights from OHS for FFY2016:

- Idaho completed its latest five year Strategic Highway Safety Plan, thanks to the knowledge and expertise of more than 70 safety partners coming together to reduce fatalities and serious injuries on Idaho roads.
- OHS won two national awards for a seat belt media campaign, "Drive Safe. Belts On."
- The Alive @ 25 program won the national Astonishing Achievement award through the National Safety Council.
- OHS funded the first ever Officer on a Bus event, which is focused on enforcing the no texting Idaho law using officers in plain clothes riding on a bus. Those officers had a birds eye view of drivers actively texting and were able to radio ahead to officers in their patrol cars, who promptly pulled the drivers over and issued citations.
- Burley High School was a winner of \$100,000 for its winning video as part of the State Farm Celebrate My Drive event.
- Seven Idaho counties were recognized during FFY2016 for zero fatalities in 2015: Bear Lake, Blaine, Boundary, Oneida, Teton, Valley and Washington counties.
- OHS teamed up with sprint car racer Matt Elliot to spread the important message of wearing seat belts and driving safely.

This FFY2016 Annual Evaluation encompasses all the NHTSA program areas that OHS manages, along with media campaigns, safety events and a financial summary of FFY2016.

Although for some it may seem impossible to achieve zero fatalities, it has to be done one county at a time. Seven counties proved it is possible. As we work together as caring citizens who are willing to make the right choices when getting behind the wheel, fatalities and serious injuries will decrease and more counties will achieve that vision of zero fatalities.

## **LEGISLATIVE UPDATE**

### **House Bill 553**

To clarify that off highway vehicles (OHV), described as ATV, UTV and motorbikes, may travel upon state highways within city limits and within one mile of a city limit, as long as the speed limit is 45 mph or less. This law provides for OHVs to cross state highways at public road intersections. The Idaho Transportation Department and local road authorities will have authority to restrict OHV travel and crossings as needed for public safety.

### **Senate Bill 1229**

This legislation implements Section 127 of Title 23, United States Code, contained in the Consolidated Appropriations Act of 2016, that provides legal authority for the state of Idaho to allow vehicle combinations with a gross vehicle weight of 129,000 pounds or less on Idaho's interstate highway system.

# PERFORMANCE MEASURES AND TARGETS

		Benchmark						
		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
<b>Primary Goal</b>								
C1	5-Year Ave Fatalities - Goals		192	191	190	188	187	185
	Actual Values	192	193					
<b>Secondary Goals</b>								
C2	5-Year Ave Serious Injuries - Goals		1,278	1,263	1,250	1,239	1,230	1,221
	Actual Values	1,303	1,294					
C3	5-Year Fatality Rate - Goals		1.19	1.17	1.17	1.14	1.12	1.10
	Actual Values	1.20						
<b>Aggressive Driving</b>								
C6	5-Year Ave Speeding Fatalities - Goals		53	52	51	51	50	49
	Actual Values	54	51					
<b>Distracted Driving</b>								
I1	5-Year Ave Distracted Fatalities - Goals		43	42	41	40	39	38
	Actual Values	45	43					
<b>Safety Restraint Use in Passenger Motor Vehicles (PMV)</b>								
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		75	74	73	72	70	69
	Actual Values	76	81					
B1	Yearly Observed Seat Belt Use - Goals		81.6%	82.2%	82.5%	83.0%	83.3%	83.8%
	Actual Values	80.2%	81.1%	82.9%				
<b>Impaired Driving</b>								
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		55	54	53	53	52	52
	Actual Values	57	56					
<b>Vulnerable Users (Bike, Pedestrian, Mature)</b>								
C11	5-Year Ave Bicyclist Fatalities - Goals		2	2	2	2	2	2
	Actual Values	2	1					
C10	5-Year Ave Pedestrian Fatalities - Goals		11	11	11	11	11	10
	Actual Values	12	11					
I2	5-Year Ave Drivers >=65 in Fatal Crashes - Goals		37	36	35	35	34	33
	Actual Values	38	39					
<b>Youthful Driver</b>								
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		28	27	27	26	25	24
	Actual Values	29	29					
<b>Motorcycle (MC)</b>								
C7	5-Year Ave Motorcycle Fatalities - Goals		22	22	21	21	21	20
	Actual Values	23	24					
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		12	12	11	11	11	11
	Actual Values	12	13					
<b>Commercial Motor Vehicle (CMV)</b>								
I3	5-Year Ave CMV Fatalities - Goals		23	22	21	21	20	20
	Actual Values	23	26					
<b>Lane Departure</b>								
I4	5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals		100	99	98	97	95	94
	Actual Values	101	101					
I5	5-Year Ave Head-On/SS Opposite Fatalities - Goals		28	27	26	25	24	23
	Actual Values	30	27					
<b>Intersections</b>								
I6	5-Year Ave Intersection-Related Fatalities - Goals		36	36	35	35	33	32
	Actual Values	36	38					
<b>Items for Reporting</b>								
		2014	2015	2016	2017	2018	2019	2020
	Yearly Total Fatality Rate	1.15						
	Yearly Urban Fatality Rate	0.52						
	Yearly Rural Fatality Rate	1.61						
A1	Seat Belt Citations Issued during Grant Funded Activities		FFY2015 11,780	FFY2016 12,067	FFY2017	FFY2018	FFY2019	FFY2020
A2	DUI Arrests made during Grant Funded Activities		861	687				
A3	Speeding Citations Issued during Grant Funded Activities		7,853	6,908				

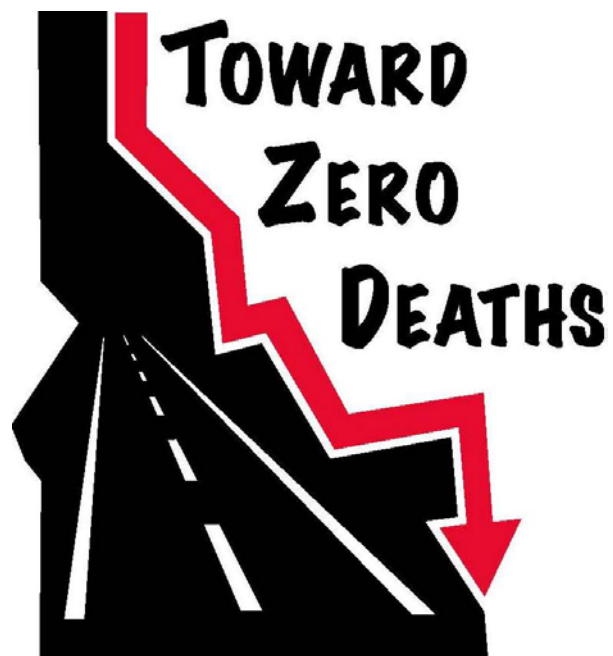
Updated: 12/20/2016  
2015 FHWA AVMT is unavailable



## PROGRAM IMPACT

A summary of findings for CY 2015 are listed below:

- The number of motor vehicle crashes increased by 8.5 percent, from 22,134 in 2014 to 24,018 in 2015. The number of fatalities resulting from motor vehicle crashes increased from 186 in 2014 to 216 in 2015, a 16.1 percent increase. The number of fatal crashes increased from 175 in 2014 to 198 in 2015. The number of serious injuries increased from 1,273 in 2014 to 1,351 in 2015, a 6.1 percent increase. Although, the numbers of fatal crashes and fatalities were virtually the same as they were in 2013.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.30 in 2015, up from 1.15 in 2014.
- While 64 percent of all motor vehicle crashes occurred on urban roadways, 78 percent of the fatal motor vehicle crashes occurred on rural roadways in 2015.
- Fatalities resulting from impaired driving crashes increased in 2015 by 20.8 percent and 40 percent of all fatalities resulted from impaired driving. Of the 87 people killed in impaired driving crashes, 77 (89 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt use increased slightly to 81 percent in 2015. While the observed rate was 81 percent, only 38 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 47 of the 93 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 52 percent of the motor vehicle crashes and 77 people were killed in aggressive driving crashes in 2015.
- Distracted driving was a factor in 23 percent of the motor vehicle crashes in 2015 and 51 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2015, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 34 people killed in crashes involving youthful drivers in 2015.
- The number of motorcyclists killed in motor vehicle crashes increased to 28 in 2015. Almost two-thirds (64 percent) of fatal motorcycle crashes in 2015 involved just the motorcycle, while over half (54 percent) of fatal motorcycle crashes involved an impaired driver.
- Fatal crashes involving commercial motor vehicles increased from 22 in 2014 to 30 in 2015. The number of injury crashes involving commercial motor vehicles increased by 9 percent. There were 34 people killed and 872 people injured in commercial motor vehicle crashes in 2015.





## OCCUPANT PROTECTION

OP-2016-01 (SSB1601), OP-2016-08 (SSB1608), OP-2016-EA (SSB16EA), M2HVE-2016-EA (SOP162A), OP-2016-EB (SSB16EB), M2HVE-2016-EB (SOP162B), M2OP-2016-2S (SOP162S), M2PE-2016-PM (SOP162P)

**Problem:** In 2015, of the 157 passenger motor vehicle occupants over the age of 7 killed, 92 were not wearing their seat belts. In addition, 262 unbelted Idahoans were seriously injured. In 2015, only 25% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt. Of the 34 people killed in youthful driver crashes, 14 were youthful drivers. Of the 14 youthful drivers killed, only 4 were wearing seat belts.

**Objective:** Eliminate motor vehicle related deaths and serious injuries in Idaho by increasing the use of seat belts statewide.

### **Performance Measures:**

**C-4 Reduce the five-year average number of unrestrained passenger motor vehicle occupants kills.** Idaho's goal for unrestrained fatalities for 2011-2015 was 83. Unrestrained passenger motor vehicle fatalities for CY 2015 was 92, 9 more fatalities than Idaho's goal.

### **B-1 Increase the yearly observed seat belt use rate.**

The goal for 2015 was 79.7%. Based on the 2015 Observational Seat Belt Survey, Idaho's statewide average rate was 81.1%; a slight increase from 2014 (80.2%) however 2015 rate exceeds HSP goal. Data for Idaho's 2016 Observational Seat Belt Survey indicates Idaho's statewide average rate increased 1.8% to 82.9%.

### **Enforcement:**

**November 19-29, 2015 Seat Belt Mobilization:** 48 law enforcement agencies participated; 25 police departments, 17 county sheriff offices, and 6 ISP districts.

During the mobilization, 1403 occupant protection (seat belt and child restraint) citations were issued. The top-performing agencies were Meridian Police Department (PD) 3.92 contacts/hour, Idaho Falls PD 3.271 contacts/hour, and Latah County 3.194 contacts/hour. Work performance measure changed from citations/hour to contacts/hour based on recommendation by NHTSA Region 10's Glenn Cramer. Pre- and post-mobilization seat belt surveys were performed; with the largest increase in seat belt usage rate being Filer PD, 51% to 86%, a 35% increase.

Mobilization overtime was awarded using Section 405b OP (M2HVE-2016-EA) in the amount of \$92,399.

**May 16-30, 2016 Seat Belt Mobilization:** There were 57 participating agencies; 31 police departments, 20 county sheriff offices, and 6 ISP districts. This was a decrease of 10 participating agencies compared to the 2015 Seat Belt Mobilization.

During this mobilization, 2001 occupant protection citations (seat belt and child restraint) were issued. The top-performing agencies were Ucon PD 3.8 contacts/hour, Blackfoot PD 3.359 contacts/hour, Idaho Falls PD 3.184 contacts/hour, and Garden City PD 2.963 contacts/hour.

Pre- and post-mobilization seat belt surveys were performed; and the largest increase in usage was Bingham County, 60% to 79%, a 19% increase.

Two funding sources were used for overtime: Section 405b OP (M2HVE-2015-EB) \$25,263; Section 402 OP-2016-EB \$127,389.

**Media:**

OHS conducted two seat belt media campaigns. The decision was made to include Pandora as a social media venue to target youthful drivers. Demographics for May mobilization expanded to include 16-24 year olds; primary media demographic remained 25-54 adults and secondary demographic was teens.

The first media campaign held in November 2015 was during the Thanksgiving holiday weekend. “Buckling up could save your giblets” was the theme for billboards and social media postings. The “Drive Safe. Belts On.” TV PSA and a new Spanish radio PSA were created and used for the campaign.



The May campaign theme was, “Drive Safe. Belts On.” This was used for TV PSAs, billboards, and social media.



The “Drive Safe. Belts On.” campaign was also promoted in the Buena Vista Hispanic guide and telephone directory.

During the 2016 Idaho Falls Chukars Baseball season, safety messages were announced by their Public Address Announcer during 38 home games. Safety messages focused on Occupant Protection, Impaired, Aggressive and Distracted Driving.

The Idaho High School Activities Association promoted the use of safety messages at high school sporting events.

The ITD 511 Traveler Information website <http://511.idaho.gov/> was updated to include a streaming safety message when travelers initially open it. The website experiences at least one million hits a year.

Mobilization media funding was paid with 405b M2PE-2016-PM \$132,714.95, and PM-2016-01 \$72,607.63.

**Training:**

The “Barbie” Crash car was used for multiple events, including the Western Idaho Fair, Hailey Safety Fair, Meridian Youth Safety Summit, Bobbystrong Fun Run, BSU Science Technology Engineering Math (STEM), Andrew Elementary STEM, Expo Kids Fair, Nampa HS, and three Meridian middle schools.

Educational material funding was paid with 402 OP-2016-01 \$345.24.

**Outcome:**

The “Drive Safe. Belts On.” TV PSA won two national awards:

1. AAMVA PACE Internally Produced TV Commercial or PSA award, and
2. AASHTO TransComm 2016 Award, PSA without Consultant, First Place



Nampa and Shelley High Schools participated in the May 2015 NOYS Seat Belts Save Challenge. Press releases were issued nationally, statewide and locally in November 2015. Nampa High School won the challenge nationwide for the best overall education campaign, and Shelley High School won the prize for the greatest improvement in seat belt usage. Shelley High School team leaders were recognized at the ITD Board Meeting in May 2016.



The **statewide observational seat belt survey** was conducted in September 2016 by the seven Idaho Public Health Districts, and funded using Section 405b M2OP-2016-2S \$22,876.96. PHD agreements included the recommendation to increase counters at each site from one to two. At least three PHDs exercised the recommendation. Refresh training was held for all (ITD) onsite-trained counters to review the process, and new counters received in-person (onsite) instruction and training at OHS. QC monitoring for the seat belt survey was conducted at fourteen sites; five sites in Nez Perce County, three in Payette County, one in Canyon County, and five in Gem County. Based on monitoring observations, a final report was written with following top two recommendations:

1. Encourage future surveys are conducted by 2 counters per site to ensure count is as accurate as possible.
2. Encourage surveys are conducted by 2 counters to ensure counters’ safety.

The **2016 Occupant Protection Assessment** was conducted February 22-26, 2016, and funded with Section 402 OP-2016-08 \$26,480.97.

**Seat Belt Use in Idaho – 3 yr. average**

	2013	2014	2015	3 Yr. Average
Idaho’s Safety Restraint Use	81.6%	80.2%	81.1%	81%
Unbelted Fatalities	97	67	92	85
Unbelted Seriously Injured	274	267	262	268

**Seat Belt Use in Idaho by Transportation District – 3 yr. average**

District	2013	2014	2015	3 yr. Average
1	72.3%	76.1%	74.4%	74.3%
2	85.0%	80.2%	78.6%	81.3%
3	85.8%	91.5%	89.5%	88.9%
4	74.2%	66.9%	57.8%	66.3%
5	81.2%	80.1%	86.6%	82.6%
6	76.8%	70.5%	66%	71.1%

**Seat Belt Use by Vehicle Type – 3 yr. average**

	2013	2014	2015	3 yr. Average
Passenger Car, Vans, SUVs	84.4%	82.4%	83.4%	83.4%
Pick-up Trucks	73.5%	74.1%	75.8%	74.5%

**REXBURG POLICE DEPARTMENT TRAFFIC ENFORCEMENT**

**OP-2016-07 (SSB1607)**

**Problem:**

<b>Rexburg 2012-2014 Highway Safety Problems</b>				
	2012	2013	2014	Totals
<b>Total F&amp;I Crashes</b>	77	69	67	213
<b>Aggressive F&amp;I Crashes</b>	62	52	57	171
<b>Distracted F&amp;I Crashes</b>	19	13	8	40
<b>Teen Driver Involved F&amp;I Crashes</b>	22	23	22	67
<b>PMV % Unbelted (Dead or Seriously Injured)</b>	0%	0%	50%	
<b>80% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>19% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>31% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

1. According to the OHS FY2012-2014 crash statistics, the City of Rexburg was ranked #2 of 6 similarly sized Idaho cities for the number of total annual crashes (for all three years); 314 crashes in 2012, 299 crashes in 2013, and 301 crashes in 2014.
2. The City of Rexburg is the largest city in Madison County. Madison County's 2014 overall seatbelt usage rate of 72.2% is considerably lower than the state's overall average of 81.6%.
3. 2014 Seat Belt Observational Survey shows Idaho's lowest Pickup Truck seat belt usage rate is in Madison County at 49.7%.

**Objective:**

The primary objective of this grant is to reduce motor vehicle-related deaths and serious injuries in the city of Rexburg by reducing aggressive and distracted driving crashes, and increasing the use of seat belts and child restraints.

**Performance Measures:**

1. Based on 2014 statistics, reduce the number of **injury** crashes by 5% or no more than 64 during fiscal year 2016, and decrease the number of total crashes by 5% or no more than 286 during fiscal year 2016.
2. Increase the number of seatbelt citations issued by 50%; issue a minimum of 372 citations in fiscal year 2016. Citation count may include seat belt citations issued during Rexburg P.D.'s participation in OHS's Traffic Enforcement mobilizations.

3. *Increase the overall seat belt usage rate 5%, from 72.2% in 2014 to at least 75.2% in fiscal year 2016.*
  
4. *Increase awareness and educate the public regarding traffic safety by working with local broadcasters in the following areas:*
  - a. *Local movie theatres. Create short video PSA using local officers explaining the area's problem on unrestrained occupants and the benefits of being restrained.*
  - b. *Local radio stations. Create short audio PSA using local officers explaining the area's problem on unrestrained occupants and the benefits of being restrained.*
  - c. *Area Television Stations. Invite local news station reporters to participate in "ride-alongs" with patrol officers conducting seat belt enforcement patrols. Encourage local news stories to provide information explaining the area's problem on unrestrained occupants and the benefits of being restrained.*

**Enforcement:**

Citations written in the City of Rexburg by dedicated officer(s) during grant period, January – September 2016:

64 occupant protection (60 seatbelt, 4 child safety seat)

553 speeding

1 DUI arrest (alcohol)

7835 traffic contacts

**Media:**

The local BYU-Idaho video department created an educational video PSA titled "You Shall Not Pass," with the focus on drivers not passing school buses picking up or dropping off students.

**Training (Education):**

Rexburg PD, Madison Fire Department, and a Life Flight helicopter participated in a simulated texting while driving crash scenario in May. The event was developed and produced by students at Madison High School.

Rexburg PD and the Madison School District are purchasing radar speed signs annually to install in problem school zones.

**Outcome:**

*Rexburg PD pre-grant seat belt survey 75% and post-grant survey 86%; an increase of 11% in the City of Rexburg.*

Seat belt survey results reflect 71.2% usage in Madison County, an overall decrease of 1%.



<b>Rexburg 2013-2015 Highway Safety Problems</b>				
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>Totals</b>
<b>Total F&amp;I Crashes</b>	69	67	109	245
<b>Aggressive F&amp;I Crashes</b>	52	57	88	197
<b>Distracted F&amp;I Crashes</b>	13	8	25	46
<b>Teen Driver Involved F&amp;I Crashes</b>	23	22	37	82
<b>PMV % Unbelted (Dead or Seriously Injured)</b>	0%	50%	57%	
<b>80% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>19% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>33% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

F&I crashes increased from 67 in 2014 to 109 in 2015:

Aggressive F&I crashes increased from 57 in 2014 to 88 in 2015.

Distracted F&I crashes increased from 8 in 2014 to 25 in 2015.

Teen driver involved F&I crashes increased from 22 in 2014 to 37 in 2015.

PMV % of unbelted (dead or seriously injured) increased from 50% in 2014 to 57% in 2015.

Rexburg PD authorized a dedicated traffic officer shift (STEP officer) to start February 2016. The STEP officer, in addition to normal traffic patrol duties in school zone and other high traffic areas, will be responsible to investigate all traffic crashes and traffic related complaints.

Rexburg PD grant funding was paid with 402 OP-2016-07 \$16,883.66.

## **CHILD PASSENGER SAFETY**

**CR-2016-01 (SCR1601), CR-2016-0L (SCR160L), M2CPS-2016-2L (SOP162L), M2TR-2016-TR (SOP162T), M2PE-2016-PM (SOP162P), M2CSS-2016-CR (SOP162R)**

### **Problem:**

Motor vehicle crashes are the leading cause of death for children 14 years old and younger; 1070 children were killed in motor vehicle traffic crashes in 2014 (nationwide). During 2011-2015, 22 children under 7 years old were killed in Idaho motor vehicle crashes. Of these children, 12 were not restrained. During the same period, 75 children were seriously injured; 33 of which were not restrained. Parents continue to place their very young children (ages 0-3) in a child seat at a high rate (93%), while only 62% place their toddlers (ages 4-6) in child safety seats or booster seats. Based on a 2015 National Survey of the Use of Booster Seats (NSUSB), there continues to be indications of premature graduation to restraint types not appropriate for a child's age, height, and weight. The 2015 NSUBS shows that Hispanic children from birth to 12 months old had the highest restraint use (100%) however Hispanics generally had lower restraint use rates than Non-Hispanic among children younger than 13 (except the Hispanic children from birth to 12 months old). Restraint use among Hispanic children 8-12 years old decreased from 86.9% in 2013 to 78.9% in 2015. The largest minority population in Idaho is Hispanic at 196,502 or 12.02%.

**Objective:** Eliminate deaths and serious injuries among children from motor vehicle-related crashes through a combination of correct installation, public safety education and increased child safety restraint use in Idaho.

**Performance Measures:**

***C-4 Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed.***  
*Specific to child passenger safety, during 2011-2015, 12 of 22 children under 7 years old were unrestrained and killed in motor vehicle crashes. During 2015, 5 children under 7 years old were killed in crashes, 2 of which were unrestrained. The number of unrestrained children fatalities decreased from 5 in 2014 to 2 in 2015.*

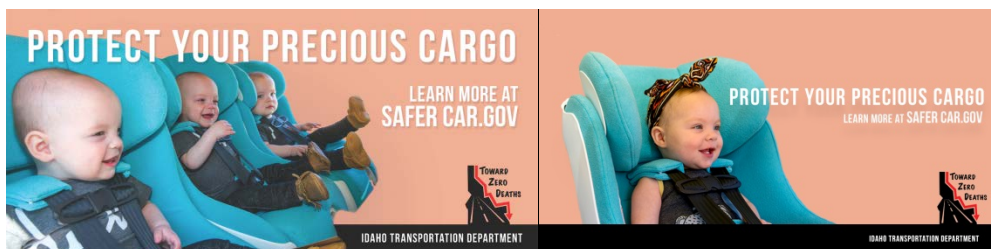
**Enforcement:**

During OHS's 10 FFY 2016 traffic enforcement mobilizations, 150 citations were issued for child safety seats, a decrease of 203 citations compared to 353 citations issued during 9 mobilizations in FFY 2015. FFY 2016 citation numbers do not include those issued by Idaho State Police during the November and May seat belt mobilizations.

**Media:**

**Child Passenger Safety Week** (September 18-24, 2016) media campaign's focus was parents and caregivers placing their children in the right safety restraint at the right age. Media exposure included radio, billboards, Pandora and OHS Facebook. Demographics were modified from 24-44 aged females to 18-34 aged females; new demographic based on birth and fertility rates provided by Idaho's Dept. of Health and Welfare. The radio PSA "The Right (Child) Seat" was aired on both English and Spanish stations. In addition, because Eastern Idaho has a small number of billboards and the largest birthrate in Idaho, social media use increased to target young females. The ITD 511 website safety streaming message was changed to child passenger safety, and ITD's DMS signs posted the message "Secure your most precious cargo, use car seats" statewide.

ITD Communications recommended OHS uses the Boise Weavers' quadruplets annually to reflect their transition from one restraint to another. Therefore, the Weavers quads were used again; brothers on billboards and Pandora, and their sister on Facebook postings.



A positive note is the media September Child Safety Digital Report indicates the digital display campaign reached over 2.5 million women aged 18-34. Of these contacts, 3051 clicked through to the OHS website for more information. This equates to a 0.11% click-through-rate; national click-through-rate for display campaigns is 0.7% therefore Idaho's ads performed above the national average. This means the ads were relevant to the target audience and a higher average amount of people wanted to learn more information about child passenger safety.

Five checkup events were scheduled before and during National CPS week; however the event in Moscow was cancelled because the officer (instructor) was injured. A total of 162 car seat checks were conducted, and 62 restraints distributed.

Media funding was paid with 405b M2PE-2016-PM \$29,312.47, and PM-2016-01 \$35,000.



**OHS CPS website** was updated to assist parents and caregivers locating the site when searching the internet. Carma McKinnon’s contact information was added to the website; McKinnon is the new Child Passenger Safety Program statewide coordinator.

**Training:**

**We Have A Little Emergency (WHALE)** kit was updated. Drawings were improved and statistics were updated (original kit had national stats for 2002, new stats are 2012). In addition, car seat information label added “Child’s Primary Language” to accommodate first responders when assisting children in crashes. OHS requires that WHALE kits are provided with each grant-funded child seat that is distributed and inspected.

The **Children’s Hospital Of Philadelphia (CHOP)** Child Restraint Basics card is provided when WHALE kits are distributed to the general public. Since the card’s inception, at least 70,000 English and Spanish CHOP cards have been distributed statewide.

Artwork and samples of English and Spanish WHALE kits and CHOP cards were provided to organizations in New Jersey, California, New York, Texas, and Georgia; and the Spanish versions were provided to an organization in Madrid, Spain.

**Chuggington** “Let’s Learn about Safety” Bilingual Activity Book artwork was obtained from NHTSA, and over 2000 books have been printed and distributed since May 2016.

During FFY2016, at least four CPST certification classes, one CPST renewal class, one CPST update class, and one Safe Travels/Special Needs class were held. The focus area for CPST classes was Eastern Idaho, but the renewal class was held at Middleton Fire in Southwest Idaho to recertify six expired technicians (two of whom speak Spanish).

The **Buckaroo Gazette** newsletter was initiated by the statewide coordinator, Carma McKinnon, in May 2016. The newsletter is published every two months and is sent statewide to technicians and instructors, the Occupant Protection Committee members and Law Enforcement Liaisons. The newsletter focuses on achievements throughout the state, recognizes events, lists upcoming training opportunities, and has includes educational articles related to child passenger safety. *Safe Ride News* interviewed McKinnon regarding the danger of ATVs and UTVs for child occupants. The article was published nationally and in the Buckaroo Gazette.



**Outcome:**

***Idaho’s Child Passenger Safety statewide program was implemented with Carma McKinnon and Lemhi County. The program started December 2015 with McKinnon and with Lemhi County (Sheriff’s Office) March 6, 2016.***

Standardized Car Seat Checklists were created utilizing the Safe Kids Worldwide generic form; a general liability waiver was added to Idaho’s forms. The forms are available in English and Spanish to accommodate Idaho’s Hispanic community. The checklists are available to technicians and instructors statewide, along with pre-paid postage envelopes and clipboards.

Kootenai Health, Moscow Police Department, Pocatello Police Department, and Canyon County Ambulance were granted federal funds to purchase educational materials and child restraints, and to host CPST courses. Meridian Fire applied, however cancelled its request.

Child Passenger training, sub/grantee claims, educational materials funding were paid with 405b M2TR-2016-TR \$15,534.17, M2CSS-2016-CR \$17,199.34, and 402 CR-2016-OL \$31,059.39, 402 CR-2016-01 \$9724.94.

## **CHILD PASSENGER SAFETY STATEWIDE PROGRAM LEMHI COUNTY SHERIFF'S OFFICE**

**CR-2016-OL (SCR160L), M2CPS-2016-2L (SOP162L), M2TR-2016-TR (SOP162T)**

### **Problems (as noted in agreement):**

1. Motor vehicle crashes are the leading cause of death for children age 4 and ages 11 through 14. NHTSA research shows that effectiveness of child safety seats reduces fatal injury by 71% for infants (<1 year old), and by 54% for toddlers (1 to 4 years old).
2. During 2010-2014, 21 children under 7 years old were killed in Idaho motor vehicle crashes. Of these children, 11 were not restrained. During the same period, 66 children were seriously injured; 41 of which were not restrained.
3. Parents continue to place their very young children (ages 0-3) in a child seat at a high rate (94%), while only 62% place their toddlers (ages 4-6) in child safety seats or booster seats. Based on a 2011 National Survey of the Use of Booster Seats (NSUSB), there continues to be indications of premature graduation to restraint types not appropriate for a child's age, height, and weight.
4. When used properly, NHTSA estimates that lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants age 5 and older by 45%. For light-truck occupants age 5 and older, seat belts reduce the risk of fatal injury by 60%.
5. Child restraint use, by age and race/ethnicity, from infancy to age 12, shows that the national average of restraint use for White Non-Hispanic is 96.3% and Hispanic is 86.8%. The largest minority population in Idaho is Hispanic at 185,139 or 11.6%; 45% of Idaho's Hispanic community is 19 years of age and younger.
6. Recertification rate for Idaho's Child Passenger Safety (CPS) technicians in the 2014 calendar year was 52.6%, lower than the national average of 56.0%.

### **Goals (as noted in agreement):**

- A. Maintain current and increase the number of Child Passenger Safety Technicians (CPSTs) through certification and recertification courses.
- B. Establish initial benchmark for child restraint inspections performed annually statewide.
- C. Identify, maintain and support an active network of child restraint inspection stations throughout Idaho.
- D. Maintain adequate base of certified child passenger safety technicians and instructors.
- E. Use National Child Passenger Safety Week as opportunity to raise public awareness of proper selection and installation of child restraints.
- F. Educate parents, caregivers and grandparents regarding the proper selection and installation of child passenger safety restraints.

Goals will be achieved using the following **Strategies**:

- Establish and utilize a statewide network that includes agencies and organizations that support child passenger safety.
- Provide grant funding to support child restraint inspection stations with tools, signs, car/booster seats, clipboards, educational materials, etc.
- Develop standardized car seat check form for use statewide by non-SK CPS organizations.
- Support child restraint distribution programs. Require the targeting of families demonstrating a financial need, and require a CPST provide education on proper child restraint use and installation.
- Collect data for car seat checks conducted statewide. Combine data for Safe Kids Coalitions and non-SK coalition CPS organizations to initiate annual statewide statistics.
- Provide easy access for technicians to secure requirements for recertification: CPST Instructor for seat sign-offs, continuing education unit (CEU) opportunities, and awareness of local inspection events.
- Provide grant funding to host Child Passenger Safety Technician courses, and one Child Passenger Safety Technician Instructor course.
- Utilize NHTSA National Click it or Ticket to encourage community wide information plus enhanced enforcement campaign to increase child restraint use.
- Provide resources to CPS local agencies and organizations to educate the public on resources, proper use and installation, and Idaho's Occupant Protection laws.
- Provide timely updates to ITD OHS CPS website, Safe Kids Worldwide, and NHTSA regarding active car seat inspection sites, CPST contact information, and CPS safety-related events.
- Use statewide car seat check statistics to identify problems (e.g., non- or misuse of car seat), and recommend program changes to reduce identified problems.

**Performance Measures (as noted in agreement):**

- Provide previous and updated list of child restraint inspection resources in Idaho
- Compile annual car seat inspections conducted statewide to establish initial benchmark
- Identify number of child restraints and booster seats distributed statewide
- Provide number of CPST courses held, location(s) and number of attendees
- Provide data for number of CPS Technician and Instructor certifications or re-certifications, and number of nationally certified Idaho car seat technicians and CPST Instructors.
- Provide list of efforts made to educate child transporters, law enforcement, & general public.
- Identify educational materials distributed to parents, caregivers, communities and law enforcement agencies.

**Strategies (as noted in agreement):**

- Educate and inform target groups regarding the importance of safety restraint use.
- Educate parents, caregivers and grandparents regarding the proper selection and installation of child passenger safety restraints.
- Maintain current and increase the number of Child Passenger Safety Technicians (CPSTs) through certification and recertification courses.
- Increase education to law enforcement personnel regarding safety restraint use (adult and child passenger).
- Increase enforcement of safety restraints (adult and child passenger) laws.
- Encourage participating and non-participating law enforcement agencies (in seat belt traffic enforcement mobilizations) to enforce safety restraint use in their communities.
- Implement centralized leadership, support, and oversight of child passenger safety program.

- Establish initial benchmark for child restraint (car seat) inspections performed annually (statewide).
- Maintain adequate base of certified Child Passenger Safety Technicians (CPSTs).
- Maintain current car seat inspection sites throughout Idaho.
- Use National Child Passenger Safety Week as opportunity to raise public awareness of proper selection and installation of child restraints.

**Media:**

The **Buckaroo Gazette** newsletter made its debut. The newsletter is published every two months and is sent statewide to technicians and instructors, the Occupant Protection Committee members and Law Enforcement Liaisons. The newsletter was published in May, July and October 2016.

**Training (since program implementation):**

During FFY2016, at least four CPST certification classes, one CPST renewal class, one CPST update class, and one Safe Travels/Special Needs class were held. The focus area for CPST classes was Eastern Idaho but the renewal class was held at Middleton Fire in Southwest Idaho to recertify six expired technicians (two of whom speak Spanish).

Safe Kids Worldwide indicates that one CPST renewal class and three CPST certification classes were conducted in FFY 2015. No grant funds were used to provide recertification and Continuing Education Unit (CEU) courses for existing Child Passenger Safety Technicians (CPSTs).

**Outcome:**

Implementation of CPS statewide program.

Instructors have been established in Eastern Idaho (2), Southern Idaho (1), and Southwestern Idaho (1); while a Technician Proxy was established in Southern Idaho (1).

Four CPST training classes were hosted from May – August 2016, certifying 45 new technicians and two new Instructors. A Renewal Class was hosted in April to recertify six expired technicians. One Safe Travels (Special Needs) Car Seat training class was provided and gave Eastern and Southeastern Idaho six certified technicians. All training classes hosted throughout the state had Law Enforcement participation.

There was one State Farm/Safe Kids Worldwide Technician Update hosted in April 2016 by Instructor Jon Everson – Bannock County Sheriff. After reaching out to all the inspection stations in June 2016 to validate their contact information and availability, the number of inspection stations within Idaho decreased from 41 to 38. Before program execution, no technician was available in Salmon or Lemhi County; Lemhi County now has a CPTS instructor and parents/caregivers are being educated about child passenger safety.

Statewide efforts are underway with all CPS instructors and technicians to provide them with the support and resources needed to host a National CPS Week event in September 2017.

7 Child Passenger Safety Technicians completed the “Safe Ride for All Children” (Special Needs) training, representing Counties: Madison, Bannock, Ada, Kootenai and Bonneville. Idaho currently has **212** nationally certified car seat technicians; **17** of whom are certified instructors and **1** technician proxy.

Between October 1, 2015 and September 30, 2016, child passenger safety technicians representing the 38 active inspection locations reached their communities through safety events held at local hospitals, malls, fire stations, city parks and health fairs. Data was provided by FFY2015 and FFY2016 sub/grantees. Through these efforts:

4288	Car seats were inspected
1789	Seats were provided to families in need
3806	Parents/caregivers reached with educational material
1089	Volunteer Hours donated

137 car seats (not grant funded) were distributed within the Shoshone-Bannock Tribe reservation from April-September 2016.

CPS Statewide Coordinator funding paid with 405b M2TR-2016-TR \$3130.79, M2CPS-2016-2L \$40,858.91.

## **AGGRESSIVE DRIVING**

PT-2016-01 (SPS1601-A)

PT-2016-01 (SPS1601-B)

M5HVE-2016-01 (SID1601-E)

PM-2016-01 (SPM106)

### **Problem:**

An aggressive driving crash is determined by contributing circumstances. The six contributing circumstances that define an aggressive driving crash include: following-too-close, failure to obey stop sign, failure to obey signal, failure to yield, exceeded posted speed limit and speeds too fast for conditions. In 2015, aggressive driving behaviors were a contributing factor in 52 percent of all crashes in Idaho. Drivers ages 19 and younger were 4.4 times as likely to be involved in aggressive driving crashes as all other drivers, while drivers aged 20-24 are 2.2 times as likely as all other drivers to be involved in aggressive driving crashes. Drivers under the age of 25 represent more than one-third (38 percent) of drivers involved in aggressive driving crashes.

Over the last 5 years (2011-2015), there have been 337 fatal crashes and 2,433 serious injury crashes involving aggressive drivers that have resulted in 363 people killed and 3,115 people seriously injured. This represents over one third (38 percent) of all fatal crashes and close to half (48 percent) of all serious injury crashes. Over half (53 percent) of the vehicles involved in fatal and serious injury aggressive driver crashes were going straight, while 21 percent were turning left and 15 percent were negotiating a curve. Rural roads have the highest percentage of aggressive driving fatal crashes, at 55 percent. Urban roads have more serious injury crashes, with 58 percent. Another big contributing circumstance (2011-2015) for fatal and serious injury aggressive driving crashes was intersections, with distracted and impaired being the second and third highest other contributing factors in fatal aggressive driving crashes.

### **Objective:**

Eliminate aggressive driving crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

### **Performance Measure:**

*Idaho met the established the HSP Goal (C6) for speed related fatalities, the 2015 goal was 53, the actual was 49.*

**Enforcement:**

The summer months between July and September have the highest rate of all crashes which includes impaired, distracted, intersection, unrestrained, and motorcycle involved fatal and serious injury crashes. In FFY16, OHS funded the second statewide *100 Deadliest Days* High Visibility Enforcement mobilization to remind drivers that the weeks between Memorial Day and Labor Day are the worst time of year for fatal and injury crashes. The 100 Deadliest Days enforcement mobilization was responsible for the following traffic citations:

<b>100 Deadliest Days, 2016 HVE Mobilization Performance Part 1</b>	
Agencies Participating	39
Overtime Hours Worked	2,486
Texting Citations	41
Seat Belt Citations	659
Child Safety Seat Citations	19
Felony Arrests	120
Speeding Citations	2152
Reckless Driving	18
Alcohol and Drug Arrests	172

<b>100 Deadliest Days, 2016 HVE Mobilization Performance Part 2</b>	
Agencies Participating	39
Overtime Hours Worked	2433
Texting Citations	29
Seat Belt Citations	659
Child Safety Seat Citations	18
Felony Arrests	125
Speeding Citations	2149
Reckless Driving	28
Alcohol and Drug Arrests	169

<b>100 Deadliest Days, 2016 HVE Mobilization Performance Part 3</b>	
Agencies Participating	39
Overtime Hours Worked	2,731
Texting Citations	40
Seat Belt Citations	530
Child Safety Seat Citations	27
Felony Arrests	136
Speeding Citations	2228
Reckless Driving	29
Alcohol and Drug Arrests	138

**Paid Media:** The *100 Deadliest Days* campaign utilized online and radio paid media. The social media campaign reached 122,709 distinct adults in Idaho, targeting 18-34 year olds, with 936,648 overall impressions. That means the average person was exposed to the advertisement 7.63 times over the course of the summer months. A total of 4,451 people reached clicked on the link for more information, resulting in a 3.6 percent click-through-rate.



**Earned Media:** OHS worked with our media partner KBOI, to create a spot for the 100 Deadliest Days. The spot ran on the OHS Facebook page and it received the most views and shares of any organic post in the history of the OHS Facebook page. To date, the spot has been viewed more than 43,000 times and has reached 719,730 people.

In addition, multiple news agencies featured stories about the 100 Deadliest Days; an online search indicates that there were at least 20 local news stories. The Idaho Statesman journalist, Robert Ehlert, wrote an article titled “100 deadliest days came into focus during a weekend trip.” This is an excerpt from the article: “Our spirits sank and we cringed at the sounds of screams and moaning. A witness to the accident was trying to comfort a small child extracted from one of the cars. Someone else seemed to be conversing with its driver, who, for whatever reason, could not get out of the car. I immediately thought of the “100 deadliest days” that Idaho law enforcement warns about, that period from Memorial Day to Labor Day — the most common time of the year for fatal crashes.” He went on to add, “Driving can’t be just another juggling multi-task. It must be a focused, clear-headed and distraction-free endeavor, deserving of our full concentration and anticipation”



**Training:**

OHS funded travel for a law enforcement officer to attend the 2016 Lifesavers Conference, where they attended workshops on traffic enforcement.

**Outcome:**

- The SHSP-Aggressive Driving Committee met three times during FFY16, at two of those meetings they discussed and established strategies to reach the SHSP goal to reduce the 5-year average number of fatalities involving speeding to 49 or fewer by 2020. To accomplish the SHSP goal, the committee is currently working on a list of action steps to accomplish the following strategies:
  - Support statewide high visibility enforcement campaigns for aggressive driving using enforcement and crash data to focus on areas for enhanced enforcement.
  - Undertake communication campaigns using media sources to educate the public about aggressive driving and the associated dangers.
  - Continue to work with stakeholders to develop and implement statewide, community-based, grassroots, and peer-to-peer outreach efforts to raise awareness about aggressive driving and the associated dangers.
  - Evaluate the effectiveness of current aggressive driving laws, provide relevant data to inform decision-making, and make recommendations for improvements.
  - Include enforcement and emergency response considerations when planning and implementing highway construction projects.

- The 100 Deadliest Days, which was funded through both Aggressive Driving and the Impaired Driving program, resulted in the following:
  - 6,529 speeding citations.
  - 75 reckless driving offences.
  - 479 alcohol, drug and underage alcohol arrests.
  - 1848 seat belt and 64 child safety seat violations.
  - OHS reimbursed 117 agencies for participating in the three mobilizations.

 **Idaho Office of Highway Safety**  
Written by DaviesMoore [?] · 1 June · 🌐

More road deaths occur in summer.  
THINK outside the car. Slow down, pay attention, buckle-up and never drive impaired.



### 100 Deadliest Days

The time period between Memorial Day and Labor Day, referred to as the "100 Deadliest Days," is when road conditions are at their best, but more lives are lost on Idaho roads than other times of the year.

[WWW.ITD.IDAHO.GOV](http://WWW.ITD.IDAHO.GOV)

[Learn More](#)

## IMPAIRED DRIVING

402 AL-2016, A012(538) (V149710), 405d M5-2016 , 164AL-2016, K8-2015

### Problem:

- In 2015, 87 fatalities resulted from impaired driving crashes, representing 40% of all fatalities.
- Only 25% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt.
- Of the 87 people killed in impaired driving crashes in 2013, 77 (or 89%) were impaired drivers, persons riding with an impaired driver, or impaired pedestrians.
- Ten percent of the impaired drivers involved in crashes were under the age of 21 in 2015, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans more than \$1 billion in 2013. This represents 26 percent of the total economic cost of Idaho crashes.

### Objective:

Eliminate the number of impaired (drug and alcohol-related) fatalities and serious injuries on all of Idaho's public roadways.

### Performance Measures:

- Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 from 73 in 2010 to 64 or fewer.
- Reduce the 5-year running average number of traffic deaths to 185 or fewer on Idaho roadways.
- Reduce the 5-year running average fatality rate to 1.1 fatalities per 100 million annual vehicles traveled or less.

### Media:

In 2015, funding was provided to purchase advertising time across Idaho, which ran on television, radio, billboard, print media, social media, Hulu, Pandora, and Idahosports.com. There were also media



campaigns that involved the Boise Hawks and Idaho Falls Chukars baseball teams. Media was developed to educate the public concerning the dangers and social irresponsibility of driving while impaired. One of the media campaigns, “Grandma’s House or the Big House?” won the American Association of Motor Vehicle Administrators (AAMVA) Public Affairs and Consumer Education (PACE) award in the digital

graphics category. Media purchases applied to the 5 Impaired Driving Mobilizations before, during and after the periods of statewide law enforcement efforts occurring on:

- December 18, 2015 – January 3, 2016
- March 14 – 22, 2016
- June 24 – July 6, 2016
- August 26 – September 5, 2016
- 100 Deadliest Days (Memorial Day – Labor Day)

OHS partnered with law enforcement agencies to plan, coordinate, organize and participate in local multi-media public awareness events and news conferences for the campaigns.

OHS also did media and campaigns outside the scheduled mobilizations, including:

- KBOI (Drive Safe Idaho) media campaign package, which involved the use of social media, news releases, promotions, community events, commercials, human interest stories, etc.
- Billboards at statewide sporting events
- Tag lines and advertisement with local radio stations
- Live reads and reader boards at sporting arenas throughout the state

**Training:**

- Funded a Drug Recognition Evaluation course that was attended by 13 participants, who then went to Phoenix, AZ, for the DRE field training.
- Funded two Standard Field Sobriety Trainings for the Idaho Post Academy, and two for the ISP ATC.
- Funded one Advanced Roadside Impaired Driving Enforcement course for law enforcement agencies across the State of Idaho, which was attended by 23 students.
- Funded training and travel costs for one Administrative License Suspension Hearing Officer to attend certification courses at the National Judicial College in Reno, NV, and one officer to attend the National Conference in Portland, OR.
- Funded travel, lodging and per diem for DRE Officers to attend the DRE conference in Denver, CO.
- Funded travel for one DRE to attend the Lifesavers Conference.
- Provided training for DUI Court Outreach Coordinator

**Outcome:**

- Funding to the Idaho State Police (ISP) allowed continuance of the State Impaired Driving Coordinator (SIDC). This position directly supports the program objective by making one individual responsible for coordination of the Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC provides statewide training for all

law enforcement agencies, information, and resource dissemination, and acts as a liaison for Idaho's Drug Evaluation and Classification Program (DECP).

- The number of DREs in Idaho rose from 88 to 101 statewide, thus helping to detect those driving under the influence of drugs.
- Funding of the Treasure Valley DUI Task Force allowed for the overtime payment of extra officers patrolling the streets near big events like football, baseball, rodeos, and fairs.
- The Traffic Safety Resource Prosecutor (TSRP) was funded by OHS once again. This allows the TSRP to provide education and training to prosecuting attorneys related to the investigation and prosecution of impaired driving and other traffic safety violations.
- Five impaired mobilizations were conducted whereby law enforcement agencies increased DUI enforcement patrols. These mobilizations are scheduled and funded by OHS each year. Dozens of agencies perform overtime DUI patrols during the mobilizations, providing additional officers during high impaired driving periods of the year (such as the Labor Day weekend, and Christmas through New Year's Day).
- Overtime funding allowed the Boise Police Department to perform some underage alcohol enforcement patrols, which included party patrols.

## **IMPAIRED DRIVING GRANTS**

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### **Idaho State Prosecuting Attorney Association Traffic Safety Resource Prosecutor, TSRP**

M5CS-2016-02 (SID1602)

#### **Problem:**

Idaho's fatality rate per 100 million vehicle miles traveled was 1.15 in 2014, down from 1.35 in 2013 but still .2 greater than the goal.

While 66 percent of all motor vehicle crashes occurred on urban roadways, 77 percent of the fatal motor vehicle crashes occurred on rural roadways in 2014.

The total number of traffic crashes in 2014 decreased by 1% from 2013. Fatal crashes decreased by 12.5%, and injury crashes increased by 4.7%. Total fatalities decreased by 13.1% from the previous year, while the number of injuries increased by 3.7%.

#### **Objective:**

Provide a specialized prosecutor that focuses specifically on traffic issues by acting as a liaison between prosecutors, judiciary, law enforcement and other stakeholders in the fight against drunk driving, and to provide critical support and instruction to enhance the capability of Idaho's prosecutors to effectively prosecute traffic safety violations

1. Provide education, outreach and training
2. Provide technical assistance to prosecutors and law enforcement throughout the State.
3. Represent your interests at State and regional traffic safety meetings.

#### **Performance Measures:**

- Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 from 73 in 2010 to 64 or fewer.
- Reduce the 5-year running average number of traffic deaths to 185 or fewer on Idaho roadways.
- Reduce the 5-year running average fatality rate to 1.1 fatalities per 100 million annual vehicles traveled or less.

**Media:**

The TSRP publishes a quarterly newsletter called "For the Road".

The TSRP maintains a web page [www.tsrp-idaho.org](http://www.tsrp-idaho.org) The page includes training, facts, resources, press releases and more.

**Training:**

The TSRP offers training to law enforcement, prosecutors, judges and the community. A training calendar is maintained on the website. Below are training statistics for FFY 2016.

- 406.25 Classroom Hours taught
- 104 Trainings Provided
- Attended four trainings as a participant

**Outcome:**

- 92 Meetings attended.
- Member of the NAPC-NHTSA Traffic Safety Committee
- Served on NAPC-NHTSA Planning Committee for 2016 National TSRP Training
- Assisted Idaho Office of Drug Policy with grant reviews.
- Was chosen by NHTSA-NAPC to mentor newly hired Utah TSRP Tyson Skeen. He came to Idaho and job shadowed from March 8-11, 2016.
- Updated the Standardized Field Sobriety Testing Review Handout
- Updated 2015 NHTSA SFST Manuals, and has been asked by multiple states to modify this handout for publication in their states.
- Responded to approximately 814 requests for technical assistance.

The five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 was reduced from 73 in 2010 to 55 in 2015 or fewer.

The 5-year running average number of traffic deaths increased to 192, target not met.

The 5-year running average fatality rate of 1.1 fatalities per 100 million annual vehicles traveled or less target was not met, the rate was 1.22.

**State Impaired Driving Coordinator**

M5IDC-2016-03 (SID1603)

**Problem:**

In 2014, impaired driving crashes made up 38.7% of all fatal crashes. The total number of impaired driving crashes in 2014 was 1,378 and the total number of impaired driving fatal crashes was 72.

**Objective:**

Eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving under the Influence (**DUI**) of alcohol, prescription /over the counter drugs, or other intoxicating substances. The SIDC position will directly impact this objective by having one individual who will be responsible for coordination of the (DEC) Program, Advanced Roadside Impaired Driving Enforcement (**ARIDE**), Standard Field Sobriety Test (**SFST**) and Law Enforcement Phlebotomy Program (**LEPP**). The SIDC will actively provide training and information/resource dissemination.

**Performance Measure:**

Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 from 73 in 2010 to 64 or fewer.

**Enforcement:**

This project did not provide enforcement activities, it did however provide training and education to effectively enforce Idaho’s impaired driving laws.

**Training:**

Idaho had 88 DRE’s and increased that number to 101.

**TRAINING SUMMARY**

State Impaired Driving Coordinator  
FFY 2016 (October 1 , 2015 - September 30, 2016)

Classes / workshops Conducted	Comment	Date(s)	# Attendance
Prosecuting the Drugged Driver	Lead instructors, Jared Olson, Chris Glenn.	June 8-10, 2016	61
Impairment Training for Supervisors	For Dept. of Health & Welfare, 3 sessions	June 8-10, 2016	35
Basic Impairment Class	For College of Western Idaho, instructors, Chris Glenn, Brian Jones, Jeff Jayne		18
DRE/DUI Course	Instructors Brandon Frasier, Brian Jones & Chris Glenn	April 18-22, 2016	13
DRE Class		October 13-23, 2015	13
DUI Class	2 SESSIONS FOR post Academy And 2 for ISP ATC	December 4, 2015	130
ARIDE	Taught in Boise	March 8-9, 2016	23

Classes Attended	Presented by:	Date(s)	# Attendance
Annual Conference on Drugs & Alcohol	Impaired Driving, Denver, CO	August 13-15, 2016	20
DRE Field Training	Maricopa County Arizona 2 Sessions, 13 students 7 instructors		20

**Outcome:**

Impaired driving crashes decreased by 1% while fatalities resulting from impaired driving crashes increased by 21%. The five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 decreased to 55.

	2014	2015	% Change between 2014 and 2015
Total Impaired Crashes	1,378	1,367	-0.80%
Total Impaired Fatalities	72	87	20.80%
Impaired Driving Fatalities as a % of all Fatalities	38.7	40.3	4.10%

# **Mothers Against Drunk Driving, MADD**

M5OT-2016-05 (SID1605)

## **Problem:**

- In 2015, 87 fatalities resulted from impaired driving crashes, representing 40% of all fatalities.
- Only 25% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt.
- Of the 87 people killed in impaired driving crashes in 2013, 77 (or 89%) were impaired drivers, persons riding with an impaired driver, or impaired pedestrians.
- Ten percent of the impaired drivers involved in crashes were under the age of 21 in 2015, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans more than \$1 billion in 2013. This represents 26 percent of the total economic cost of Idaho crashes.

## **Objective:**

Increase public awareness and promote culture change through the dissemination of traffic safety related educational promotional materials.

## **Performance Measures:**

- Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 from 73 in 2010 to 64 or fewer.
- Reduce the 5-year running average number of traffic deaths to 185 or fewer on Idaho roadways.
- Reduce the 5-year running average fatality rate to 1.1 fatalities per 100 million annual vehicles traveled or less.

## **Outcome:**

The five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 was reduced from 73 in 2010 to 55 in 2015 or fewer; however, the 5-year running average number of traffic deaths increased to 192 (target not met), and the 5-year running average fatality rate of 1.1 fatalities per 100 million annual vehicles traveled or less (target was not met), the rate was 1.22.

In partnership with OHS, MADD has used grant funding from October 1, 2015 through September 30, 2016, to prevent impaired driving by securing high visibility booths at highly attended events in the Treasure Valley. They are inviting attendees over 21, who may include some who are drinking alcohol, to share with them in writing on a large white cardboard board, "How are you getting home safely?" in return to for bottled water or candy. MADD's goal was to remind people that prohibition is not the message - rather calling Uber, calling a cab, being the designated driver, calling a parent, walking home etc. For attendees under the age of 21, who are often the drunk driver or passenger in a car driven by

an impaired driver, MADD asked them to sign a white board pledging the following:



After signing the pledge, signees were given a copy of the pledge with candy or water.

MADD accrued near 1,200 pledges between the three events, and spoke to over 2,000 about designating a driver.

Secured events included:

**October 3, 2015**

Boise State University vs. Hawaii Football game – 30,000 in attendance

**October 24, 2015**

Boise State University vs. Wyoming Football game – 31,000 in attendance

**January 26, 2016**

Stampede Basketball Game at the Qwest Arena – 3,000 in attendance

**Meridian Police Department DUI Task Force STEP Grant Year 3  
M5OT-2016-06 (SID1606)**

**Problem:** The City of Meridian is located geographically in the center of the Treasure Valley; this is the fastest growing area in the State of Idaho, and it has with it the highest volume of traffic and major arterial and collector roads. During the years 2012-2014, Meridian was ranked second highest city for all fatal and serious injury crashes, and fifth in the state for Impaired Fatal and Serious crashes. Prior to FY15, the Meridian Police Department did not have sufficient resources to assign officers specifically to the issues of impaired driving.

**Objective:**

- Increase the number of impaired driving arrests.
- Monitor evening crashes to evaluate for impaired drivers.
- Engage in young driver educational activities to share the dangers of driving intoxicated.

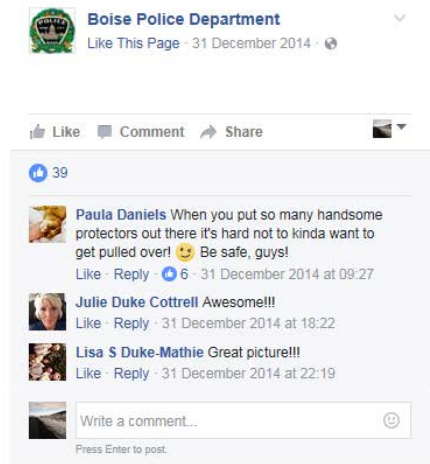
**Performance Measures:**

*The goal of the STEP DUI Task Force grant was to increase the number of impaired driving arrests and decrease the number of impaired driving crashes by 5 percent. The Meridian PD increased DUI arrests by 47 percent in 2015 over the previous year; however the number of impaired crashes actually increased.*

**Enforcement:** FFY2015 was the first year of the MPD STEP DUI Task Force grant; once the officers were hired to the DUI team they received the appropriate training and were scheduled to begin conducting DUI enforcement. During FFY2016, which was the second year of the STEP grant, the two officers who make up the MPD DUI Task Force were responsible for over 50 percent of the agencies' DUI arrests. The officers are assigned to impaired driving enforcement Monday to Saturday, working 1800 to 0400 hrs. The STEP DUI Task Force has been very productive for the agency, for example, during the last quarter of FFY16, they responded to 884 calls for service, completed 66 reports, issued 213 citations, and completed 15 drug recognition evaluations.

**Media:** Both officers take part in the Treasure Valley multi-agency DUI Task Force, and they participate in the Statewide Impaired Driving high visibility enforcement mobilization. The task force efforts frequently generate earned media on local television and print news media highlighting efforts in partnership with the local chapter of MADD.





**Training:** Both officers are Drug Recognition Experts and provide agency and local area resources in that specialty.

**Outcome:**

Meridian PD	2010	2011	2012	2013	2014	2015	Total
DUI Arrests by Year	243	320	319	186	260	384	1712
Impaired Crashes	48	48	68	45	36	60	331

## ONGOING PROJECTS

### State Impaired Driving Task Force

The Idaho Office of Highway Safety established a Statewide Impaired Driving Task Force in 2013. The task force was put together for the purpose of creating the Idaho Impaired Driving Strategic Plan. The purpose of this plan is to provide a comprehensive approach for preventing and eliminating impaired driving behavior. This plan was developed through the active involvement of Task Force Members representing different perspectives and experiences.

The Idaho Impaired Driving Task Force represents a cross-agency, collaborative effort to prevent and eliminate impaired driving crashes on Idaho’s roads. Members represent the highway safety office; areas of law enforcement and the criminal justice system (including prosecution, adjudication and probation); driver licensing; treatment and rehabilitation; ignition interlock program; data and traffic records; public advocacy and communication.

The Task Force has been active since that time and working on strategies identified in the Idaho Impaired Driving Strategic Plan that was developed in 2013. The Task Force will continue to oversee implementation of Idaho’s plan over the next five years and compare results to measure areas of

success. This plan is considered a living document and will be reviewed and updated on an annual basis. The Task Force also helped create strategies as part of the updated five-year Strategic Highway Safety Plan. With funding that have become available, the Task Force has created three sub-committees to work on three defined areas and strategies.

### **Ignition Interlock Subcommittee**

IDAPA Rule Rewrite: The subcommittee is putting together a wish list of ignition interlock device rules or elements to include in Idaho's ignition interlock device rules. Members of the subcommittee had been researching the rules of several surrounding states prior to this. With this information, the subcommittee can see what might be adaptable for Idaho. From there, the subcommittee aims to set up training where other states would review Idaho's draft process and provide feedback on potential improvements. One of ITD's Deputy Attorney Generals will aid in this review process as well.

Ignition Interlock and 24/7 Program Coordinator: The Office of the Attorney General has hired Tami Faulhaber as the statewide 24/7 program coordinator. Meetings were held with the Attorney General's Office, ITD, Idaho State Police, prosecutors, sheriffs, and others to help in establishing the ignition interlock program and the 24/7 sobriety program.

### **DUI Courts Subcommittee 164AL-2016-03 (S641603)**

#### **Problem:**

In 2014, impaired driving crashes made up 38.7% of all fatal crashes. The total number of impaired driving crashes in 2014 was 1,378 and the total number of impaired driving fatal crashes was 72.

#### **Objective:**

Eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence (**DUI**) of alcohol, prescription /over the counter drugs, or other intoxicating substances. The SIDC position will directly impact this objective by having one individual who will be responsible for coordination of the (DEC) Program, Advanced Roadside Impaired Driving Enforcement (**ARIDE**), Standard Field Sobriety Test (**SFST**) and Law Enforcement Phlebotomy Program (**LEPP**). The SIDC will actively provide training and information/resource dissemination.

#### **Performance Measure:**

Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 from 73 in 2010 to 64 or fewer.

#### **Enforcement:**

This project did not provide enforcement activities, but provided training and education to implement a distance Drug Court Teleservices Pilot Project, which assists with enforcing impaired driving laws.

#### **Outcome:**

A coordinator was hired to assist with the facilitation of a distance treatment center in response to the Drug Court Teleservices Pilot Project's call for letters of interest. One pilot site was selected to receive training and technical assistance in the planning, implementation, and evaluation of technology initiatives. The response letter proposed use of technology to reach rural areas in the north-central part of the state where there's a high per capita death and injury rate from DUI crashes; this includes Idaho and Clearwater counties and potentially Lewis County. The Bureau of Justice Assistance and the Center for Court Innovation partnered to support the pilot project in innovative uses of technology in

drug courts, including Tribal Healing to Wellness Courts, co-occurring disorder courts, and veterans' treatment courts. The project planned to use teleservices to administer a DUI court in rural areas by primarily providing counseling and enhancing the monitoring capabilities of probation and parole officers. Additionally, teleservice technology would allow for team meetings when team members can't meet due to weather or scheduling, and would provide a platform for staff and team training. During FFY16, the coordinator met several times with:

- Prosecutors
- Public Defenders
- Nez Perce Tribal representatives
- Tribal Law Enforcement
- District 2 Problem Solving Court personnel
- Counseling agency
- County Commissioners
- Supreme Court representative

Pilot project actions accomplished include:

- Established protocol for home-based partition in treatment and court appearances
- Attended training on Distance Counseling
- Attended the technology conference
- Set up video conferencing demonstration
- Worked with the Nez Perce Tribe to obtain a treatment facility location
- Held stakeholders meeting in Orofino
- Secured agreement with tower and wireless service providers for the treatment site
- Identified type of communication device which will be used
- Tribal treatment facility work was completed and inspected
- Next steps for the pilot action plan was completed for FY17

### **Enforcement/Task Force Mobilization Subcommittee**

No Refusal Weekend: Law enforcement and prosecutors participated in the first ever "No Refusal Weekend" held in the Lewiston area over the Memorial Day holiday. The "No Refusal Weekend" meant that law enforcement and prosecutors would seek a search warrant for any driver that was suspected of driving under the influence of alcohol or drugs and who refused to provide an evidentiary sample of breath or blood. Law enforcement was able to get six impaired drivers off the roads during that event.

The agencies participating in the "No Refusal Weekend" include the following: Orofino Police Department, Clearwater County Sheriff's Office, Clearwater County Prosecuting Attorney's Office, Grangeville Police Department, Kamiah Marshal's Office, Idaho County Prosecuting Attorney's Office, Moscow Police Department, Latah County Sheriff's Office, Latah County Prosecuting Attorney's Office, Lewis County Sheriff's Office, Lewis County Prosecuting Attorney's Office, Nez Perce County Sheriff's Office, Nez Perce County Prosecuting Attorney's Office, and Idaho State Police.

Eastern Idaho Task Force: A meeting was held in April in Blackfoot to discuss the possibility of forming an Eastern Idaho Task Force. The goal was to have 10 of the Sheriff's Offices participate in a set number of events like the Raspberry Days in Bear Lake and the Eastern Idaho Fair in Blackfoot. They wanted to know how the funds would work and how soon they could get started. They envisioned for each event having 10 deputies and 2 dispatchers dedicated to the enforcement of 10-12 events. Highway Safety Manager John Tomlinson spoke about the funding process, and then Traffic Safety Resource Prosecutor Jared Olsen talked about the legal aspect of putting together a DUI Task Force.

## **Underage Drinking**

M5OT-2016-21 (SID1621)

### **Problem:**

DUI Arrests and Impaired Driving Crashes by 15-19 Year of Age

Year: 2015	Licensed Drivers		DUI Arrests		Impaired Drivers in Crashes	
Age	Number	%	Number	%	Number	%
15	3,443	0.3%	5	0.1%	2	0.1%
16	10,545	0.9%	23	0.3%	5	0.4%
17	14,989	1.3%	41	0.6%	15	1.1%
18	17,106	1.5%	252	3.4%	34	2.5%
19	19,181	1.7%			43	3.2%

Year: 2014	Licensed Drivers		DUI Arrests		Impaired Drivers in Crashes	
Age	Number	%	Number	%	Number	%
15	2,882	0.3%	7	0.1%	4	0.3%
16	9,760	0.9%	20	0.3%	11	0.8%
17	14,645	1.3%	45	0.6%	15	1.1%
18	16,818	1.5%	225	3.0%	23	1.7%
19	18,790	1.7%			31	2.3%

Year: 2013	Licensed Drivers		DUI Arrests		Impaired Drivers in Crashes	
Age	Number	%	Number	%	Number	%
15	2,751	0.2%	4	0.0%	2	0.1%
16	9,694	0.9%	25	0.3%	4	0.3%
17	14,892	1.3%	59	0.7%	24	1.7%
18	16,529	1.5%	281	3.5%	26	1.8%
19	18,532	1.7%			47	3.3%

Table source: [Idaho Traffic Crashes 2013, 2014 and 2015](#)

### **Objective:**

Provide agencies with overtime funding for compliance checks, service checks and underage party patrols. Training of hospitality providers in over service was proposed also for the project.

### **Performance Measures:**

Reduce the 5-year average number of impaired drivers with a BAC (blood alcohol content) of .08 or more involved in fatal crashes, from a target of 66 in 2011 for all ages, to 55 in 2015, for all ages. Data from the [Idaho Traffic Crashes 2015](#) report indicates there were 56 fatalities. The performance measure was not met for FFY 2016.

### **Project Performance Measures:**

Determine a baseline of contacts, impaired citation numbers issued and arrests for successive party patrols.

### **Enforcement Outcome:**

With overtime hours, Boise Police Department responded to underage party patrols in the community, and at community concerts where underage drinking had been reported by Boise citizens. The party patrol and events overtime were on weekends when the teens were celebrating the end of summer and beginning of the school year.

Funding for the special mobilization totaled \$11,000 from 405d program. Expenditures were \$3,655.

No other funds were expended for the budgeted \$39,000 for compliance checks, service checks and server training.

**Training:**

Educating retailers on over-service to patrons of any age was proposed for the project. Idaho State Police ABC frequently provides this training to servers, retailers and coalitions across Idaho. It is a three-hour training offered at no cost on recognizing signs of intoxication, the guards in place to help keep alcohol from underage customers and how to recognize fake identifications. With a delay in replacing the impaired program manager, the training did not take place during FFY 2016.

**LAW ENFORCEMENT AGENCY EQUIPMENT PURCHASES**

402 AL-2016-EB (SAL16EB), AL-2016-EC (SAL16EC)

**Problem:**

In 2014, 72 fatalities resulted from impaired driving crashes. This represents nearly 39% of all Idaho's fatalities in 2014. Only 41% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 8 motorcyclists, 5 pedestrians, 2 ATV riders, 1 snowmobile driver, and 1 bicyclist killed in impaired driving crashes. Of the 72 people killed in impaired driving crashes, 65 (or 90%) were impaired drivers, persons riding with an impaired driver, impaired bicyclists, or impaired pedestrians. Over 8% of the impaired drivers involved in crashes were under the age of 21, even though they are too young to legally purchase alcohol. Impaired driving crashes cost Idahoans over \$606 million in 2014. This represents just less than 25% of the total economic cost of Idaho crashes.

**Objective:**

The statewide services grant will provide funding for law enforcement agencies participating in the scheduled impaired enforcement mobilizations to eliminate impaired driving related traffic fatalities, serious injuries, and economic losses.

**Performance Measures:**

- C-5. Reduce the five-year average number of motor vehicle fatalities involving drivers with a BAC of .08 or greater from 73 in 2010 to 64 in 2016.  
*The number of impaired driving crash fatalities in 2015 was 87, and the 2015 goal was 66. Idaho did not meet its goal.*

**Enforcement:**

During OHS's 9 FFY 2015 traffic enforcement mobilizations, 859 citations were issued for DUI related traffic stops (Alcohol, Drugs, Both and Underage Alcohol), a decrease of 339 citations compared to 1198 citations issued during 11 mobilizations in FFY 2014 (DUI Alcohol and Underage Alcohol). A total of 571 DUI FFY 2016 citations (Alcohol, Drugs, Both and Underage Alcohol) were issued during the 10 traffic enforcement mobilizations.

**Outcome:**

38 law enforcement agencies purchased traffic enforcement equipment; 24 police departments, 12 County Sheriff offices, and 2 Idaho State Police districts.

Equipment purchase reimbursement claims paid with 402 AL-2016-EB \$75,000, AL-2016-EC \$50,881.

## **STATEWIDE SERVICES EQUIPMENT, DRÄGER INSTRUMENTS**

405 M5HVE-2016-EB (SID1631), 402 AL-2016-EC (SAL16EC)

### **Problem:**

In 2014, 72 fatalities resulted from impaired driving crashes. This represents nearly 39% of all Idaho's fatalities in 2014. Only 41% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 8 motorcyclists, 5 pedestrians, 2 ATV riders, 1 snowmobile driver, and 1 bicyclist killed in impaired driving crashes. Of the 72 people killed in impaired driving crashes, 65 (or 90%) were impaired drivers, persons riding with an impaired driver, impaired bicyclists, or impaired pedestrians. Over 8% of the impaired drivers involved in crashes were under the age of 21, even though they are too young to legally purchase alcohol. Impaired driving crashes cost Idahoans over \$606 million in 2014. This represents just less than 25% of the total economic cost of Idaho crashes.

### **Objective:**

Idaho is changing from the Intoxilyzer Breath Alcohol Tester to the Dräger Alcotest 9510 Breath Testing Instrument. As agencies change to the new instrument, there may be some rural law enforcement agencies needing help to finance this new equipment. Funding will also be used to purchase Breath Alcohol Content (BAC) testing units on an as needed basis.

The Dräger Alcotest 9510 instrument has been deployed by ISP for statewide evidentiary use in Idaho; the instruments have been tested for use in Idaho and the software is proprietary and specific to Idaho. ISPFS, by Idaho Code, serves as the statewide certifying, testing and calibrating agency for all alcohol- and breath-detection devices.

### **Performance Measures:**

- C-5. Reduce the five-year average number of motor vehicle fatalities involving drivers with a BAC of .08 or greater from 73 in 2010 to 64 in 2016.  
*The number of impaired driving crash fatalities in 2015 was 87, and the 2015 goal was 66. Idaho did not meet its goal.*

### **Enforcement:**

During OHS's 9 FFY 2015 traffic enforcement mobilizations, 859 citations were issued for DUI related traffic stops (Alcohol, Drugs, Both and Underage Alcohol), a decrease of 339 citations compared to 1198 citations issued during 11 mobilizations in FFY 2014 (DUI Alcohol and Underage Alcohol). A total of 571 DUI FFY 2016 citations (Alcohol, Drugs, Both and Underage Alcohol) were issued during the 10 traffic enforcement mobilizations.

Purchase of the Dräger units expands impaired traffic enforcement by each recipient and local law enforcement agency to include any and all DUI arrests captured regardless of OHS mobilization time frames.

### **Training:**

As required by the Idaho State Police (ISP), every officer or deputy who uses this instrument platform must take the Dräger instrument training and log their test score on the Breath Testing Operators/Specialists "BTO/BTS" web portal. BTSs must complete a proficiency test with a Regional Breath Testing Coordinator before the BTS can sign anyone else off on the instrument. BTOs require a proficiency test with a BTS prior to being certified on the instrument.

**Outcome:**

Idaho State Police prioritized Clark, Idaho and Jerome Counties as recipients of the Drägers. As of September 30, 2016, all three counties purchased the instruments.

The Clark County Dräger unit will be utilized by Clark County Sheriff and ISP. The Idaho County Dräger unit will be utilized by Idaho County Sheriff, Grangeville City Police, Cottonwood City Police and ISP. The Jerome County Dräger unit will be utilized by Jerome County Sheriff, Jerome City Police, Lincoln County Sheriff, Hazelton Police and ISP.

Equipment purchase reimbursement claims paid with 405 M5HVE-2016-EB \$31,125, and 402 AL-2016-EC \$714.

**YOUTHFUL DRIVERS**  
**TSP-2016**

**Problem:**

Driving behaviors for teenagers between the ages of 15 and 19 are documented each calendar year in the Idaho Traffic Crashes 2015 report under the section for Youthful Drivers. The crash-related problems for teenage drivers confirm their over-involvement in traffic crashes as noted for 2014 and 2015, and listed below:

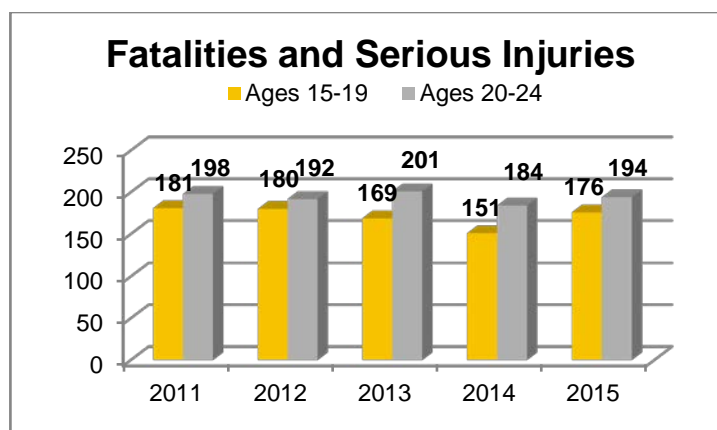
	2014	2015	Change 2014-2015
Idaho 15 to 19 Year Old Drivers			
• Percentage of licensed drivers	5.6%	5.7%	0.1%
• Driver Involvement rate in fatal and serious injury crashes	1.69	2.11	0.42%
• Percentage of involvement in fatal crashes that were impaired	21.1%	21.9%	0.8%
• Youthful driver fatalities	8	14	6
• Percentage of Youthful driver fatalities wearing seat belts	25%	36%	11%
• Teen passenger fatalities in motor vehicles	2	6	4
• Percentage of teen passenger fatalities wearing seat belts	0%	16.6%	16.6%
• Youthful driver crashes in urban areas	72%	71%	-1%
• Youthful driver fatal crashes in rural areas	74%	67%	-7%
• Economic cost percentage of total cost of crashes	15.5%	19%	3.5%

**Objective:**

The objective of the program is implementing opportunities designed to change driver behavior that successfully eliminate motor vehicle crash fatalities and serious injuries for youthful drivers between the ages of 15 and 19 years old. Decisions are consistent with the Strategic Highway Safety Plan (SHSP) emphasis area and Highway Safety Performance Plan (HSP) goals for eliminating 5-year average youthful driver fatalities while working toward the goal of zero deaths and keeping families whole.

**Performance Measure:**

Reduce the 5-year average number of drivers, between the ages of 15 and 19 years old involved in fatal crashes from 39 in 2011 to 28 in 2015. Data from 2015 indicates the target was not met with 29 fatalities for youthful drivers noted in the Idaho Traffic Crashes Report 2015. Viewing the graph, "Fatalities and Serious Injuries", includes teens, ages 15 to 19 years, and young adults, ages 20 to 24 years. Both age ranges have been identified because the Alive at 25 program presented in Idaho is designed for, and offered to, 15 through 24 years of age. The trends for both age groups, 15 to 19 years and 20 to 24 years of age show an increase in fatalities and serious injuries for 2015. As crash fatalities and serious injuries have risen across the nation, so have youthful driver statistics in Idaho.



**Outcomes:**

**Alive at 25**

TSP2016-02 (SYD1602)

**Objective:**

The Alive at 25 program provides young adult drivers an educational opportunity to become a more defensive and safe driver. Efforts are directed at eliminating deaths and serious injuries in the age group and *Toward Zero Deaths*.

**Outcome:**

Alive at 25 is a 4 ½ hour defensive driving class targeting the age group of 15 through 24 year old young adults. The dedicated instructors focus on the behaviors and driving choices of young adult drivers. The class is presented by certified law enforcement. During FFY 2016, the National Safety Council (NSC), the non-profit agency that owns the copyright for the Alive at 25 program, was finalizing details for the update to the curriculum, the 4<sup>th</sup> Edition for Alive at 25. The update is slated to be released after Thanksgiving 2016.

As the 2015 Idaho Traffic Crashes report on youthful driver crash data continues to indicate, young adults can benefit by completing the Alive at 25 program. There were 14 teenage drivers killed between ages 15 to 19 years. One was on an ATV, 2 others were on motorcycles, and 11 were driving passenger motor vehicles. Only 4, or 36%, were wearing seat belts, but an increase from 2014 of 11%. Six teen passengers were killed in motor vehicle crashes, and only one was wearing a seat belt.

The chart below indicates a three-year trend of injury severity, and whether the injured have participated in the Alive at 25 program. During 2015, the first fatality was reported for a teenager, 15 to 19 years old, who had completed an Alive at 25 class:



	Ages 15 to 19 Years			Ages 20 to 24 Years		
	2013	2014	2015	2013	2014	2015
	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25	Crash After Completing Alive at 25
Killed	0	0	1	0	1	1
Incapacitating or Serious Injuries (A)	3	6	4	5	8	8
Non-incapacitating or Visible (B)	16	22	34	9	18	28
Possible Injury (C)	33	41	59	21	23	49
None Evident	215	314	396	119	196	273

A highlight during FFY 2016 was Burley High School winning \$100,000. The Idaho State Police Alive at 25 instructor worked with the Burley High School to conduct a traffic safety event five years ago. He was able to promote the program and requested the local State Farm agent present information on traffic safety at the event. This led to the school participating in the State Farm campaign, “Celebrate My Drive”. The school entered a traffic safety video contest for the campaign with “Drive 2N2”, 2 eyes on the road and 2 hands on the wheel. The video can be viewed at <https://www.celebratemydrive/#section-gallery>.



Another big accomplishment in FFY 2016 was the National Safety Council (NSC) earlier this summer naming the Alive at 25 program a winner of its Astonishing Achievement Award for outstanding training efforts and hard work to make Idaho’s highways safer. The award recognized the hard working and dedicated instructors, along with the Idaho Transportation Department’s training efforts in the defensive-driving class. The award was received by manager John Tomlinson at the 2016 NSC Congress and Exposition in Anaheim, CA.

**Project Performance Measure:**

During FFY 2016, increase repetition of traffic safety and educational opportunities offered to youthful drivers through the Alive at 25 presentations by 10% from the FFY 2015 record of 4,688 completions. Young adults completing the class during FFY 2016 totaled 3,626. This did not meet the projected performance measure, and there were multiple reasons. Eighteen agencies offered Alive at 25 during FFY 2016, an increase of one agency more than FFY 2015. However, in FFY 2016 one large agency dropped out of the program, several officers chose not to participate, officers left their agency for other employment, and others received promotions that did not leave time available for the presentation of classes outside their regular schedule. This had an impact on the availability of classes for students.

**FFY 2016 Summary of Classes Presented by Instructors and Agencies**

Agency	Number of Classes Presented	Number of Students Completing Classes	Average Per Class	Number of Instructors
Blackfoot Police	6	110	18.3	1
Buhl Police	10	122	12.2	1
Caldwell Police	10	165	16.5	2
Emmett Police	11	196	17.8	1
ISP	3	22	7.3	1
Kootenai CSO	26	385	14.8	3
Lewiston Police	9	78	8.7	1
Madison CSO	3	55	18.3	1
Meridian Police	37	849	22.9	8
Moscow Police	11	140	12.7	4
Nampa Police	25	565	22.6	2
Orofino Police	3	28	9.3	1
Payette Police	5	83	16.6	2
Pocatello Police	5	67	13.4	3
Rexburg Police	14	393	28.1	2
Sandpoint Police	6	100	16.7	1
Shoshone CSO	7	81	11.6	1
Twin Falls CSO	5	112	22.4	1
Other*	3	75	25.0	
Total	199	3626	281.1	36

\*Agencies and instructors choosing not to continue presenting classes past October, 2015

**Training:**

The final day of Alive at 25 training, held at the end of September, 2015, finished on October 1, 2015, the first day of FFY 2016. With the curriculum update, the NSC limited training opportunities for new instructors until the updated curriculum was released. For the training held September 28 to October 1, Mark Ford conducted the training. Seven new instructors were certified. Four new agencies from Sandpoint Police, Shoshone County Sheriff, Lewiston Police and Buhl Police joined the team presenting Alive at 25 classes. The training was conducted at the newly opened Meridian Police Training Facility.

Funding for the Alive at 25 program totaled \$190,121.62, and expenditures for the program during FFY 2016 were \$74,009.62 in federal funding, with a total of \$59,754.21 for local benefit, and 80.7% of total project expenditures. State and local match totaled \$30,813.66, or 41.6% of project expenditures.

**Meridian Peer to Peer Project:**

TSP-2065-003 (SYD1603)

**Objective:**

Meridian Police were seeking to involve teenagers as active participants in planning and engaging peers in traffic safety activities to reinforce defensive driving. The project targeted empowering teenagers to be advocates with their peers, and save lives of not only their friends but also their families. The vision was to lead in engaging other teenagers in traffic safety and build momentum in changing the driving culture for teenagers in Meridian.

**Outcome:**

Grant manager Stephany Galbreith found a new perspective through the training and events the teenagers led. Galbreith reported, "Through peer to peer relations, I was able to grasp the key fundamentals of youth engagement, how to help them feel empowered, collaborate with them, work through logistics of planning events, and further disseminate a variety of safety topics." She would "like to see other community leaders participate and take action back to their communities, and spark even more new ideas."



New traffic safety events for high schools and middle schools were planned and conducted by Meridian teenagers at Renaissance High School; Ignite Youth traffic safety presentations; Sawtooth, Meridian and Heritage Middle School traffic safety "Spring Flings". After the events at the middle schools, the pledge banners to "Stay Safe during Summer" were hung in the school lobby as a reminder for the pre-drivers and their families.

Total available funding for the Peer to Peer Project was \$25,000 and expenditures totaled \$13,159.00. Total local match was \$12,915.00.

**Project Performance Measures:**

Increase the number of traffic safety events planned and MYAC-conducted events by at least two new schools.

Events were planned and coordinated by MYAC teenagers at Renaissance High School and three middle schools. The performance measure target was exceeded.



Increase peer to peer statewide training by organizing and coordinating one peer to peer conference.

This performance measure target was met with Dr. Tindall's training in June, 2016.



**Training:**

A significant component of the project was to train not only leaders, but key teenage youth leaders. Two Meridian teenagers reported gaining a national perspective at the National Organization for Youth Safety Conference and expanded their insight for planning community traffic safety events. One powerful idea they liked was taking a roll of stickers with a specific traffic safety message to a local florist for use on prom flower boxes.

Peer to peer professional Dr. Judith Tindall presented a skills training model and provided tools for reviewing past activities and outcomes, taught new skills and provided new targets for community mentors. The training provided skills for developing, organizing, putting skills into action, and evaluating peer programs and events for the Meridian leaders.



**Teen Website:**

TSP-2016-04 (SYD1604)

**Objective:**

Update the teen traffic safety website with current youthful driver traffic safety news, general activities and information for teenagers, parents and pre-drivers.

**Outcome:**

The website link is <http://www.idahoteendriving.org/> with weekly reviews and updates made to the site. Total available funding for the website was \$15,000 and expenditures for the hosting and programming updates during FFY 2016 were \$8,410.90.

**Project Performance Measure:**

A baseline of analytics was established for the updated website in FFY 2016. Analytical data collected in 2016 indicates 8,041 visits to the website. Almost 30% of the traffic to the website is completed via cell phone or tablet, and 47% is from Idaho. Utah and Washington State accessed the website.

**Children and Parent Resource Group “Cinema Drive”**

TSP-2016-06 (SYD1606):

**Objective:**

To reinforce traffic safety and driving behaviors, youthful drivers viewed the *Cinema Drive* educational experience. Student intentions, attitudes and behaviors on driving were measured in pre and post surveys. In addition, there was a 6 week follow up web and mobile experience about driving behaviors, and an evaluation about the impact and retention of the experience.

**Outcome:**

The presentation begins with a quick survey done by the students. It is interactive, as each student has a key pad. The data is captured in real time. The same questions in the first survey are asked again at the end of the presentation to see how the students’ attitudes about driving have changed.

The first video presentation is 3D, with students receiving glasses and watching a film about drinking and driving. The video covers how alcohol affects the brain and damage is caused while the brain is under development as a young person. The 3D experience takes you inside the brain and shows you how the nerves and impulses work normally and what happens when consuming alcohol. Although this part of the film depicts youth that are 21 and drinking in a club, the message when it comes to driving impaired and effect on the brain is done in such a different way. Students take away more information than from other presentations.

The second video is about general driving safety. Stopping distance, driving tired, use of safety equipment for both cars and motorcycles are covered topics. The presentation captures key information not usually included in presentations such as responsibility of being a good passenger. The video presents that if you, as a passenger, choose not to buckle up and are in a crash, your body can fly through the air colliding with others in the car and possibly causing serious injuries and/or killing another.

The third video takes the students through a pedestrian traffic crash. It shows how the driver, a student, made poor driving choices prior to the crash. It proceeds into the investigation of the crash. It concludes with detectives showing the youth driver a copy of his texts and the time stamps on the texts. It compares the location of the vehicle and that it was not intentional to hit the pedestrian. It vividly points out the driver never even saw the pedestrian because of texting.

Following these videos, the key pads are used to take part in a “boys vs. girls” trivia contest. The responses are real time, and scores for both groups are viewed on-screen. The youth loved this and they are encouraged to have a lot of noisy fun.

Cinema Drive then keeps the students engaged in traffic safety. The Cinema Drive App is downloaded from the Google or Apple app stores. Once downloaded, the student's use a school code to activate the App. A school is then entered into a contest against other schools. Winners receive movie and popcorn tickets. Once in the App, a video is downloaded. As the video is viewed, key major decisions need to be made to allow the viewer to select the path, the characters, and how the story proceeds. This allows students to control the story and outcome. At the end, three basic questions are asked. Students earn points for the school by watching. If viewed multiple times, they can choose different pathways which score more points for the school. This post experience continues for 6 weeks.

Viewings in FFY 2016 were at local high schools in the communities of Twin Falls, Buhl, Jerome, Burley, Oakley, Castleford, Pocatello, American Falls, Meridian, Nampa and Caldwell; with multiple viewings at the schools.

Total available federal funding for the Cinema Drive project was \$65,000 and expenditures totaled \$61,000. Total local match was \$42,633 for the follow up web and mobile experience.

## **DISTRACTED DRIVING**

DD-2016-01 (SDD1601-A)

DD-2016-01 (SDD1601-B)

PM-2016-01 (SPM1061)

### **Problem:**

In 2015, distracted driving was responsible for 23 percent of all crashes in Idaho, and was responsible for 24 percent of the fatalities. While 73 percent of distracted driving crashes occurred on urban roadways, 74 percent of the fatal distracted driving crashes occurred on rural roadways. Forty-eight percent of fatal distracted driving crashes involved only a single vehicle. Distracted driving crashes are those where the investigating officer indicates that either inattention or a distraction in or on the vehicle was a contributing factor in the crash. Distraction is defined by the National Highway Traffic Safety Administration as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity. Distraction is categorized into the three following types: Visual (taking your eyes off the road); Manual (taking your hands off the wheel); and Cognitive (taking your mind off the road). Research from the Virginia Tech Transportation Institute states that drivers engage in some sort of distracting activity more than 50 percent of the time. They also reported that drivers more than double their crash risk when they choose to engage in distracting activities that require them to take their eyes off the road, such as using a handheld cell phone, reading or writing, or using touchscreen menus on a vehicle instrument pane.

During the years 2011-2015, licensed drivers between 15-19 years old, and male drivers 20-24 years old, were 2.5 times more likely to be involved in distracted driving crashes than all other drivers. During the same time period, the months of July to September, experienced the greatest number of distracted driving fatal and serious injury crashes; and the top two other contributing factors in distracted driving crashes were aggressive driving and intersection crashes.

**Objective:** Eliminate distracted driving crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

**Performance Measure:** *Idaho met the HSP Core Performance goal (I1) to reduce the five-year (2011-2015) average of distracted driving fatalities to 43, for distracted driving fatalities, the actual was 43.*

**Enforcement:** OHS funded the first distracted driving focused high visibility enforcement mobilization in 2016. A total of 53 agencies participated in the “Attentive Driving” mobilization.

<b>April 1-11, 2016 Attentive Driving Mobilization Performance</b>	
Agencies Participating	52
Overtime Hours Worked	1,895
Regular Hours Worked	2,327
Texting Citations	211
Seat Belt Citations	308
Child Safety Seat Citations	35
Felony Arrests	84
Speeding Citations	1,487
Reckless Driving	35
Alcohol and Drug Arrests	151
Media and Public Outreach Activities Reported by Agency	27
Eared Media Reports From Media Outlets	15

**Enforcement Earned Media:**

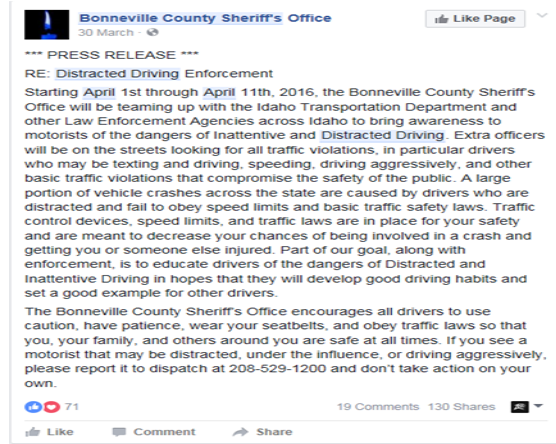
The distracted driving awareness efforts earned exposure in many areas of the state on television, print media, radio and social media. The following contains examples of the stories that were generated.

**Distracted Driving Awareness Month Mobilization- POCATELLO, Idaho (KIFI/KIDK)** - One in three fatal crashes is due to distracted driving. That's according to statistics from the Idaho Transportation Department. To try to raise awareness about distracted driving, the Idaho Transportation Department is launching a statewide campaign. The campaign will kick off with distracted driving awareness month on April 1. According to the Idaho Transportation Department, distracted driving is one of the biggest causes of most accidents. Distraction falls into three categories. One is visual, which is taking your eyes off the road. Another is manual, which is taking your hands off the wheel. Third is cognitive, which is taking your mind off the road.



**BOISE, Idaho Statesman April 1, 2016:** Boise police announced Thursday they will make a concerted effort to identify and cite distracted drivers as part of the state’s Attentive Driving Mobilization program this month. They referred to 2014 data showing the hazards of distracted driving as the reason to raise awareness on the issue and cut down on the problem. BPD says don’t succumb to these distractions: Texting; navigation and entertainment systems; talking on your cell phone; interacting with passengers; eating; and putting on make-up. In 2014, more than 4,700 crashes in Idaho were caused by distracted driving, resulting in 39 deaths and more than 3,200 injuries. BPD also noted that 52 percent of the people who died in distracted driving accidents between 2010 and 2014 were not wearing their seatbelt. The agency’s tips for not being distracted while you drive: Don’t take your hands off the wheel, do keep your eyes on the road, focus on driving, keep your seatbelt on and if you’re a passenger with a distracted driver, call them out. The statewide campaign, led by the Idaho Transportation Department Office of Highway Safety, will run from April 1 to April 11, according to BPD.

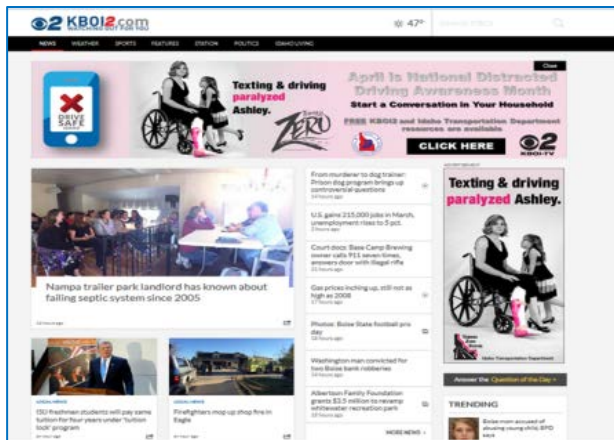
**Example of Distracted Driving Awareness from Idaho Law Enforcement on Social Media:**



**Paid Media:**

OHS funded a statewide distracted driving awareness campaign utilizing both digital and radio paid media during April, 2015. The digital media included Facebook posts and a radio spot that featured the daughter of a texting and driving crash victim (pictured to the left) who was partially paralyzed.

Ashley and her daughter Valerie were also interviewed on Idaho Living TV show about the crash and how their lives have been affected by Ashley’s disability which was caused by her crash.



**Just Drive KTVB:** OHS also sponsored the KTVB/KTFT Just Drive Aware young driver 15 second video competition that students were encouraged to promote attentive driving, and was judged on creativity, message clarity, persuasiveness and production quality. The

competition was launched on February 15, 2016, in the Magic Valley and Treasure Valley markets. The closing date was March 11, and a winner was chosen by a panel of teen drivers on March 16. The winning video came from Cade Bagley, who was interviewed by news anchor Dee Sarton. Cade is a freshman from Liberty Charter School in Nampa ID. The video aired on KTVB (Treasure Valley) and KTFT (Magic Valley) during the month of April and was also posted on social media channels. On Facebook alone, Cade’s video had 42k views.

In addition, 250 students who attended the Treasure Valley Youth Summit took the “Just Drive” pledge. There were 32 cities and businesses who committed to the “Just Drive” challenge during 2016.

**Drive Safe Idaho KBOI:** Partnered with KBOI 2 News station to sponsor the Drive Safe Idaho public awareness campaign on traffic safety issues with an on-going partnership.

The Drive Safe Idaho package included the following:

- TV Reach of 96, and Frequency of 18.6;
- Digital Impressions 2.7 million;
- Targeted Emails (on topics such as Distracted, Impaired, Young Driver, Seat Belts, Bicycle and 100 Deadliest Days) 125,000 Statewide;

- Idaho Living Interviews X 4;
- 1 x 30 min Highway Safety specific program;
- Printed Promotional Collateral to promote Drive Safe App;
- Production of 4 spots (on topics 100 Deadliest Days Towards Zero, Impaired Motorcycle, Seat Belts, Aggressive Driving, and Impaired Driving) for TV and social media;
- 4 X KBOI Homepage Takeovers (Distracted, Impaired, Seatbelts and Bicycle Safety) see next page.
- OHS related live news stories.

**Outcome:**

- Distracted Driving Task Force partners met three times and worked to promote Distracted Driving Awareness Month.
  - OHS & KTVB & Idaho Power Just Drive partners held the Young Driver Video Competition and the CEO Pledge challenge.
  - OHS& ITD developed and implemented the distracted driving themed webpage called Just Drive Aware to promote Distracted Driving Awareness Month.
  - OHS funded first Idaho Distracted Driving mobilization; fifty two agencies participated, April 1-11, in 2016.
  - Several local agencies conducted public awareness efforts during the Distracted Driving mobilizations.
  - OHS Distracted Driving Program manager performed four live interviews and two phone interviews with the media about distracted driving.
  - Distributed 3,000 Teen and Parent Distracted Driving pamphlets.
  
- SHSP Distracted Driving Committee met twice to establish the Goals & Strategies for the SHSP 2016-2020 Plan. The strategies decided by the group are as follows:
  - Include a public safety component for distracted driving to: identify within existing laws, identify legislative stakeholders, enact or amend legislation, and improve enforcement efforts.
  - Continue communication campaigns using all media sources to educate the public and promote attentive driving.
  - Continue multi-agency statewide high visibility enforcement campaigns.
  - Continue to work with stakeholders to develop and implement statewide, community-based grassroots, and peer-to-peer outreach efforts to raise awareness about the dangers of distracted driving.
  - Improve the crash and citation data collection and reporting process at all levels.
  - Continue the planning, design, construction, operation, and maintenance of highway engineering to reduce inattentive driving crashes.

**“Officer on a Bus” Distracted Driving Special Emphasis Patrols:** OHS partnered with the Moscow Police Department, Latah County Sheriff’s Office and Idaho State Police by forming a task force to address distracted driving in the City of Moscow, ID August 23 and 25, 2016. During five hours worked on both shifts the agencies had the following:



Total Contacts 120; DUI 1; Seat Belt Citations 5; DWP 1; Speed 2; Texting and Driving 11; other Moving Violations 9; Non-moving Violations 15; Other Commercial Driver Citation; and, 3 Misdemeanor Drug Offences. In addition to the citations written, there were several local new stories both on social media, radio, television, and at least 20 news media organizations across the country also picked up the story.

In addition to the conducting enforcement activities, agencies who participated in the *Officer on a Bus* special emphasis patrols were encouraged to work with local media to inform the public about the enforcement efforts to help educate drivers on the risks of distracted driving. An online search shows there were at least 15 earned media reports generated across the state of Idaho and as far east as the State of Kentucky.



## **EMERGENCY MEDICAL SERVICES (EMS)**

EM-2016-01 (SEM1601)

### **Problem:**

Over the past several years, 2011-2013, there were 520 fatal crashes and 3,085 injury crashes that resulted in 564 people killed and 3,842 people seriously injured on Idaho's roadways. Rural roads have the highest percentage of fatal crashes at 80%; however, urban roads have more serious injury crashes by 53%.

### **Objective:**

Establish data gathering workshop and training for Emergency Medical Services (EMS) providers, by working with EMS partners to develop State EMS data in targeting injury prevention efforts which focus on crash related fatalities and serious injuries and help with an enhanced data base. These activities will allow the EMS community to perform more robust evaluations to help make data driven investment decisions.

### **Performance Measures:**

Reduce the five-year running average fatality rate from 1.53 fatalities per 100 million AVMT in 2010 to 1.23 fatalities per 100 million AVMT in 2015, and reduce the five-year average number of motor vehicle fatalities from 237 in 2010 to 198 in 2016.

### **Training:**

Training was not established to meet the objectives.

### **Outcome:**

No funds were expended for the EMS project in FFY 2016 due to the lack of an established training program to meet the objectives this year.

## **MOTORCYCLE SAFETY**

MC-2016-01 (SMC1601)

M9MA-2016-02 (SMA1602)

PM-2016-01 (SPM1061)

### **Problem:**

The number of motorcyclists involved in crashes increased by 7 percent in 2015, while the number of motorcycle fatalities decreased 12 percent. Of all the motorcyclists involved in crashes, 88 percent received some degree of injury, 9 percent of crashes involved an impaired rider, while 54 percent of fatal motorcycle crashes involved impaired motorcyclists. Idaho law only requires motorcycle riders under 18 years of age to wear a helmet; of the 347 motorcyclists involved in crashes in 2015, almost 57 percent were wearing helmets.

Over the last 5 years (2011-2015), there have been 119 motorcycle fatalities and 731 serious injury motorcycle crashes. During those years, 58 percent of fatal motorcycle crashes involved only the motorcycle, and 51 percent of serious injury motorcycle crashes only involved the motorcycle. The top three contributing circumstances in fatal motorcycle crashes involved impairment, aggressive and intersection crashes.

### **Objective:**

Eliminate motorcycle crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

### **Performance Measure:**

*Idaho established a five-year average goal (C7) of 22, for motorcycle fatalities during the years 2011-2015, the actual value was 23. Idaho did not meet the established HSP Goal (C8) for un-helmeted motorcycle fatalities for 2011-2015, the goal was 12 and the actual was 13.*

### **Media:**

OHS funded a statewide paid media campaign using radio and online paid media. The campaign featured the graphic below to remind drivers to look for motorcycles and reminds motorcyclist to wear helmets and high visibility gear. OHS also funded a statewide paid median campaign for impaired riding using the graphic below.

**Training:** Two of SHSP Motorcycle Committee members attended the State Motorcycle Safety Administrators attended the tri-State motorcycle safety meeting in Oregon in September, and the Highway Safety Summit in April 2016.



**Outcome:** In FFY16, OHS hosted SHSP Motorcycle Committee meetings where the committee reviewed and established new goals and strategies for the 2016-2020 SHSP.

- OHS worked with the Idaho Coalition for Motorcycle Safety to sponsor the 2016 Motorcycle Awareness Rallies in Boise and Coeur d'Alene.
- Provided a "Look Twice for Motorcycles" banner to the ABATE of North Idaho to display at the 2016 and future rallies.
- SHSP MC Committee attended the Idaho Motorcycle Expo in March, 2016. The committee handed out leaflets and brochures to public, and also provided rider training exercises.

- The SHSP MC Committee worked on the 2016-2020 SHSP, and established several action steps to accomplish the new goals and strategies for the plan.
- OHS funded a statewide “*Look Twice for Motorcycles*” paid media campaign in May for Motorcycle Awareness Month.
  - The campaigns Facebook boosted posts garnered 1.3 million overall impressions.
  - The spots reached 175K distinct people.
  - The average person was exposed to the PSA 7.67 times.
  - 1,424 people reached liked the post, clicked through for more information, commented, or shared the post.
  - The campaign’s Facebook video advertising gathered 499K overall views, 21K of those views being watched to completion.
  - The completion rate of views was 4.23%.
- OHS funded a statewide impaired motorcycle camping in June, 2016.
  - The programmatic display campaign reached over 3.5 million people in Idaho.
  - The Facebook campaign had 798K overall impressions.
  - The spots reached 172K distinct people in Idaho.
  - The average person was exposed to the impaired motorcycle spot 4.64 times.
  - 4,101 people reached liked the post, commented, clicked through for more information, or shared the post.
  - The audio spots on Pandora Radio had 667K impressions, 1.5K clicks at a rate of 0.22%.

## **BICYCLE AND PEDESTRIAN SAFETY**

PS-2016-01 (SPS1601)

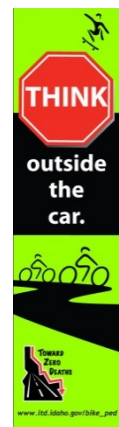
PM-2016-01 (SPM1601)

### **Problem:**

In 2015, crashes involving pedestrians decreased by 11 percent, and the number of pedestrians killed in motor vehicle crashes decreased by 43 percent. Of all the pedestrians involved in crashes in 2015, 96 percent received some degree of injury. Impaired pedestrians were involved in 6 percent of all pedestrian crashes, and 25 percent of fatal pedestrian crashes.

The most common contributing circumstances attributed to the pedestrians involved in fatal crashes were fail to yield or obey stop signs, and one of the most common contributing circumstances in pedestrian serious injury crashes was inattention. The most common contributing circumstances attributed to the other vehicles involved in crashes with pedestrians were inattention, fail to yield, speed too fast for conditions, and vision obstruction. Fifty-one percent of the fatal and 82 percent of the serious injury pedestrian crashes occurred on urban roadways. The highest rate of 44 percent of the fatal and injury pedestrian crashes took place between September – December.

- Over the last 5 years (2011-2015), there have been 5 bicyclists killed and 59 pedestrians killed on Idaho roads.
- During the same time, 224 bicyclist and 267 pedestrians were seriously injured.
- Sixty percent of the fatal bicycle crashes and 88 percent of the serious injury bicycle crashes occurred on urban roadways.
- Males make up 76% of bicyclists involved in fatal and serious injury crashes.
- Only 36 percent of bicyclists under age 35 were wearing bicycle helmets.



### **Objective:**

Eliminate bicycle and pedestrian crashes on Idaho roads by raising awareness through education and enforcement of Idaho traffic laws.

**Performance Measures:**

Idaho met the established for HSP Goal (C10) for pedestrian fatalities for 2011-2015, the goal was 11, and the actual was 11. Idaho met the established for HSP Goal (C1) for bicycle fatalities for 2011-2015, the goal was 2, and the actual is 1.

**Media:**

OHS funded a paid media campaign in May to build public awareness about the presence of bicyclists and pedestrians on our roadways. The digital campaign was successful with an average 40 percent click rate and 84,817 impressions for only two days.

**Training:**

OHS funded bicycle and pedestrian training for law enforcement in conjunction with the OHS Summit in March. The training was provided by *We Bike LLC* for officers and engineers with information about Idaho bicycle and pedestrian traffic laws, crash causation and investigation, and community education efforts.

**Outcome:** In 2016, OHS facilitated three the Bicycle and Pedestrian SHSP focus group meetings to establish goals and strategies for the 2016-2020 SHSP.

- OHS worked with the Idaho Walk Bike Alliance, Boise Bicycle Project, Idaho Smart Growth organization and other community partners to have a Governor’s Proclamation ceremony to declare May as Bicycle Safety Month.
- OHS program manager attended the Bicycle and Pedestrian Advisory Committee meetings that help to identify and prioritize statewide bicycle and pedestrian safety initiatives.
- OHS produced and disseminated bicycle and pedestrian safety brochures and reflective stickers for events like International Walk to School Day, the Western Idaho Fair, and the Safe Routes to School programs across the state.



## **MULTI-FUNDED GRANTS**

### **Idaho State Police**

**AL-2016-09 (SAL1609), PT-2016-09 (SPT1609), OP-2016-09 (SOP1609), DD-2016-09 (SDD1609)**

**Problem:**

**Impaired Driving** - nearly 10% of all fatal and injury crashes involved an impaired driver, an impaired pedestrian or impaired bicyclist and just more than 45% of all fatalities were the result of an impaired driving crash.

**Aggressive Driving** – contributing factor in 56% of all motor vehicle crashes. 19% of all aggressive driving crashes involved a single vehicle, while 42% of fatal aggressive driving crashes involved only one vehicle.

**Distracted Driving** – 21% of all crashes and responsible for 20% of all motor vehicle fatalities. Forty-four percent of the fatal distracted driving crashes involved a single vehicle.

**Seat Belts** – The observed seat belt use rate was 81.6%; however, only 33% of the motor vehicle occupants killed in crashes were wearing seat belts.

**Objective:**

Conduct sustained enforcement efforts throughout the state of Idaho to eliminate motor vehicle-related deaths and serious injuries in Idaho by the reduction of impaired driving crashes, aggressive driving crashes, unbelted crashes and distracted driving crashes.

**Performance Measures:**

**Impaired Driving** – Reduce the five-year average number of motor vehicle fatalities involving drivers with a BAC of .08 or greater from 73 in 2010 to 64 or fewer.

**Aggressive Driving** – Reduce the five-year average number of speeding fatalities from 76 in 2010 to 65 or fewer.

**Distracted Driving** – Reduce the five-year average number of distracted driving fatalities from 67 in 2010 to 44 or fewer.

**Seat Belts** – Reduce the five-year average number of unrestrained PMV fatalities from 99 in 2010 to 81 or fewer.

**Enforcement:** A total of 702 grant funded overtime shifts were scheduled and worked during statewide impaired, seat belt and aggressive driving mobilizations.

**Enforcement Summary**

Focus Area	# of Overtime Shifts	Arrests/Citations During Overtime Funding	Arrests/Citations ISP Total during same period
<b>Impaired Driving</b>	225	75	220
<b>Aggressive Driving</b>	109	1,449	10,852
<b>Seat Belts</b>	197	939	2,286
<b>Distracted Driving</b>	106	82	270

**Media:**

The Idaho State Police has a designated Public Information Officer who generated news releases through the ISP ListServer:

- Idaho State Police Plan “All Hands on Deck” Operation and Enhanced Seatbelt Patrols for the Thanksgiving Holiday
- Treasure Valley Law Enforcement Unite to Stop Impaired Driving this Holiday Season
- “No Refusal Weekend” Impaired Driving Emphasis Patrol Dedicated to the Memory of Lewiston Teen Russell Raschaka
- Treasure Valley Law Enforcement Unites to Stop Impaired Driving and to Remember Victims
- Law Enforcement in Magic Valley Targets Impaired Driving with Enhanced Patrols for the July 4<sup>th</sup> Holiday.
- Idaho State Police Plan Statewide Mobilization Over July 4<sup>th</sup> Weekend to Combat Impaired Driving and other Reckless Driving Behaviors
- Idaho State Police Join Law Enforcement from Idaho, Oregon, Utah for Enhanced Labor Day Weekend Patrols

An impaired driving PSA was developed and broadcast the week before the MSU v. ISU football game featuring Idaho State Police Col. Ralph Powell and Montana Highway Patrol Col. Tom Butler. A distracted driving PSA was created before the BSU v. USU football game with Utah Highway Patrol Col. Danny Fuher and ISP Col. Powel.

**Training:**

Each Idaho State Police District sent attendees to the annual Highway Safety Summit which was in Coeur d'Alene. The attendees returned to their districts and disseminated information through team meetings. D1=10, D2=3, D3=5, D4=2, D5=1, D6=2

Additional training:

- D2 = Sgt. Rich Adamson, Lifesavers Conference in Long Beach, CA.
- D6 = Trooper Nielsen, child passenger safety technician training.

**Outcome:**

The impact evaluation, which compares WEBCARS data from FFY15 and FFY16, shows a decrease in all districts for impaired driving and aggressive driving crashes. The most significant decreases in impaired driving and aggressive driving crashes were both in District 2: 77% and 65% respectively. On a statewide level, impaired driving crashes decreased by 66% and aggressive driving crashes decreased by 56%.

The seat belt comparison for fatalities and incapacitating injuries shows a decrease in all instances, but seven (7). Fatalities for unbelted occupants increased by 18% (11 in FFY15 to 13 in FFY16) in District 1 and 86% (7 in FFY15 to 13 in FFY16) in District 2. In District 4, fatalities for belted and not belted occupants increased: 15% and 50% respectively. Fatalities in District 5 for belted occupants increased from 9 in FFY15 to 11 in FFY16. District 6 also showed an increase in fatalities for both belted and not belted occupants: 60% and 67% respectively. Overall, statewide totals show 5 decreases in fatalities for belted occupants and for all incapacitating injuries. However, fatalities for not belted occupants increased statewide by 19%.

ISP worked 136 aggressive driving, 132 impaired driving, 124 seat belt, and 66 distracted driving emphasis patrols throughout the state for a total of 458 overtime shifts. The following statistics represent all 6 districts and are from November 2015 through September 2016: Hours Worked – 4,468.4; Contacts – 7,055; Speeding Citations – 1,649; Aggressive Driving Citations – 374; Seat Belt Citations – 1,076; Distracted Driving Citations - 141; DUI Arrests – 45; and Other Arrests – 455. Other arrests included 109 drug related (including possession of methamphetamine, heroine, prescription pills, ecstasy, marijuana, and paraphernalia; trafficking methamphetamine; and introducing contraband into jail); 123 driving without privileges, invalid driver's license, or failure to purchase driver's license; 14 open containers; 24 warrants (felony and misdemeanor); 12 resisting and obstructing or providing false information; 23 commercial vehicle violations; and five (5) minor in consumption/possession. The attached 2016 Performance Measures include additional information regarding grant activities.

According to WEBCARS, statewide crashes decreased by 58%, fatalities increased by 13%, and injuries decreased by 63% between FFY15 and FFY16. As of October 15, 2016, there were 192 fatalities on Idaho roadways; 22 more than FFY15. Law enforcement and OHS efforts to decrease crashes and injuries in Idaho are having the desired effect. However, there is still much more to be done to attain the ultimate goal of zero deaths on Idaho roadways.

## **Madison County Sheriff's Office**

AL-2016-04 (SAL1604), PT-2016-04 (SPT1604), OP-2016-04 (SSB1604), DD-2016-04 (SDD1604)

### **Problem:**

Madison County's 2015 seat belt use rate was 67.7%, which is considerably lower than the state's rate of 81.1%. The Madison County crash rate per 1,000 (population) was 4.2 in 2013 and the number of fatal and injury crashes increased 11 and 323 from 7 and 318 in 2013.

### **Objective:**

To reduce motor vehicle-related deaths and serious injury crash in Madison County by increasing law enforcement presence and traffic patrols on the rural county roads by focusing on reducing impaired aggressive and distracted driving crashes and increasing the use of seat belts and child passenger seats and to provide Madison County Sheriff's Office with proper speed enforcement equipment to support the grant activities.

### **Performance Measures:**

1. Increase the observed seat belt use rate from 67.7% to 72%.
2. Reduce the number of fatal and injury crashes by 5%.

### **Enforcement:**

Sustained enforcement patrols were established when there were no statewide mobilizations. Madison County enforced traffic in the county and the City of Rexburg, especially in the area of Highway 20 where a new overpass was being constructed. Also, extra patrols were sent to Hwy 33 along the Madison/Teton county line. A majority of the enforcement hours occurred during the late summer months when there is an increased volume of traffic due to the close proximity of national parks (Grand Tetons and Yellowstone).

### **Outcome:**

- Madison County's observed seat belt use rate increased by 3.5 points from 67.7% to 71.2% in 2016.
- The number of fatalities in Madison County increased by 3. See the chart below for the detail regarding fatal and injury crash stats for aggressive, impaired and distracted driving crashes

	Total Crashes 2014 = 470		Total Crashes 2015 = 513		Difference +43	
	Fatal	Injury	Fatal	Injury	Fatal	Injury
Aggressive Driving	0	118	2	167	+2	+49
Impaired Driving	0	5	1	6	+1	+1
Distracted Driving	0	16	0	30	0	+14
Other	0	11	0	39	0	+28
<b>TOTALS</b>	<b>0</b>	<b>150</b>	<b>3</b>	<b>242</b>	<b>+3</b>	<b>+92</b>

## **COEUR D'ALENE POLICE DEPARTMENT STEP PROGRAM, YEAR 1**

AL-2016-03 (SAL1603), PT-2016-03 (SPT1603), OP-2016-03 (SSB1603), DD-2016-03 (SDD1603)

### **Problem:**

<b>Coeur d'Alene 2013-2014 Highway Safety Problems</b>				
	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>Totals</b>
<b>Total F&amp;I Crashes</b>	415	389	423	1227
<b>Aggressive F&amp;I Crashes</b>	271	270	289	830
<b>Distracted F&amp;I Crashes</b>	120	128	114	362
<b>Impaired F&amp;I Crashes</b>	33	34	49	116
<b>Teen Driver Involved F&amp;I Crashes</b>	95	80	89	264
<b>PMV % Belted in F&amp;SI Crashes</b>	60%	57%	56%	
<b>68% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>30% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>9% of the F&amp;I crashes over the last 3 years involved Impaired Driving</b>				
<b>22% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

1. According to the OHS FY2012-2014 crash statistics, the City of Coeur d'Alene has a fatality and injury rate of 7.32, which is the highest in the state.
2. In 2014, the Coeur d'Alene Police Department (CDAPD) responded to 643 DUI calls for service which included 305 DUI arrests, and had 70 incidents of impaired driving-related crashes. Within a mile radius of downtown Coeur d'Alene and in the past year, CDAPD responded to 170 DUI calls for service, had 105 DUI arrests, and experienced 24 impaired driving crashes.
3. In 2014, 44% of individuals involved in crashes were unrestrained; the percentage of unrestrained occupants increased from 40% in 2012 to 44% in 2014.

### **Objective:**

The primary objective of the grant was to reduce motor vehicle-related deaths and serious injuries in the city of Coeur d'Alene by reducing impaired driving crashes, reducing aggressive and distracted driving crashes, and increasing the use of seat belts.

### **Performance Measures:**

1. *Reduce the number of crashes:*
  - a. *Total number of fatal and injury crashes by 10% or no more than 381 during fiscal year 2016.*
  - b. *Aggressive (289 in 2014) to no more than 275, a 5 percent reduction in fiscal year 2016.*
  - c. *Distracted (114 in 2014) to no more than 109, a 5 percent reduction in fiscal year 2016.*
  - d. *Impaired (49 in 2014) to no more than 44, a 10 percent reduction in fiscal year 2016.*
  - e. *Youthful driver, ages 15-19, (89 in 2014) to no more than 80, a 10 percent reduction in fiscal year 2016; emphasis of traffic safety in school zones and high crash zones.*
2. *Increase the observed seat belt use rate by conducting pre- and post-grant seat belt surveys.*
3. *Increase public awareness regarding traffic safety through various media outlets and educational outreach events.*



**Enforcement:**

CDAPD STEP Officer Sterling had 1,989 traffic contacts for this grant period (November 2015-September 2016). He had 11 alcohol DUI arrests and 3 DUI drug arrests. He issued 222 seat belt citations, 255 uninsured motorist citations, 705 speeding citations, and 15 texting/distracted driving citations.

**Media:**

CDAPD continues to use social media (Facebook) to promote traffic safety goals with “traffic tips” posts. Officer Sterling was also featured on the front page of the Coeur d’Alene Press with a headline “Eliminating the ‘trap’”. The article discussed how CDAPD will be doing Facebook postings showing the locations the traffic unit will be enforcing traffic laws. The Department also sent several press releases and posted them on the CDAPD Facebook page as well.

**Training (Education):**

Officer Sterling gave two safety presentations in December 2015. Each of these was a PowerPoint presentation; first was a traffic safety presentation to a 20-student group of juniors and seniors at Genesis Prep school, and second was a winter driving presentation to a group of elderly drivers at a local senior center. A copy of the PowerPoint presentation was provided to OHS.

Officer Sterling completed two safety presentations in May 2016: The Mock Crash and the Crash Car. Purpose was to reach teens by educating them on the hazards of driving and the consequences of bad driving behavior. The Mock crash scenario was conducted at Coeur d’Alene High School. The crash car was placed on display at both Lake City High School and Coeur d’Alene High School.

Officer Sterling was enrolled and set to attend the Alive at 25 Program instructor course held at the end of September, and then was going to provide training to the Department to completely fulfill this objective. Right now the knowledge base of the program is limited by the Department.

On traffic stops, Officer Sterling provides safety material in regards to child safety seats. During safety fairs, safe driving presentations, and other times, he provides safety material to the general public.

**Outcome:**

*CDAPD pre-grant seat belt survey was 80.1% and post-grant survey 83%; an increase of 2.9%.*

<b>Coeur d’Alene 2013-2015 Highway Safety Problems</b>				
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>Totals</b>
<b>Total F&amp;I Crashes</b>	389	423	393	1205
<b>Aggressive F&amp;I Crashes</b>	270	289	255	814
<b>Distracted F&amp;I Crashes</b>	128	114	127	369
<b>Impaired F&amp;I Crashes</b>	34	49	27	110
<b>Teen Driver Involved F&amp;I Crashes</b>	80	89	79	248
<b>PMV % Belted in F&amp;SI Crashes</b>	63%	62%	60%	
<b>68% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>31% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>9% of the F&amp;I crashes over the last 3 years involved Impaired Driving</b>				
<b>21% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

F&I crashes *decreased* from 423 in 2014 to 393 in 2015, 7.1% decrease.  
 Aggressive F&I crashes *decreased* from 289 in 2014 to 255 in 2015, 11.8% decrease.  
 Distracted F&I crashes increased from 114 in 2014 to 127 in 2015, 11.4% increase.  
**Impaired F&I crashes *decreased* from 49 in 2014 to 27 in 2015, 45% decrease.**  
 Teen driver involved F&I crashes *decreased* from 89 in 2014 to 79 in 2015, 11% decrease.  
 PMV % of belted occupants decreased from 62% in 2014 to 60% in 2015.

All of the grant objectives were met for this period (year one STEP) except the reduction in distracted driving, which increased 11.4%. The project has proven to be successful in regard to highway safety, and CDAPD is committed to continue these efforts.

CDAPD STEP Officer grant funding was paid with AL-2016-03 \$43,137.11, OP-2016-03 \$14,379.04, PT-2016-03 \$7189.52, DD-2016-03 \$7189.52.

## **TWIN FALLS COUNTY SHERIFF TRAFFIC ENFORCEMENT**

AL-2016-05 (SAL1605), PT-2016-05 (SPT1605), OP-2016-05 (SSB1605)

### **Problem:**

<b>Twin Falls County 2012-2014 Highway Safety Problems</b>				
	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>Totals</b>
<b>Total F&amp;I Crashes</b>	352	325	334	1011
<b>Aggressive F&amp;I Crashes</b>	224	191	202	617
<b>Distracted F&amp;I Crashes</b>	91	80	90	261
<b>Impaired F&amp;I Crashes</b>	45	32	40	117
<b>Teen Driver Involved F&amp;I Crashes</b>	86	72	67	225
<b>PMV % Unbelted (Dead or Seriously Injured)</b>	27%	35%	17%	
<b>61% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>26% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>12% of the F&amp;I crashes over the last 3 years involved Impaired Driving</b>				
<b>22% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

1. According to the OHS FFY2014 crash statistics, Twin Falls County Crash Rate per 1,000 (population) was 4.1. In 2013, Twin Falls County had 742 total crashes, of which 7 crashes were fatal and 318 were injury; in 2014, the total number of crashes decreased to 729 but the number of fatal and injury crashes increased to 11 and 323, respectively.
2. Twin Falls County's 2014 overall seat belt usage rate of 68.8% is considerably lower than the state's overall average of 81.6%.
3. Twin Falls County's seat belt usage rate in passenger cars, vans, and sport utility vehicles decreased from 82% in 2013 to 69.1% in 2014.

### **Objective:**

The primary objective of this grant was to reduce motor vehicle-related deaths and serious injuries in Twin Falls County by increasing law enforcement presence, traffic patrols and citations on the Twin Falls County rural roadways; objective focuses on reducing impaired, aggressive and distracted driving crashes, and increasing the use of seat belts and child restraints.

**Performance Measures:**

1. *Based on 2014 statistics, reduce:*
  - a. *Total number of fatal and injury crashes by 5% or no more than 317 during fiscal year 2016.*
  - b. *Aggressive F&I crashes to no more than 192, a 5 percent reduction in fiscal year 2016.*
  - c. *Distracted F&I crashes to no more than 85, a 5 percent reduction in fiscal year 2016.*
  - d. *Impaired F&I crashes to no more than 38, a 5 percent reduction in fiscal year 2016.*
  - e. *Youthful driver F&I crashes, ages 15-19, to no more than 64, a 5 percent reduction in fiscal year 2016.*
  
2. *Increase the number of traffic citations issued (1908 total issued during OHS Traffic Enforcement mobilizations January 2014-December 2014); of the 1908 citations issued, counts related to grant focus area traffic enforcement:*
  - a. *Aggressive 568 citations*
  - b. *Impaired 256 citations*
  - c. *Distracted 17 citations*
  - d. *Occupant Protection (Seatbelt and Child Restraint) 29 citations**Increase the minimum of number of citations issued for grant focus areas by 5% in fiscal year 2016 (federal fiscal year ends September 30, 2016). Citation count may include citations issued during Twin Falls County's participation in OHS's Traffic Enforcement mobilizations.*
  
3. *Increase the overall seat belt usage rate 5%, from 68.8% in 2014 to at least 72.2% in fiscal year 2016.*

**Enforcement:**

Officers worked 211 overtime hours; made 343 traffic stops and issued 232 citations. Traffic enforcement took place on roads within Twin Falls County and along the Hwy 93 corridor in Twin Falls County. Sheriff's Office participated in all statewide saturation patrols except the 100 Deadliest Days.

Citations written in Twin Falls County by dedicated officer(s) during grant period, March – September 2016:

- 11 occupant protection (5 seatbelt, 6 child safety seat)
- 163 speeding

**Media:**

Media releases were provided to local outlets for promotion of traffic safety as well as a local talk radio program monthly. Promotional materials were provided at traffic stops and other public events.

**Training (Education):**

Alive at 25 courses were offered once monthly in Twin Falls County and were coordinated with the Buhl Police Department. The Alive at 25 program enrolled 128 youthful drivers in 13 classes; (2 classes TFCSO and 11 classes coordinated with Buhl Police Department) in the period from October 1, 2015 – September 30, 2016.

TOPS training was provided at the annual block training for the agency in April and May. In addition, TFCSO policy requires deputies to wear restraints while on duty. Two deputies were sent in March 2016 to the OHS Highway Safety Summit in Coeur d'Alene, ID.

**Outcome:**

*TFCSO's pre-grant seat belt survey 84.05% and post-grant survey 84.31%; an insignificant slight increase of .26% or less than 1%.*

FFY2016 Seat belt survey results reflect 68.4% usage in Twin Falls County; a decrease of .4%.

<b>Twin Falls County 2013-2015 Highway Safety Problems</b>				
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>Totals</b>
<b>Total F&amp;I Crashes</b>	325	358	423	1106
<b>Aggressive F&amp;I Crashes</b>	191	218	260	669
<b>Distracted F&amp;I Crashes</b>	80	97	81	258
<b>Impaired F&amp;I Crashes</b>	32	40	36	108
<b>Teen Driver Involved F&amp;I Crashes</b>	72	71	103	246
<b>PMV % Belted (Dead or Seriously Injured)</b>	58%	79%	66%	
<b>60% of the F&amp;I crashes over the last 3 years involved Aggressive Driving</b>				
<b>23% of the F&amp;I crashes over the last 3 years involved Distracted Driving</b>				
<b>10% of the F&amp;I crashes over the last 3 years involved Impaired Driving</b>				
<b>22% of the F&amp;I crashes over the last 3 years involved Teen Drivers</b>				

FFY2016 crash data not available therefore following results based on 2013-2015 Twin Falls County Highway Safety Problems, and updated 2012-2014 TFC crash data:

F&I crashes increased from 358 in 2014 to 423 in 2015:

Aggressive F&I crashes increased from 218 in 2014 to 260 in 2015.

Distracted F&I crashes *decreased* from 97 in 2014 to 81 in 2015.

Impaired F&I crashes *decreased* from 40 in 2014 to 36 in 2015.

Teen driver involved F&I crashes increased from 71 in 2014 to 103 in 2015.

PMV % of belted (dead or seriously injured) decreased from 79% in 2014 to 66% in 2015.

The total number of traffic citations issued increased from 1908 citations in 2014 to 2,763 citations in 2016. The total number of citations in focus areas increased from 870 in 2014 to 910 in 2016 (roughly 5% increase).

Twin Falls County Sheriff's grant funding was paid with 402 OP-2016-05 \$2862.54, AL-2016-05 \$2869.87, PT-2016-05 \$2862.54.

## **Meridian Police Department STEP Motor Officer Grant Year 2**

PT-2016-02 (SPT1602)

OP-2016-02 (SSB1602)

DD-2016-02 (SDD1602)

### **Problem:**

The City of Meridian Idaho is one of the fastest growing cities in the state. It is located geographically in the center of the Treasure Valley and the vicinity around Meridian contains the state's highest volume of traffic, major arterial and collector roads. The agency is responsible for traffic enforcement on three of the top five high crash locations in Idaho. In addition, during the years 2012-2014, Meridian was ranked number one in the State for Distracted and Youthful Driver Fatal and Serious injury crashes, and second overall for Aggressive Fatal and Serious crashes.

**Performance Measures:**

The Meridian Police Department’s goal for the STEP Motor Officer grant was to decrease traffic crashes, there was a 7 percent decrease in total crashes in 2015 over the previous year. Crash statistics for 2016 are not currently available.

**Enforcement:**

In FFY2015, Meridian Police Department applied for a STEP Grant to increase the number of officers on their Motors Unit from three members to four. During the first year of the grant, the motor team responded to nearly 200 more calls for service.

**Training:**

Officer Rudan was hired onto the MPD Motor Team, and he attended police motor school training in the spring of 2016. In addition to his traffic enforcement duties, the STEP Motor Officer also regularly attends community events such as the Meridian Mayors Youth Advisory Council, the Cities’ Project Ignite Youth, local school events, and the Alive at 25 classes to provide traffic safety education.

**Media:**

The Meridian Motor Unit team participated in the annual Chills & Thrills motorcycle skills expo at the High Desert Harley Davidson dealership. The event attracts hundreds of riders and media stations from around the Treasure Valley.

**Outcome:**

STEP Motor Officer qualified as a POST Certified police motorcycle officer in April 2016. During the final reporting period of the fiscal year, he issued 220 citations and 271 calls for service. In the year he was part of the Motor Unit, he was responsible for 8 DUI citations, 165 Speed citations and 41 Seat belt citations. The Motor Unit responded to 200 more calls for service in 2015 than the previous year.



<b>Meridian PD Agency Totals</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
DUI Citations	186	260	384
Aggressive Citations	4,411	4,341	3,879
Distracted Citations	397	533	157
Seat Belt Citations	591	925	805
Other Citations	7,988	8,769	8,840
Crashes	1,484	1,488	1,390
Calls for Service	24,151	23,712	21,216

**COMMUNITY PROJECT GRANTS**

**Highway Safety Summit**

CP-2016-01 (SCP1601)

**Problem:**

- In 2014, of the 122 passenger motor vehicle occupants over the age of 7 killed, 67 were not wearing their seat belts. In addition, 267 unbelted Idahoans were seriously injured.
- In 2014, 59% of occupants killed in DUI crashes were not buckled, and 59% of those killed in speed-related crashes were not buckled.

- Of the 26 people killed in youthful driver crashes, 8 were youthful drivers. Of the 8 youthful drivers killed, only 2 (25%) were wearing seat belts.
- In 2014, 8 children under age 7 were killed in crashes, and 5 (63%) were unrestrained.
- Idaho has 44 County Sheriff Offices, 78 Police Departments and the Idaho State Police which has 6 Districts. Idaho is the 14<sup>th</sup> largest state in the nation with a total square mileage of 83,574.

**Objective:**

Provide a format for traffic safety professionals and advocates with innovative, results-oriented solutions to help save lives and reduce serious injuries from motor vehicle crashes through the offering of a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants on a variety of topics.

**Performance Measure:**

Reduce the five-year average number of fatalities from 237 in 2010, to 198 in 2016.  
 Reduce the five-year average number of serious injuries from 1,559 in 2010, to 1,341 in 2016.  
 Reduce the five-year fatality rate per 100 million annual vehicle miles traveled from 1.53 in 2010, to 1.23 in 2016.

**Outcome:**

The five-year average number of fatalities involving a driver with a BAC greater than or equal to .08 was reduced from 73 in 2010 to 55 in 2015 or fewer.

The five-year running average number of traffic deaths increased to 192, target not met.

The five-year running average fatality rate of 1.1 fatalities per 100 million annual vehicles traveled or less target was not met, the rate was 1.22.

In 2016, there were 195 attendees and 5 vendors. Through the course of the day-an-a-half Summit, 19 presentations, courses and workshops were offered. Coeur d’Alene, Idaho is located in the northern part of Idaho. Because Idaho is a large state, offering the Summit in different regions each year, increases the participation by partners in the surrounding areas. Each time we have the summit in a particular part of the state, that region is well represented. This allows some of the smaller agencies to attend, who would not otherwise be able to do so if it was always held in Boise.

2016 Highway Safety Summit Total Attendance was at 195, and the chart below shows the breakdown in comparison over the past six years.

Summit Attendance				
Year	Location	Attendees	Vendors	Courses
2016	Coeur d’Alene, Idaho – The Coeur d’Alene	195	5	19
2015	Pocatello, Idaho – Red Lion	209	11	25
2014	Boise, Idaho – Riverside Hotel	234	7	21
2013	Coeur d’Alene, Idaho – The Coeur d’Alene	225	10	18
2012	Boise, Idaho – Centre on the Grove	252	10	15
2011	Pocatello, Idaho – Red Lion	212	10	14

An evaluation was conducted and the responses were compiled at the 2016 Highway Safety Summit. Overwhelmingly, the satisfaction with the Summit met or exceeded the expectations of those who attended.

	Did not meet expectations	Met expectations	Exceeded expectations
<b>Your Overall satisfaction with the Summit</b>	1	44	27
<b>Value of Information</b>	1	42	29
<b>Online registration</b>	4	39	22
<b>Facilities and venue</b>	0	25	45
<b>The Summit was relevant to my needs</b>	1	43	28
<b>The Summit was worth the time I invested</b>	1	37	32

## **Law Enforcement Liaison Program (LEL)**

### **Problem:**

- In 2015, of the 157 passenger motor vehicle occupants over the age of 7 killed, only 59 were wearing their seat belts. In addition, 262 unbelted Idahoans were seriously injured.
- In 2015, 75% of occupants killed in DUI crashes were not buckled, and 59% of those killed in speed-related crashes were not buckled.
- Of the 34 people killed in youthful driver crashes, 14 were youthful drivers. Of the 14 youthful drivers killed, only 4 (36%) were wearing seat belts.
- During 2010-2014, 21 children under 7 years old were killed in Idaho motor vehicle crashes. Of these children, 11 were not restrained.
- Safety restraints are estimated to be even more effective in preventing fatalities in rollover crashes. Seat belt use reduces fatalities by 74% in rollover crashes involving passenger cars and by 80% in rollover crashes involving light trucks.
- The use of short –term high visibility enforcement for focused areas of emphasis has been proven to be effective. States that are reported to use sustained enforcement, have recorded statewide belt use well above national belt use rates since 2002 (California: 91 to 95%; Oregon: 88 to 97%; Washington: 93 to 96%) (NHTSA, 2010a)

**Objective:**

To eliminate motor vehicle related deaths and serious injuries in Idaho by increasing the number of law enforcement agencies that participate in the statewide traffic enforcement mobilizations, as well as maintain law enforcement agency relationships and facilitate the development and promotion of highway safety programs and officers in Idaho.

**Performance Measures:**

The five-year average number of motor vehicle crash fatalities exceeded the goal by 1 from 192 to 193.

The five-year fatality rate decreased from 1.22 to 1.19 in 2015.

**Enforcement:**

The number of participating law enforcement agencies in traffic enforcement mobilizations increase in 2016. The online application and claims process is in its second year of use. As many agencies become more familiar with its use, we have seen the number of participants increase.

Please note that in the table below is the number of agencies that participated in one or more mobilization throughout the year. It is not an average number.

Traffic Enforcement Mobilization Participation				
Year	CSO	PD	ISP	Total
2016	27	43	6	76
2015	28	38	6	66
2014	24	47	6	71
2013	32	45	6	77
2012	26	43	6	69

**Training:**

LEL’s are encouraged to participate in training throughout the year. All LEL’s attend the bi-annual Law Enforcement Liaison meetings in November 2015 and June 2016. Region 10 LEL Glenn Cramer attended the meetings and provided professional development training. The LEL’s are an integral part of the planning and implementation of the annual Idaho Highway Safety Summit in April. All 6 LEL’s attended the National Lifesavers Conference in March. Additional training and outreach is as follows:





Dist.	LEL	Training and Outreach
1	Nick Knoll Coeur d'Alene PD	Presented "No Refusal Weekend" to the Idaho DUI Task Force and gave the same presentation at the National Lifesavers Conference.
2	Rich Adamson Idaho State Police	Attended the TSI LEL Professional Development Course in Oklahoma. Conducted a "ONE TEAM" event in May for High School students. Held a "No Refusal Weekend" as the kickoff to the Memorial weekend Impaired Driving mobilization.
3	Kyle Wills Boise Police Dept.	Split the duties of District 4 with Chad Morgan of District 5. Conducted a "One Team" event in Jerome as a kickoff to the July 4 <sup>th</sup> Impaired Driving mobilization.
5	Chad Morgan Blackfoot CSO	Attend the Utah Safety Summit, worked with agencies in the district to form a Tri-County DUI Task Force
6	Cameron Stanford Madison County	Attended the Utah Safety Summit in Provo, UT.

**Outcome:**

The LEL program continues to be a very import part of the Idaho Office of Highway Safety Team. The LEL's have increased participation in the Traffic Enforcement Mobilization program as well as coordinated several law enforcement events in order to bring public awareness to the importance of patrol activities through enforcement efforts.

District 4 did not have an LEL this year. The District 3 and District 5 LEL's split District 4 territory to make sure the district was served.

The LEL's made over 200 visits to County Sheriff's Offices and Police Departments. They distributed materials such as campaign posters, brochures, and educational materials to law enforcement agencies during the visits.

**Idaho Highway Safety Coalition, IHSC**

CP-2016-03 (SCP1603)

**Problem:**

**Impaired Driving** – Nearly 10% of all fatal and injury crashes involved an impaired driver, an impaired pedestrian or impaired bicyclist and just more than 45% of all fatalities were the result of an impaired driving crash.

**Aggressive Driving** – Contributing factor in 56% of all motor vehicle crashes. Nineteen percent of all aggressive driving crashes involved a single vehicle while 42% of fatal aggressive driving crashes involved only one vehicle.

**Distracted Driving** – 21% of all crashes and responsible for 20% of all motor vehicle fatalities. Forty-four percent of the fatal distracted driving crashes involved a single vehicle.

**Seat Belts** – The observed seat belt use rate was 81.6%; however, only 33% of the motor vehicle occupants killed in crashes were wearing seat belts.

**Objective:**

Identify traffic safety solutions by drawing on the strengths and resources of highway safety partners through collaboration and coordination using data-driven comprehensive statewide goals, objectives and key emphasis areas. Provide resources and develop a structure to promote the activities and projects for the Idaho Highway Safety Coalition (IHSC) including, workshops, activities, website hosting, partnerships, outreach and education to promote highway safety key emphasis areas.

An occupant protection assessment guideline from the 2013 OP Assessment stated that Idaho should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

**Performance Measure:**

Reduce the 5-year running average number of traffic fatalities on Idaho roadways to 200 or fewer by 2015.

Reduce the 5-year running average fatality rate to 1.25 fatalities per 100 million annual vehicle miles traveled or less and by 2015.

Reduce the 5-year running average of serious injuries on Idaho roadways to 1,356 or less.

**Media:**

- Drag Illustrated, April 2016, feature article: Wes Morris: Racing “Toward Zero”  
<https://dragillustrated.com/wes-morris-racing-toward-zero/>
- KBOI Safety Day, June 2016
- 100 Deadliest Days event at ISP

**Outcome:**

This year the Idaho Highway Safety Coalition concentrated on outreach and education efforts to promote highway safety. The website [www.idahohighwaysafety.com](http://www.idahohighwaysafety.com) was maintained for another year. Currently there is low traffic due to the updating and revamping of the website. The Idaho Office of Highway Safety Facebook page has seen increased exposure and has over 2,000 followers, up from about 200 the year before.

The coalition continued education and outreach efforts by working with highway safety partners Wes Morris, a BSU student and drag racer who lost his sister in an unbelted crash five years ago, and Matt Elliot, a commercial vehicle service writer, who races sprint cars and is passionate about serving his community by saving lives and encouraging others to buckle up and drive sober or get a ride.

## Events attended and provided education and information

Advocate	Event Description	Result
<b>Matt Elliot</b>	Used his vehicle as a billboard marketing tool for the office of highway safety at every race. After every race in the pits Matt and his wife Leslie talked to the public about the importance of wearing seat belts and driving sober to getting a ride home. They distributed hero cards that had a safety message on back.	Distributed over 500 information handouts. 7 races at Meridian Speedway. Approximately 3500 attendees per race.
	Gave seat belt presentation at Boy Scout and Cub Scout meetings.	2 Boy Scout meetings, reached 60 youth. 2 Cub Scout pack meetings, reached 45 youth and 19 parents/adults
	Worked three 3 hr. sessions at the Western Idaho Fair for a total of 9 hours. Demonstrated effectiveness of seat belt use with the doll car vs. egg crash.	Approximately 150 demonstrations for 2-5 people demonstration.
<b>Wes Morris</b>	KBOI Safety Days – displayed car and talked about seat belt effectiveness.	1 day reached over 500 of all ages.
	Nampa High School Rally – April 25, 2016, displayed the car, talked to students about how it’s cool to buckle up and be the example. Bystander engagement message.	Autographed 200+ hero cards with seat belt message.
	Worked two 3 hr. sessions at the Western Idaho Fair for a total of 6 hours. Demonstrated effectiveness of seat belt use with the doll car vs. egg crash.	Approximately 75 demonstrations for 2-5 people demonstration.
	Raced at Halloween Classic at Firebird Raceway. 3 days of racing. Displayed car between races.	Attendance of 24,000 per day for three days. Autographed 1000+ hero cards with seat belt message.
	Lewiston High School end of school year rally for students from Lewiston and surrounding high schools. Gave presentation to students regarding distracted driving.	Student body attendance of over 300 students.
	Media event at the Idaho State Police for the kickoff of 100 Deadliest Days of Summer event, displayed his car, shared message with high school youth councils.	Visited with students, handed out educational materials
<b>Lisa Losness</b>	Safety Fest of the Great Northwest – free safety day training and information show. Provided information regarding employer safety driving.	Over 100 employers and 350 employees in attendance for the three day event.



**Idaho State Police** @IdahoSPolice · May 27  
One Team of Law Enforcement toward Zero Deaths with @SeatbeltsSave & @MeridianIdaho Youth Advisory Council.



## **Strategic Highway Safety Plan (SHSP)**

CP-2016-04/A012 (SCP1604)

### **Problem:**

- The five-year average number of motor vehicle fatalities in 2014 was 201 which was a decrease from 204 in 2013.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.35 in 2013 and improved to 1.15 in 2014. The target is to improve the rate even further in 2015.

### **Objective:**

Identify traffic safety solutions by drawing on the strengths and resources of highway safety partners through collaboration and coordination using data-driven comprehensive statewide goals, objectives and key emphasis areas. Provide funding to support and promote the activities and projects for the Strategic Highway Safety Plan (SHSP) including, workshops, activities, administration, website hosting, partnerships, outreach and education to promote highway safety.

### **Performance Measures:**

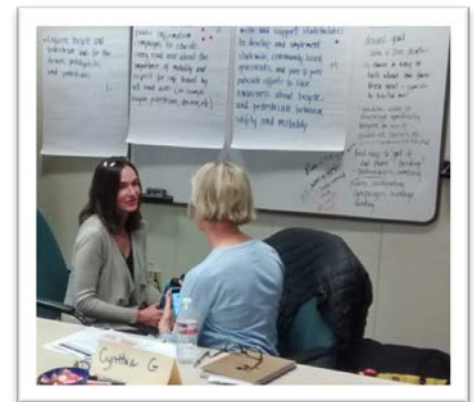
Reduce the five-year average number of motor vehicle fatalities to 185 or fewer by 2020.

Reduce the five-year average number of motor vehicle serious injuries to 1,221 or fewer by 2020.

### **Outcome:**

The five-year average number of fatalities in 2014 was 192, which surpassed the goal of 201. However, the number of fatalities in 2015 increased to 198.

The five-year average number of serious injuries in 2014 was 1302 and increased in 2015 to 1351.



*Many participants were particularly excited about the ability to leverage resources and "cross pollinate" ideas.*

The SHSP is a data-driven, collaborative plan that helps Idaho identify and prioritize its most pressing road safety needs. The SHSP integrates the "4 E's" of safety – engineering, education, enforcement, and emergency medical services. It establishes statewide goals, emphasis areas, and performance measures and describes strategies to reduce or eliminate fatalities and serious injuries.

The Office of Highway Safety (OHS), Idaho Transportation Department (ITD) led the update. From the beginning, the agency was committed to robust collaboration with federal, other state and local and private partners. The SHSP process began by building an organizational core, which includes three Emphasis Areas and 11 Focus Areas. Emphasis and Focus Areas are established based on crash data analysis, the economic cost of crashes, and priorities established by the National Highway Traffic Safety Administration (NHTSA) and Federal Highways Administration (FHWA).

The three Emphasis Areas and associated Focus Areas are:

<b>High Risk Behavior Emphasis Area</b>	<b>Severe Crash Types Emphasis Area</b>	<b>Vulnerable Roadway User Emphasis Area</b>
Aggressive Driving Distracted Driving Impaired Driving Occupant Protection	Commercial Motor Vehicles Intersections Lane Departure	Bicycle & Pedestrian Mature Drivers Motorcycle Youthful Drivers

**Emphasis Area Groups** are chaired by a recognized leader in the safety community, and include leaders from the respective Focus Area Groups. Emphasis Area leaders help facilitate information sharing and "cross pollination" between Focus Area Groups, and help guide Focus Area Groups.

**Focus Area Groups** are stakeholder groups that formulated strategies for each of the 11 Focus Areas, using updated crash and safety data, existing strategies, and other information. Focus Area Groups range in size from four to 20 participants. Each group typically has a leader, with facilitation and note taking support as needed. OHS program managers help provide subject matter expertise. Each Focus Area Group met two to four times between December 2015 and May 2016 to develop and prioritize strategies, and the groups are expected to meet periodically to help carry out and coordinate strategies.

90% of the funding for the Strategic Highway Safety Plan development and implementation came from FHWA funding and 10% from NHTSA grant funds.

## **TRAFFIC RECORDS AND ROADWAY SAFETY TS-2016-01 (STR1601)**

### **Objective:**

The objective of this grant is to eliminate motor vehicle-related fatalities, serious injuries and economic loss by improving the timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems.

At Idaho Transportation Department (ITD) Office of Highway Safety (OHS), a comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop measures to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools to:

- Maintain and enhance the electronic version of IMPACT (eIMPACT).
- Maintain and enhance the WebCARS analysis software.
- Respond to user requests for changes within the eIMPACT and WebCARS software.
- Maintain and enhance the ranking system of high crash locations, crash causation and roadway characteristics.
- Identify safety corridors with data-driven support for infrastructure safety improvements on Idaho roadways.
- Address recommendations noted in the 2011 and 2016 Traffic Records Assessments to improve data in the traffic records systems for timeliness, completeness, accuracy, accessibility, uniformity and integration.
- Increase the number of MMUCC (Model Minimum Uniform Crash Criteria elements and attributes to comply and certify for Section 405c Part 2 funding of Traffic Records Data Improvement.

### **Outcome:**

Idaho is recognized nationally for the crash data system and analysis. The strategies that have proven successful for the OHS crash system and providing accurate data are attributed to several factors:

- A uniform crash report required by law;
- Standardized training provided for law enforcement agencies;
- Timely crash data transmitted electronically by IMPACT (Idaho Mobile Program for Accident CollecTion) software with 100% electronically transmitting crash data;

- Within the OHS, the IMPACT crashes are processed through software called CIRCA (Crash Information Retrieval Collection and Analysis);
- Utilizing WebCARS, the web-based crash analysis reporting tool provides an avenue to easily obtain the data for analysis;
- Statistical analysis provided by trained professional research analysts;
- The system is financially supported by Idaho Transportation Department to allow planners, engineers and other organizations utilization of the OHS crash data and analysis tools; and
- Increasing Model Minimum Uniform Crash Criteria (MMUCC) elements are considered when considering revisions to the IMPACT system are implemented.
- Support and maintenance of the crash system to accurately, efficiently and effectively analyze the crash data is a primary focus of OHS.

A major success has been the hiring of two Operations Technology Support team members to specifically support the OHS traffic record systems and databases. The Senior Information Technology Systems Analysts are highly qualified and experienced in maintaining the systems.

Electronic reporting continues with 100% of the 119 law enforcement agencies submitting 24,018 crash reports. There continued to be fewer technical support issues during the year. Any “bugs” producing incorrect data or errors were resolved immediately. While issues were minimal, the records indicate most issues were related to installations of new operating systems and security measures.

Requested changes to the Quick Crash Entry, a simplified crash entry form to enter crash data for driver exchange information, was modified to use with various scanners more compatible with the majority used around the state. This is in a test phase and will be implemented when the testing is completed. Total available funding was \$93,000 and no federal funds were expended during FFY 2016. Total state match was \$5,869.43.

**Training:**

To maintain uniformity and standardization of the data, the OHS law enforcement trainer holds trainings throughout Idaho. The three classes currently being offered are: Basic eIMPACT called "101", a Refresher class and an Approver class for those who approve the crash reports. During FFY 2016, 16 officers attended “101” classes; 64 attended the Refresher classes; and 35 attended the Approver classes.

**Roadway Safety**

**RS2016-01 (SRS1601):**

**Objective:**

The objective of this grant is to eliminate motor vehicle-related fatalities, serious injuries and economic loss by improving the timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems.

**Outcome:**

The crash analysis tool WebCARS, is supported through this program. Agencies utilizing the tool include the two OHS Research Analyst Principals, ITD engineers, law enforcement agencies, city, county and state agencies, educational institutions, research entities, engineering and consulting firms, regional metropolitan planning agencies, Alive at 25 instructors and those reporting for mobilization campaigns. The crash analysis tool is actively utilized by 730 users in 220 agencies. This increase is attributed to the implementation of Mobilizations and Alive at 25 utilization of the system for agency reporting of data

and reimbursement requests. “Bug” errors are carefully researched and quickly resolved. Total available federal funding was \$92,000. There were no expenditures during FFY 2016. Total state match was \$13,401.62 for the Mobilization Tracking system maintenance and upgrades.

## **SECTION 408 AND SECTION 405C**

### **K9-2016, MAP 21 405c**

#### **Section 408 and 405 State Traffic Safety Information System Improvements: SK9-2016 and M3DA-2016**

The Traffic Records Coordinating Committee (TRCC) continues to address recommendations in the 2011 and 2016 Traffic Records Assessments. Updated recommendations are included in the Idaho Traffic Records Strategic Safety Plan (ITRSSP) for improving the traffic records systems of crash, roadway, vehicle, driver, citation/adjudication and injury surveillance systems on timeliness, completeness, accuracy, accessibility, uniformity and integration of data.

Listed below are projects funded to improve data under Sections 408 and 405c. Program funding identifies priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. Sections 408 and 405 funding are provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in developing, supporting and prioritizing the Traffic Records Strategic Plan developed to address recommendations noted in the 2011 and 2016 Traffic Record (TR) Assessments.

#### **Measurable Progress on the System Performance Measure:**

RI02 PM02: Increase the number of center lane miles for federal aid roads that have an AADT attached, to increase completeness. The performance measure is evaluated by calculating the total of federal aid center lane miles in Idaho minus the number of federal aid center lane miles without an associated AADT, divided by the total number of Idaho federal aid center lane miles.

#### **System Performance Measure Progress:**

From April 1, 2014 to March 1, 2015, there were 11,650 federal aid lane miles, and 448 center lane miles that did not have an associated AADT (11,650 less 448 divided by 11,650 equals 0.9615) or 96.1%. From April 1, 2015 to March 31, 2016, there were 11,650 federal aid lane miles and 345 center lane miles without an associated AADT (11,650 less 345 divided by 11,650 equals 0.970) or 97.0%.

Progress of 0.9%, rounded to 1.0% toward completeness of center lane miles with an associated AADT was accomplished in 2016.

#### **Statewide TRCC**

M3DA-2016-01-00-00 (SKD1601)

#### **Objective:**

To improve the traffic record system data, review the 2011 and 2016 Traffic Record Assessments for determining priority projects to implement.

#### **Project Performance Measure:**

All performance measures are noted in the Idaho Traffic Record Systems Strategic Plan (ITRSP), with the latest update voted June 10, 2016.

**Outcome:**

The TRCC meets regularly, usually at least one time per quarter. During FFY 2016, there were five TRCC meetings conducted.

There were several changes on the TRCC. Ed Pemble moved to a new position and was replaced by Amy Kearns. Shannon Barnes retired and was replaced by Chris Victory. Ping Black accepted a new position and was replaced by Matthew Leppell.

Total funding available was \$355,460 and no expenditures.

**Statewide eCitation:**

K92016-02 (SK91602) and 405c M3DA2016-02 (SKD1602)

**Problem:**

- The Traffic Records Assessment recommendations from 2006 and 2011 have encouraged the TRCC to implement electronic citation software in law enforcement agencies. In 2011, the recommendation was made to implement a standard and uniform system in the state. Of the 125 law enforcement agencies in the state, only 25 (and 6 regions of ISP) agencies have implemented an electronic citation software package.

**Objective:**

To improve the traffic records system data through the implementation of a statewide electronic citation system.

**Project Performance Measure:**

Increase accuracy, timeliness, accessibility and uniformity in citation data. For the pilot project the performance measure was focused on an increase in accuracy of the electronic citation data.

**Outcome:**

After considering three vendors, the subcommittee and chairman Capt. Bill Reese, from the Idaho State Police, recommended implementing the Meridian Police Department eCitation system. The system is not proprietary, and the city has provided the system code to the ITD for coordinating a pilot project and determining whether the system will effectively and efficiently be shared with law enforcement agencies statewide.

The project is on hold waiting for progress on a state agency to lead and host the project. Budget projected for the project is \$1,492,477, with 408 funding of \$1,053,861 and 405c of \$438,616.

**408 Data Warehouse, and 405 Data Warehouse:**

K92016-03 (SK91603) and M3DA2016-03 (SKD1603)

**Problem:**

- In the Traffic Record Systems, data accessibility and timeliness of getting the information for analysis and reporting purposes is limited.

**Objective:**

To make the analytics of the Traffic Record Systems data readily available for sharing.

**Project Performance Measure:**

Increase timeliness and accessibility of the Traffic Record Systems data.



**Outcome:**

The TRCC voted to discontinue this project and move funds to the ISP Toxicology LC/MS/MS project.

**All Roads Network of Linearly Referenced Data (Arnold)**

M3DA-2016-04-00-00 (SKD1604)

**Problem:**

- ITD is unable to report all Idaho roadways with a linearly referenced data that is a clear and consistent method.

**Objective:**

To be able to document all public roads currently referenced with a standardized, public Linear Reference System (LRS).

**Project Performance Measure:**

Measure the completeness of data beyond the current 85% already referenced.

**Outcome:**

The proposed pilot project continues on hold for “All Roads Network of Linearly-Referenced Data”, or known as ARNOLD. The project will determine whether the Environmental Systems Research Institute (ESRI) software solution of “Roads and Highways” will be used as the ITD solution for maintaining linear referencing on all Idaho roads. The pilot project will evaluate and develop methodologies for dual carriageway representation; provide a proof of concept for applying address ranges; create an off-the-shelf submission tool for the Highway Performance Monitoring System (HPMS); and establish a methodology and technology platform where local agencies can communicate geometry and roadway attributes. ARNOLD is awaiting ITD coordination on the project before the project moves forward. Budget projected for the project is Section 405c at \$105,000.

**Idaho State Police Toxicology LC/MS/MS**

M3DA-2016-05 (SKD1605) and 164-2016-05 (S641605)

**Problem:**

- Forensic toxicology analysis of DUI cases is backlogged in Idaho.
- There are an insufficient number of trained blood toxicologists in Idaho.
- Idaho State Police Forensics Services (ISPFS) is unable to screen for many controlled substances in toxicology samples.
- ISPFS is unable to currently offer quantitative toxicology testing for communicating the significance of toxicology data to juries.

**Objective:**

Purchase two liquid chromatography-tandem mass spectrometry (Triple Quad-LC/MS/MS) instruments used in the analysis of driving under the influence drug cases in Idaho for drugs not easily identified by current ELISA and gas chromatography instrumentation. The LC/MS/MS shall address problems with capability, capacity, and efficiency in Idaho’s forensic toxicology.

**Project Performance Measures:**

- By the end of FFY 2017, increase the number of drugs detectable by ISPFS to approximately two to three hundred.
- Decrease the toxicology discipline average turnaround time to less than thirty days.

**Training:**

ISPFS is exploring new methods and instrumentation that do not require lengthy training programs. With understaffing, the ISPFS must optimize an intense human resource training to maintain accreditation requirements.

**Outcome:**

After signature of the grant contract and state spending authority approved, OHS has requested a Buy America Waiver Request through Region 10 Regional Administrator, Greg Fredericksen. ISPFS has begun working with the State Division of Purchasing on a sole source request.

A federal grant funded budget of \$800,000 was approved with \$757,850 from Section 405c and \$42,150 from Section 164. Total match is projected at \$231,000. No costs were expended in FFY 2016.

**TRAFFIC ENFORCEMENT MOBILIZATIONS**

The goal of each mobilization is to establish project requirements with law enforcement agencies to align with the SHSP and to eliminate deaths, serious injuries and economic loss. Agencies taking part in the mobilizations enter into an agreement with the OHS to perform dedicated patrol for traffic enforcement. For impaired driving mobilizations, OHS encourages participants to conduct enforcement during time frames that are data driven; nighttime hours. Funding for these campaigns are allocated to locations throughout the state using demographic, traffic safety data, and past performance.

As part of the agreement, the law enforcement agencies publicize the enforcement effort with local media contacts to increase the awareness of enforcement and provide results before, during, and after mobilizations. Enforcement efforts are coupled with media and public education outreach designed to let the public know of the increased enforcement, thereby increasing the perception of stepped up enforcement. Idaho uses the same timeline model for media as NHTSA, closely mirroring their media calendar. Outreach efforts include using public service announcements (TV, radio, outdoor, and internet FFY 2016 Highway Safety Plan 6 State of Idaho marketing), social media, variable message boards, and earned media events. Upon completion of each mobilization the agencies are responsible for reporting their performance. During the seat belt mobilization, pre- and post- surveys are conducted and submitted along with their performance report. Although formal seat belt usage surveys are done annually through the OHS, the recipient of highway safety funds is given the opportunity to gauge performance by doing the pre- and post- seat belt surveys. The OHS Program Managers use this information as an indicator in evaluating and monitoring performance.

Enforcement:

Average Mobilization Enforcement Activities Per Year

	2013	2014	2015	2016
Average # of Agencies Participating	61	54	53	43
Average # of contacts during mobilizations	5595	6052	6411	4060
Average # of Citation issued during mobilizations	2966	3265	3334	2225

## 2016 Traffic Enforcement Mobilization Calendar

<b>Month</b>	<b>Focus Area</b>	<b>Dates</b>
<b>November</b>	<b>Seat Belts</b>	<b>Nov 19-29, 2015</b>
<b>December/January</b>	<b>Impaired Driving</b>	<b>Dec 18, 2015 – Jan 3, 2016</b>
<b>March</b>	<b>Impaired Driving</b>	<b>March 14 – 22, 2016</b>
<b>April</b>	<b>Distracted Driving</b>	<b>April 1-11, 2016</b>
<b>May</b>	<b>Seat Belts</b>	<b>May 16-30, 2016</b>
<b>June</b>	<b>100 Deadliest Days Part 1</b>	<b>June 10-20, 2016</b>
<b>June/July</b>	<b>Impaired Driving</b>	<b>June 24 – July 6, 2016</b>
<b>July</b>	<b>100 Deadliest Days Part 2</b>	<b>July 15-25, 2016</b>
<b>August</b>	<b>100 Deadliest Days Part 3</b>	<b>August 12-22, 2016</b>
<b>August/September</b>	<b>Impaired Driving</b>	<b>Aug 26 – Sep 5, 2016</b>

## FFY 2016 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY

<b>FFY 2016 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY</b>											
<b>Total Agency Results During Traffic Enforcement Mobilization Periods</b>											
	Seat Belt (Nov)	Impaired (DEC)	Impaired (MAR)	Distracted (APR)	Seat Belt (MAY)	Impaired (JUN)	Impaired (AUG)	100 Deadliest Days (JUN)	100 Deadliest Days (JUL)	100 Deadliest Days (AUG)	Under Age (OCT)
Number of Participating Agencies	42	60	58	53	51	43	45	39	38	42	1
Total Contacts	9,203	15,743	11,722	11,213	19,585	9,920	10,362	12,273	12,402	12,415	124
DUI - Alcohol	103	254	138	114	134	157	112	117	113	91	1
DUI - Drugs	8	29	7	6	19	12	9	17	18	17	0
DUI - Both	60	11	11	7	7	12	8	6	8	7	0
Under Age Alcohol Citations	25	63	27	24	26	35	45	32	30	23	49
SeatBelt Citations	1,170	130	154	308	2,448	184	142	659	659	530	0
Child Safety Seat Citations	44	15	25	35	61	21	24	19	18	27	0
Felony Arrests	109	246	98	84	162	133	127	120	125	136	0
Recovered Stolen Vehicles	9	14	4	3	22	9	20	10	11	17	0
Fugitives Apprehended	91	202	123	106	187	142	116	126	130	141	0
Suspended Licenses	200	326	225	253	336	221	229	201	205	198	0
Uninsured Motorist	869	1,038	784	967	1,673	690	616	891	836	788	0
Speeding Citations	1,027	779	1,066	1,487	2,151	1,131	1,079	2,152	2,149	2,228	0
Reckless Driving Citations	15	36	12	35	47	32	23	18	28	29	0
Texting/ Distracted Citations	35	36	3	211	46	15	12	41	29	40	0
Other	592	1,494	874	1,298	1,628	1,459	1,257	1,573	1,382	1,429	5
<b>Total Citations/ Arrests</b>	<b>4,357</b>	<b>4,673</b>	<b>3,551</b>	<b>4,938</b>	<b>8,947</b>	<b>4,253</b>	<b>3,819</b>	<b>5,982</b>	<b>5,741</b>	<b>5,701</b>	<b>55</b>

**FFY 2016 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY**

**Total Dedicated Officer Results During Traffic Enforcement Mobilization Periods**

	Seat Belt (Nov)	Impaired (DEC)	Impaired (MAR)	Distracted (APR)	Seat Belt (MAY)	Impaired (JUN)	Impaired (AUG)	100 Deadliest Days	100 Deadliest Days	100 Deadliest Days	Under Age (OCT)
Number of Participating Agencies	42	60	58	53	51	43	45	39	38	42	1
Total Contacts	3578	5190	4486	4614	6634	3568	2738	4531	4367	4835	124
DUI - Alcohol	8	98	59	22	12	55	46	26	27	18	1
DUI - Drugs	1	14	4	5	12	2	4	0	1	2	0
DUI - Both	1	6	9	2	1	10	2	2	6	1	0
Under Age Alcohol Citations	0	19	7	5	2	16	9	4	3	0	49
SeatBelt Citations	1067	52	76	233	2196	58	37	549	549	447	0
Child Safety Seat Citations	32	5	12	20	37	11	5	10	4	14	0
Felony Arrests	4	28	22	11	25	19	10	17	8	11	0
Recovered Stolen Vehicles	1	1	1	0	3	2	2	1	0	0	0
Fugitives Apprehended	16	41	25	26	17	34	15	19	18	19	0
Suspended Licenses	54	103	89	81	89	68	47	53	62	59	0
Uninsured Motorist	380	355	332	441	853	248	166	457	393	453	0
Speeding Citations	562	314	480	940	1069	450	431	1572	1499	1719	0
Reckless Driving Citations	0	4	3	10	8	6	8	5	6	8	0
Texting/Distracted Citations	8	8	1	202	27	1	4	28	17	23	0
Other	225	642	397	508	447	239	253	436	300	448	5
<b>Total Citations/Arrests</b>	<b>2,359</b>	<b>1,690</b>	<b>1,517</b>	<b>2,506</b>	<b>4,798</b>	<b>1,219</b>	<b>1,039</b>	<b>3,179</b>	<b>2,893</b>	<b>3,222</b>	<b>55</b>

# PAID MEDIA REPORT

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OHS contracted with Marketing Media Group LLC (DaviesMoore) for its media purchases and services, and OHS used four primary forms of media to communicate safety messages: outdoor (billboard), radio, television/cable, and social media (online Facebook, Pandora, Hulu and Centro). In addition to DaviesMoore posting messages on OHS's Facebook account, ITD Communications also posted safety messages and PSAs on ITD's Facebook and Twitter accounts, YouTube account, and ITD's Transporter (internal) and general public websites.

## Paid Media Financial Summary PM-2016

Focus Area	Section 402		Section 405		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving	\$10,000	\$0	\$400,000	\$234,000	\$410,000	\$234,000
Aggressive Driver	\$60,000	\$60,000			\$60,000	\$60,000
Occupant Protection	\$78,119	\$72,608	\$186,264	\$132,715	\$264,383	\$205,323
Child Passenger Safety	\$35,000	\$35,000	\$30,000	\$29,312	\$65,000	\$64,312
Motorcycle Safety	\$15,000	\$0	\$70,000	\$35,000	\$85,000	\$35,000
Distracted Driving	\$60,000	\$77,500			\$60,000	\$77,500
Media Poll/Survey	\$30,000	\$19,023			\$30,000	\$19,023
<b>Total Paid Advertising</b>	<b>\$288,119</b>	<b>\$264,131</b>	<b>\$686,264</b>	<b>\$431,027</b>	<b>\$974,383</b>	<b>\$695,158</b>

### **2016 Public Opinion Poll for FFY 2016 Annual Evaluation PM-2016-02 (SPM1602):**

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety, to conduct the annual public awareness survey. A version of this survey has been conducted annually since 2003. In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly two thirds (65.3 percent) of Idaho households no longer have a landline telephone number. Research has shown that wireless-only households tend to be younger (18-34 years), are more likely to be male, to be living in poverty, and more likely to be Hispanic than landline households. Thus, accounting for wireless-only households is important in representative survey research. Two frames were used for the sample in 2016: a landline frame (n = 800) and a wireless number frame (n = 2,000), both drawn proportionate to population densities in the state (using phone number exchanges). In 2015, an improved weighting process commonly called 'raking and trimming' was implemented.

The survey instrument was modified slightly from previous years. Wording for questions which were retained from previous years was kept the same so that data can be compared across years, though some questions were omitted and added. The final survey instrument is shown in Appendix C. The survey took 16 minutes on average to complete. This study was reviewed by the University of Idaho's Institutional Review Board and verified as meeting human subjects research criteria under federal regulations and university policy.

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati, a computer assisted telephone interviewing system, and analyzed using SAS.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (11 July 2016). The postcard stated the purpose of the survey, that the SSRU would be contacting the household within the next week, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began 7 July 2016 and continued until 7 September 2016. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed one Spanish-language speaking interviewer. Spanish calls began on 20 July 2016 through the end of the survey, 7 September 2016. Seven surveys were conducted in Spanish.

Final survey dispositions in the mobile frame included 195 completed interviews, 532 disconnected numbers, 192 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 359 refusals. The final response rate (RR3) is 20.2 percent, the cooperation rate (COOP1, the proportion of interviews conducted from all eligible units actually contacted) is 35.6 percent, and the refusal rate (RR2) is 54.8 percent.

In the landline phone frame, the study resulted in 186 completed interviews, 115 disconnected numbers, 79 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, were too young to complete the survey), and 136 refusals. The final response rate (RR3) is 35.3 percent, the cooperation rate (COOP1) is 51.6 percent, and the refusal rate (RR2) is 40.4 percent.

The final response rate for the two frames combined is 22.8 percent, the final cooperation rate is 41.2 percent, and the final refusal rate is 49.6 percent.

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on "Estimation Using Dual-Frame Methodology"). Percentages and 95% confidence intervals are based on the weighted frequencies. For some key variables (those where the question was asked identically across years), percentages from 2015 and 2014 are also presented for reference.

## **Notes on Estimation Using Dual Frame Methodology**

Survey weights were calculated using the ‘raking and trimming’ method in order to account for the complex survey design. Additionally, weighting incorporates the use of auxiliary data to improve the efficiency of estimators to ensure that the sample more accurately reflects the characteristics of the population of interest. Our weighting process has 3 stages of development: design weights, raking, and trimming. Design weights should reflect the sample design and respondent’s selection procedure. Design (or base) weights were used to adjust for selection probability, eligibility, non-response, multiplicity due to multiple phones, respondent selection procedure, and frame overlap (cell and landline). Raking, also known as sample balancing or iterative proportional fitting, is one of the most common methods used to adjust for auxiliary data. It adjusts the design weights so that the weighted sample aligns with the external population distribution for multiple categorical variables simultaneously. Statewide American Community Survey (ACS) 2010-2014 5-Year estimates for gender and age were used as auxiliary variables, meaning we adjusted the weights so that our sample matches the population’s gender and age distributions (see Table 1 and 2). Before weighting younger drivers are underrepresented, and older drivers are over represented.

**Table 1: Comparison of Un-weighted and Weighted Age Sample Estimates to ACS Age Estimates for Idaho Residents**

Age Category	Un-weighted		Weighted		ACS Estimates
	Frequencies	Percent	Frequencies	Percent	
18 – 24 years old	24	6.3%	50	13.1%	13.1%
25 – 44 years old	62	16.3%	129	33.8%	34.0%
45 – 64 years old	147	38.6%	126	33.1%	33.1%
65 – 74 years old	76	19.9%	38	10.0%	9.9%
Over 75 years old	62	16.3%	28	7.4%	7.3%
Age missing/refused	10	2.6%	10	2.6%	2.7%*

\* A missing category was created for 4 respondents who did not specify age- we rescaled the ACS percentages to account for this

**Table 2: Comparison of Un-weighted and Weighted Gender Sample Estimates to ACS Gender Estimates for Idaho Residents**

Gender	Un-weighted		Weighted		ACS Estimates
	Frequencies	Percent	Frequencies	Percent	
Male	198	52.0%	189	49.6%	49.6%
Female	183	48.0%	192	50.4%	50.4%

Households had differing probabilities of inclusion in the study based on whether respondents live in a household with wireless and landline, only landlines, or only wireless telephones. While base weights account for this in part, household telephone service was also used as an auxiliary variable. The number of occupied households in Idaho is 585,259 using the most recent data available. The most recent data from the National Center for Health Statistics (NCHS) estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 97.3 percent are estimated to have a telephone of some sort (including wireless), 52.3 percent live in wireless-only households, 4.9 percent live in landline only households, and the remainder (40.2 percent) live in households with both a landline and wireless telephones (see Table 3). Lastly, trimming was used to reduce extreme weights to cutoffs, thereby improving variance properties. Weights were trimmed at .25 and 4.



**Table 3: Comparison of Un-weighted and Weighted Household Telephone Service Sample Estimates to NCHS Estimates for Idaho Residents**

Household Telephone Service	Un-weighted		Weighted		NCHS Estimates
	Frequencies	Percent	Frequencies	Percent	
Cell phone Only	127	33.3%	205	53.8%	53.6%
Landline Only	10	2.6%	19	5.0%	5.0%
Both landlines and cells	244	64.0%	157	41.2%	41.4%*

\*These percentages have been slightly adjusted to add to 100%

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho and presents. Several key finding from this study are:

- 78.6% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (74.9% - 82.3%). This estimate is not statistically different than the survey estimate from the 2012 telephone study (82%).
- Over half of respondents (56.8%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt, while the percentage individuals who would definitely not support fell from 23.4% in 2012 to 19.6%. Females and older respondents were statistically more likely to support seat belt offenses as a primary offence than men and younger respondents.
- 37.1% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour; that percentage rises to 46.5% for roads with a 65 mile per hour speed limit.
- 56.6% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit.
- The most common inappropriate teen driving behavior observed was talking on a cell phone (43.8%). The second most observed behavior was speeding with 15.6% (although decreasing statistically significantly from 24.3% in 2012).
- About two-thirds (65.2%) 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, and 63.2% felt that it is either “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child. There is no statistically significant relationship between gender and support for child safety restraint legislation.
- Nearly all respondents (99.1%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws, though only 69.7% of drivers would support roadblocks to check for drivers who had been drinking. This is a statistically significant difference from 72.3% in 2012. Females are more likely to support setting up road blocks.
- Over half of all drivers (62.3%) “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans. This is a statistically significant increase from 56.2% in 2012.
- 87.5% of respondents feel either “safe” or “very safe” on Idaho’s roads and highways, and a similar amount (87.0%) feel that the laws and highway safety regulations contribute either a “great deal” or “somewhat” to safer highways. Men are more likely to state that the laws and regulations contribute “a great deal” to safer highways.
- 48% of respondents reported to have ‘never’ driven within two hours of drinking alcoholic beverages, while only 2.2% felt that most Idaho adults would respond ‘never’ to the same statement. 40.9% felt that ‘many’ Idaho adults have driven within two hours of drinking alcoholic beverages, while only 2.6% reported to have done so.

- About half (50.6%) of Idaho respondents ‘strongly agree’ that they should prevent a stranger from driving after drinking enough alcohol to be impaired, though only 17.1% felt that most Idaho adults would ‘strongly agree’ with the same statement.
- Over half of respondents (55.5%) feel that if the situation arose they would try to prevent a stranger from driving after drinking enough alcohol to be impaired. Only 18.2% of respondents felt that most Idaho adults would ‘strongly agree’ with the same statement. Of those who have been in that situation in the last 12 months, less than half of respondents (41.9%) have tried to prevent a stranger from driving after drinking enough alcohol to be impaired in the last twelve months.

Expenditures for the public opinion poll totaled \$19,023.

**In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question A-1)**

Response	Weighted Frequency	Weighted Percent
Once	35	7.3
Twice	21	4.3
Three times	16	3.3
Many times	8	1.6
Never	169	35.2
I don't drink alcohol	231	48.2
Don't know	0	0.0
<b>Total</b>	<b>480</b>	<b>100.0</b>

**What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)**

Response	Weighted Frequency	Weighted Percent
Very likely	112	23.3
Likely	157	32.8
Am Neutral	100	20.9
Unlikely	88	18.4
Very Unlikely	13	2.8
Don't know	8	1.7
<b>Total</b>	<b>478</b>	<b>100.0</b>

**In the past 30 days, have you seen or heard messages about not drinking and driving? (required question A-2)**

Response	Weighted Frequency	Weighted Percent
No	143	29.8
Yes	336	70.1
Don't know	1	1.0
<b>Total</b>	<b>480</b>	<b>100.0</b>

**How often do you wear a seat belt while driving or riding in a vehicle? (required question B-1)**

Response	Weighted Frequency	Weighted Percent
Never	0	0.0
Rarely	7	1.8
Occasionally	10	2.6
Usually	41	10.9
Always	322	84.6
Total	381	100.0

**On a local road with a speed of 30 mph, how often do you drive faster than 35 mph? (required question S1-a)**

Response	Weighted Frequency	Weighted Percent
Never	129	26.7
Rarely	198	41.1
Occasionally	113	23.4
Usually	27	5.5
Always	16	3.3
Don't know	0	0.0
Total	483	100.0

**In the past 60 days, have you seen or heard about seat belt law enforcement? (required question B-2)**

Response	Weighted Frequency	Weighted Percent
Yes	224	46.5
No	250	51.8
Don't know	8	1.7
Total	482	100.0

**On a local road with a speed of 65 mph, how often do you drive faster than 70 miles per hour? (required question S-1b)**

Response	Weighted Frequency	Weighted Percent
Never	192	40.0
Rarely	166	34.4
Occasionally	80	16.7
Usually	37	7.7
Always	7	1.5
Don't know	0	0.0
Total	482	100.0

**What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)**

Response	Weighted Frequency	Weighted Percent
Very likely	74	15.4
Likely	132	27.5
Neutral	71	14.7
Unlikely	137	28.5
Very Unlikely	52	10.7
Don't know	16	3.2
Total	482	100.0

**Within the past 30 days, have you read, seen or heard anything about speed enforcement by local law officials? (required question S-2)**

Response	Weighted Frequency	Weighted Percent
No	315	65.3
Yes	160	33.2
Don't know	7	1.4
Total	482	100.0

**What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)**

Response	Weighted Frequency	Weighted Percent
Very likely	88	18.4
Likely	161	33.5
Am Neutral	101	21.0
Unlikely	97	20.3
Very unlikely	27	5.7
Don't know	6	1.3
Total	480	100.0

\*Actual percentage may be under or greater than 100 due to rounding

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PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Bicycle Safety	Radio	5/16 - 5/22	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.40	44.70%	467	474	\$9,998.75
	Online Facebook	5/16 - 5/31	Statewide	4.07	134,506	547,666	0	\$1,999.80
	Online Idaho Statesman	5/18 - 5/19	Southern Idaho	1.5	56,544	84,817	0	\$1,435.50
Distracted Drivers	Radio	4/11 - 4/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.20	43.20%	916	937	\$20,919.00
	Television/Cable	4/4 - 4/17	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	5.10	24.40%	905	1,372	\$27,838.80
	Online Centro	4/4 - 4/17	Statewide	2.04	1,921,780	1,066,874	1,955,422	\$8,000.94
Drive Safe Sponsorship	Online Facebook	4/4 - 4/16	Statewide	4.93	180,568	890,037	0	\$3,175.00
	Television/Digital	9/28 - 8/28	Southern Idaho	96.8	18.80%	876	1,323	\$98,364.37
Impaired Drivers	Radio	12/14 - 1/3	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.34	49.40%	1,089	1,587	\$25,314.85
	Radio	3/7 - 3/20	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4.60	49.12%	935	953	\$19,624.35
	Radio	5/2 - 5/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	11.20	60.92%	1,879	1,923	\$31,977.95
	Radio	8/22 - 9/11	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.90	51.36%	873	903	\$18,704.55
	Television	12/21 - 1/3	Southern Idaho	3.50	49.50%	79	100	\$1,876.25
	Television/Cable	3/14 - 3/20	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	1.70	18.98%	801	880	\$31,905.75
	Television	6/16 - 9/5	Lewiston/Moscow	NA	NA	58	58	\$1,844.11
	Boise Hawks Sponsorship	6/17 - 9/5	Southern Idaho	4.00	17.37%	NA	NA	\$14,250.00
	Chuckars Sponsorship	6/17 - 9/8	Eastern Idaho	2.70	5.87%	NA	NA	\$5,588.25
	Online Centro	12/14 - 1/3	Statewide	2.38	1,112,497	2,257,642	2,624,467	\$10,030.58
	Online Centro	3/7 - 3/27	Statewide	2.15	1,267,793	1,382,496	1,347,484	\$7,418.87
	Online Centro	8/22 - 9/11	Statewide	2.81	364,408	634,394	635,367	\$3,500.47
	Online Facebook	12/14 - 12/31	Statewide	2.24	81,979	183,185	0	\$1,170.95
	Online Facebook	3/7 - 3/27	Statewide	3.19	76,722	244,834	0	\$1,407.00
	Online Facebook	5/2 - 5/31	Statewide	11.38	67,478	767,990	0	\$3,157.89
	Online Facebook	8/22 - 9/16	Statewide	3.02	98,301	320,485	0	\$2,093.81
	Online Hulu	3/7 - 4/3	Statewide	7	59,049	404,189	7,883	\$14,850.98
	Online Idaho Sports	5/2 - 5/29	Statewide	4.1	13.00%	156	298	\$2,558.83
	Online Instagram	5/2 - 6/1	Statewide	7.23	66,220	500,546	0	\$3,347.80
	Online Pandora	5/2 - 6/5	Statewide	5.08	80,955	1,000,000	1,000,000	\$15,352.94
Online Pandora	8/22 - 9/11	Statewide	2.75	128,320	666,666	666,666	\$10,235.29	
Motorcycle	Radio	5/2 - 5/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.60	38.80%	1,044	1,079	\$25,499.90
	Radio	5/2 - 5/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.9	40.20%	1,231	1,240	\$25,494.20
	Online Centro	5/5 - 5/30	Statewide	1.94	255,938	498,738	0	\$4,997.45
	Online Centro	5/2 - 6/5	Statewide	1.97	1,796,179	1,820,203	1,722,135	\$9,300.82
	Online Facebook	5/2 - 5/30	Statewide	7.67	166,354	1,268,295	0	\$4,500.00
	Online Facebook	5/2 - 5/31	Statewide	4.64	171,842	2,967	0	\$4,964.00
	Online Pandora	5/2 - 6/5	Statewide	4.67	142,800	666,666	666,666	\$10,235.30
Safety Restraints	Radio	11/16 - 11/29	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4.70	41.80%	1,053	1,057	\$19,970.90
	Radio	5/23 - 6/5	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4.50	39.40%	913	948	\$17,430.80
	Television/Cable	11/16 - 11/29	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	3.70	33.00%	939	1,196	\$37,419.55
	Television/Cable	5/23 - 6/5	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	1.70	24.00%	677	1,048	\$22,254.70
	Outdoor	11/9 - 12/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.97	58.77%	33	14	\$31,888.18
	Outdoor	5/16 - 6/12	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.73	77.16%	37	12	\$30,381.08
	Online Centro	11/9 - 11/29	Statewide	2.24	2,178,309	1,339,370	1,320,366	\$5,800.76
	Online Centro	5/16 - 6/5	Statewide	1.84	885,842	694,565	948,085	\$5,694.92
	Online Facebook	11/30 - 12/7	Statewide	1.75	53,769	93,983	0	\$1,000.00
	Online Facebook	5/23 - 5/31	Statewide	3.44	121,632	418,565	0	\$2,750.00
Online Pandora	5/16 - 6/12	Statewide	5.25	157,675	830,832	1,661,664	\$15,306.87	
Child Passenger Safety	Radio	9/12 - 9/25	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.50	63.94%	1,100	1,103	\$22,495.05
	Outdoor	9/12 - 10/23	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.58	55.27%	15	3	\$12,103.03
	Online Centro	9/12 - 9/26	Statewide	1.87	1,384,053	1,328,290	1,260,339	\$10,000.85
	Online Facebook	9/12 - 9/26	Statewide	5.33	166,334	885,943	0	\$7,296.00
	Online Pandora	9/12 - 9/26	Statewide	5.62	118,330	664,666	664,666	\$10,204.59
100 Deadliest Days	Radio	6/6 - 8/21	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	21.30	72.48%	2,604	2,935	\$55,713.70
	Online Facebook	6/1 - 8/31	Statewide	7.63	122,709	935,887	0	\$4,199.45

# FINANCIAL SUMMARIES

## FFY 2016 Comparison of Costs – Plan vs. Actual

Program Area	Planned Costs (HSP)			Actual Costs (Voucher 28)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Alcohol Traffic Safety	130,500.00	322,500.00	265,000.00	36,002.41	323,054.28	219,895.65	72.41%	-0.17%	17.02%
Emergency Medical Services	0.00	12,000.00	0.00	444.89	1,334.94	0.00	0.00%	88.88%	0.00%
Motorcycle Safety	0.00	40,500.00	0.00	4,584.16	14,287.37	0.00	0.00%	64.72%	0.00
Occupant Protection	84,375.00	339,000.00	236,000.00	53,491.35	308,304.07	182,073.77	36.60%	9.05%	22.85%
Child Passenger Safety	0.00	137,500.00	50,000.00	5,605.82	55,757.56	20,370.19	0.00%	59.45%	59.26%
Pedestrian/Bicycle Safety	0.00	25,000.00	0.00	2,737.94	20,740.81	0.00	0.00%	17.04%	0.00
Police Traffic Services	142,015.71	421,000.00	271,500.00	63,338.56	372,774.80	258,903.20	55.40%	11.45%	4.64%
Traffic Records	0.00	67,500.00	0.00	5,130.90	15,393.19	0.00	0.00%	77.20%	0.00
Community Traffic Safety Project	35,000.00	175,357.93	105,000.00	11,161.53	150,940.39	20,704.01	68.11%	13.92%	80.28%
Roadway Safety	0.00	62,000.00	0.00	13,401.62	0.00	0.00	0.00%	100.00%	0.00%
Distracted Driving	20,000.00	246,500.00	118,000.00	33,617.54	186,925.27	117,533.81	-68.09%	24.17%	0.40%
Teen Safety	65,000.00	306,121.62	215,000.00	69,928.41	187,925.12	117,601.55	-7.58%	38.61%	45.30%
Paid Advertising	0.00	439,119.98	0.00	545.59	311,764.34	0.00	0.00%	29.00%	0.00%
Planning & Administration HADMIN	87,261.00	125,000.00	0.00	57,204.64	28,589.19	0.00	34.44%	77.13%	0.00%
<b>NHTSA 402 Total</b>	<b>564,151.71</b>	<b>2,719,099.53</b>	<b>1,260,500.00</b>	<b>357,195.36</b>	<b>1,977,791.33</b>	<b>937,082.18</b>	<b>36.68%</b>	<b>27.26%</b>	<b>25.66%</b>
Program Benefit to Local			46.36%			47.38%			-1.02%

Program Area	Planned Costs (HSP)			Actual Costs (Voucher 28)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
<b>Section 408 SAFETEA-LU</b>									
408 Data Programs	355,325.00	0.00	0.00	2,285.60	346.05	0.00	99.36%	0.00%	0.00
410 Alcohol SAFETEA-LU	11,107.71	0.00	0.00	0.00	0.00	0.00	100.00%	0.00%	0.00
<b>Section 164 Transfer Funds</b>									
164 Alcohol	0.00	42,150.00	670,000.00	0.00	195,841.54	149,819.09	0.00%	-364.63%	77.64%
<b>Total SAFETEA-LU Incentive Programs</b>	<b>366,432.71</b>	<b>42,150.00</b>	<b>670,000.00</b>	<b>2,285.60</b>	<b>196,187.59</b>	<b>149,819.09</b>	<b>99.38%</b>	<b>-365.45%</b>	<b>77.64%</b>
<b>Total 402 &amp; SAFETEA-LU Incentive</b>	<b>930,584.42</b>	<b>2,761,249.53</b>	<b>1,930,500.00</b>	<b>359,480.96</b>	<b>2,173,978.92</b>	<b>1,086,901.27</b>	<b>61.37%</b>	<b>63.16%</b>	<b>43.70%</b>

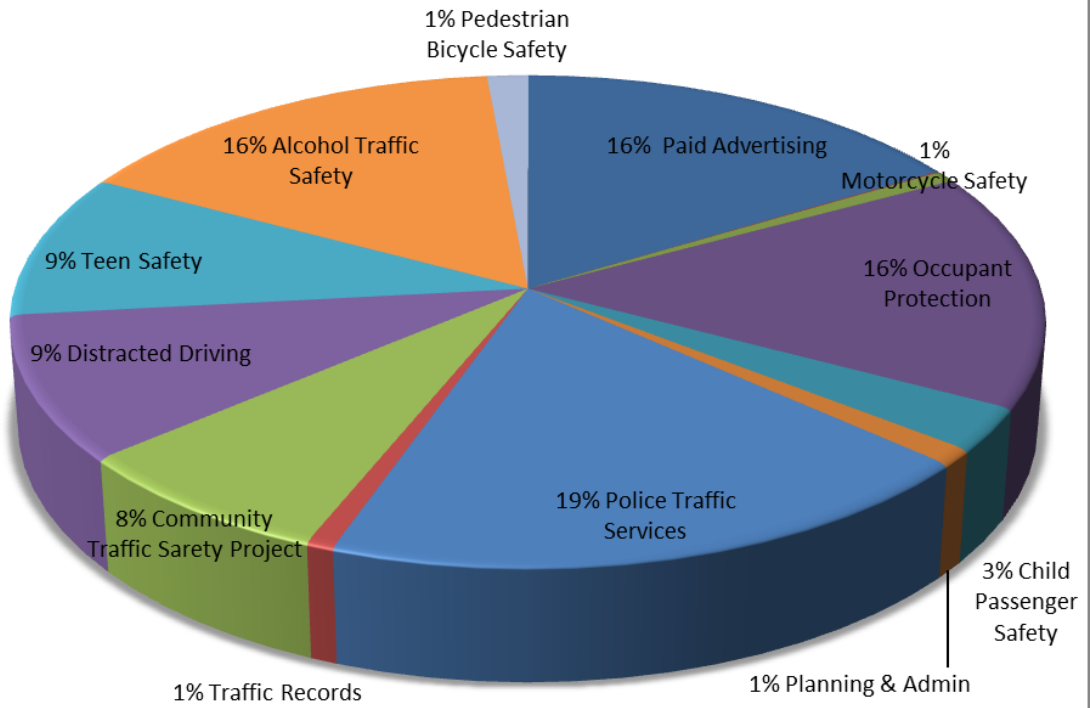
Program Area	Planned Costs (HSP)			Actual Costs (Voucher 28)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
<b>NHTSA 402 Total</b>	<b>\$564,152</b>	<b>\$2,719,100</b>	<b>\$1,260,500</b>	<b>\$357,195</b>	<b>\$1,977,791</b>	<b>\$937,082</b>	<b>36.68%</b>	<b>27.26%</b>	<b>25.66%</b>
<b>SAFETEA-LU Incentive Total</b>	<b>\$366,433</b>	<b>\$42,150</b>	<b>\$670,000</b>	<b>\$2,286</b>	<b>\$196,188</b>	<b>\$149,819</b>	<b>99.38%</b>	<b>-365.45%</b>	<b>77.64%</b>

Program Area	Planned Costs (HSP)			Actual Costs (Voucher 28)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
<b>Section 405b OP Low</b>									
405b Low HVE	150,000.00	115,452.33	200,000.00	28,376.20	143,879.21	117,662.00	81.08%	-24.62%	41.17%
405b Low Training	15,000.00	64,387.00	0.00	2,677.94	18,664.96	3,486.81	0.00	71.01%	0.00
405b Low Public Education Paid Media	10,000.00	256,264.46	0.00	876.20	162,027.42	0.00	0.00	36.77%	0.00
405b Low Community CPS Services	12,500.00	75,000.00	0.00	0.00	41,208.91	0.00	0.00	45.05%	0.00
405b Low CSS	0.00	17,411.00	0.00	0.00	17,199.34	0.00	0.00	1.22%	0.00
405b Low OP Information System	8,628.70	50,000.00	0.00	75,000.00	22,876.96	0.00	0.00	54.25%	0.00
<b>Section 405c Data</b>									
405c Data Program	351,927.61	1,710,836.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Section 405d Impaired Driving Mid</b>									
405d Mid HVE	300,000.00	242,000.00	500,000.00	224,730.24	594,736.55	0.00	25.09%	-145.76%	100.00%
405d Mid ID Coordinator	3,832,000.00	250,000.00	0.00	69,990.09	207,873.45	0.00	0.00	16.85%	0.00
405d Mid Court Support	62,500.00	255,400.00	30,000.00	26,577.36	191,796.00	0.00	57.48%	24.90%	0.00
405d Mid Ignition Interlock	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.00%	0.00
405d Mid BAC Testing/Reporting	10,000.00	30,000.00	0.00	0.00	0.00	0.00	100.00%	100.00%	0.00
405d Mid Paid/Earned Media	0.00	804,804.40	0.00	0.00	344,154.00	0.00	0.00%	57.24%	0.00
405d Mid Training	0.00	50,000.00	0.00	0.00	5,209.00	0.00	0.00%	89.58%	0.00
405d Mid Information System	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.00%	0.00
405d Mid 24-7 Sobriety Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	0.00%	0.00
405d Mid Other Based on Problem ID	29,250.00	167,000.00	150,000.00	50,000.00	111,297.00	97,950.00	0.00	33.36%	0.00
<b>Section 405f Motorcycle</b>									
405f Motorcyclist Awareness	26,999.19	107,996.78	0.00	9,750.00	38,393.31	0.00	63.89%	64.45%	0.00
<b>Total MAP-21 Incentive Programs</b>	<b>4,808,805.50</b>	<b>4,196,551.97</b>	<b>880,000.00</b>	<b>487,978.03</b>	<b>1,899,316.11</b>	<b>219,098.81</b>	<b>89.85%</b>	<b>54.74%</b>	<b>75.10%</b>

\* Includes the year-long multi-funded grants.

\*\* ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

## FFY 2016 Section 402 Expenditures



**Financial Summary for Program Areas**

<b>FFY 2016 Highway Safety Plan Cost Summary</b>					
Budget and Actuals					
<b>Federal Project No.</b>	<b>NHTSA Project No.</b>	<b>Major Program</b>	<b>Description</b>	<b>Budget</b>	<b>Expended</b>
AL-2016-01	SAL1601	H40216	Impaired Statewide Services	\$ 33,000.00	\$ 5,887.18
AL-2016-EB	SAL16EB	H40216	Dec./Jan. Equip	\$ 75,000.00	\$ 75,000.00
M5HVE-2016-EB	SID16EB	H05D16	Dec./Jan. HVE	\$ 210,000.00	\$ 152,592.63
AL-2016-EC	SAL16EC	H40216	Mar. Equip	\$ 75,000.00	\$ 51,595.00
M5HVE-2016-EC	SID16EC	H05D16	Mar. HVE	\$ 210,000.00	\$ 157,777.41
M5HVE-2016-ED	SID16ED	H05D16	Aug./Sept. HVE	\$ 140,000.00	\$ 100,766.00
M5HVE-2016-EE	SID16EE	H05D16	100 Deadliest Days HVE	\$ 140,000.00	\$ 120,403.00
164AL-2016-01	S641601	H16416	DUI Taskforce & Special Mobilizations	\$ 200,000.00	\$ 24,930.89
164AL-2016-02	S641602	H16416	Interlock Program	\$ 200,000.00	\$ -
164AL-2016-03	S641603	H16416	DUI Courts	\$ 500,000.00	\$ 170,910.65
164AL-2016-04	S641604	H16416	Project Implementation	\$ 80,000.00	\$ -
M5IDC-2016-03	SID1603	H05D16	State Impaired Driving Coordinator (SIDC)	\$ 250,000.00	\$ 207,873.45
M5CS-2016-02	SID1602	H05D16	Traffic Safety Resource Prosecutor (TSRP)	\$ 250,000.00	\$ 191,796.00
M5OT-2016-05	SID1605	H05D16	MADD	\$ 17,000.00	\$ 11,297.00
M5OT-2016-06	SID1606	H05D16	Meridian Police Impaired STEP	\$ 10,000.00	\$ 100,000.00
M5OT-2016-21	SID1621	H05D16	Underage Drinking Enforcement	\$ 50,000.00	\$ 3,655.00
M5TR-2016-22	SID1622	H05D16	Training & Educational Materials	\$ 50,000.00	\$ 1,554.00
M5BAC-2016-31	SID1631	H05D16	Equipment	\$ 30,000.00	\$ 31,125.00
PT-2016-02	SPT1602	H40216	Meridian Motorcycle STEP Year 1	\$ 23,000.00	\$ 23,000.00
OP-2016-02	SSB1602	H40216	Meridian Motorcycle STEP Year 1	\$ 10,000.00	\$ 10,000.00
DD-2016-02	SDD1602	H40216	Meridian Motorcycle STEP Year 1	\$ 23,000.00	\$ 23,000.00
AL-2016-03	SAL1603	H40216	Coeur d'Alene Police STEP	\$ 60,000.00	\$ 43,137.11
PT-2016-03	SPT1603	H40216	Coeur d'Alene Police STEP	\$ 10,000.00	\$ 7,189.52
OP-2016-03	SSB1603	H40216	Coeur d'Alene Police STEP	\$ 20,000.00	\$ 14,379.04
DD-2016-03	SDD1603	H40216	Coeur d'Alene Police STEP	\$ 10,000.00	\$ 7,189.52



PT-2016-04	SPT1604	H40216	Madison CSO Multi-agency Taskforce	\$ 5,000.00	\$ 5,000.00
AL-2016-04	SAL1604	H40216	Madison CSO Multi-agency Taskforce	\$ 25,000.00	\$ 24,999.54
OP-1600-04	SBB1604	H40216	Madison CSO Multi-agency Taskforce	\$ 5,000.00	\$ 5,000.00
DD-2016-04	SDD1604	H40216	Madison CSO Multi-agency Taskforce	\$ 5,000.00	\$ 5,000.00
AL-2016-05	SAL1605	H40216	Twin Falls CSO Traffic Enforcement	\$ 3,500.00	\$ 2,869.87
PT-2016-02	SPT1605	H40216	Twin Falls CSO Traffic Enforcement	\$ 3,500.00	\$ 2,862.54
OP-2016-05	SSB1605	H40216	Twin Falls CSO Traffic Enforcement	\$ 3,500.00	\$ 2,862.54
AL-2016-06	SAL1606	H40216	Children & Parent Resource Group Pilot Project	\$ 10,000.00	\$ 10,000.00
PT-2016-06	SPT1606	H40216	Children & Parent Resource Group Pilot Project	\$ 5,000.00	\$ 5,000.00
OP-2016-06	SBB1606	H40216	Children & Parent Resource Group Pilot Project	\$ 10,000.00	\$ 9,999.00
TSP-2016-06	SYD1606	H40216	Children & Parent Resource Group Pilot Project	\$ 15,000.00	\$ 61,000.00
DD-2016-06	SDD1606	H40216	Children & Parent Resource Group Pilot Project	\$ 5,000.00	\$ 5,000.00
DD-2016-09	SDD1609	H40216	Children & Parent Resource Group Pilot Project	\$ 30,000.00	\$ 45,000.00
AL-2016-09	SAL1609	H40216	Idaho State Police Traffic Enforcement	\$ 65,000.00	\$ 95,000.00
PT-2016-09	SPT1609	H40216	Idaho State Police Traffic Enforcement	\$ 65,000.00	\$ 85,000.00
OP-2016-09	SSB1609	H40216	Idaho State Police Traffic Enforcement	\$ 65,000.00	\$ 75,000.00
CP-2016-09	SCP1609	H40216	Idaho State Police Traffic Enforcement	\$ -	\$ -
PT-2016-01	SPT1601	H40216	Aggressive Statewide Services	\$ 30,000.00	\$ 2,689.03
PT-2016-EA	SPT16EA	H40216	High Visibility Enforcement	\$ 220,000.00	\$ 224,017.00
OP-2016-01	SSB1601	H40216	Training, Ed. Materials & Travel	\$ 30,000.00	\$ 345.24
OP-2016-EA	SSB16EA	H40216	Nov. Seat belt	\$ 60,000.00	\$ -

			Enforcement		
M2HVE-2016-EA	SOP162A	H05B16	Nov. Seat belt Enforcement	\$ 252,500.00	\$ 92,399.00
OP-2016-EB	SSB16EB	H40216	May CIOT	\$ 100,000.00	\$ 127,389.80
M2HVE-2016-EB	SOP162B	H05B16	May CIOT	\$ 100,000.00	\$ 25,263.00
M2CSS-2016-CR	SOP162R	H05B16	Child Restraints	\$ 17,411.00	\$ 17,199.34
OP-2016-07	SSB1607	H40216	Rexburg Police Enforcement	\$ 17,500.00	\$ 16,883.66
OP-2016-08	SSB1608	H40216	OP Assessment	\$ 25,000.00	\$ 26,480.87
CR-2016-01	SCR1601	H40216	Training, Ed. Materials & Travel	\$ 10,000.00	\$ 9,724.94
M2TR-2016-TR	SOP162T	H05B16	Training, Ed. Materials & Travel	\$ 50,000.00	\$ 18,664.96
CR-2016-0L	SCR160L	H40216	CPS Centralized Leadership	\$ 75,000.00	\$ 31,059.39
M2CPS-2016-2L	SOP162L	H05B16	CPS Centralized Leadership	\$ 50,000.00	\$ 41,208.91
M2OP-2016-2S	SOP162S	H05B16	Occupant Protection Surveys	\$ 50,000.00	\$ 22,876.96
DD-2016-01	SDD1601	H40216	Training, Ed. Materials & Travel	\$ 20,000.00	\$ 4,402.85
DD-2016-EA	SDD16EA	H40216	Mobilization Enforcement Plan	\$ 80,000.00	\$ 83,635.00
TSP-2016-02	SYD1602	H40216	Alive at 25	\$ 190,000.00	\$ 74,009.62
TSP-2016-03	SYD1603	H40216	Meridian Police Peer to Peer Engagement	\$ 25,000.00	\$ 13,159.00
TSP-2016-04	SYD1604	H40216	Teen Driver Website	\$ 5,000.00	\$ 8,410.90
CP-2016-01	SCP1601	H40216	Highway Safety Summit	\$ 50,000.00	\$ 55,049.71
CP-2016-02	SCP1602	H40216	Law Enforcement Liaisons	\$ 60,000.00	\$ 52,145.90
CP-2016-03	SCP1603	H40216	Coalition	\$ 10,000.00	\$ 7,612.38
CP-2016-04	SCP1604	H40216	Strategic Highway Safety Plan	\$ 10,000.00	\$ 2,637.93
PM-2016-01	SPM1601	H40216	Paid Media	\$ 255,000.00	\$ 290,097.34
PM-2016-02	SPM1602	H40216	Public Opinion Poll	\$ 30,000.00	\$ 21,667.00
M2PE-2016-PM	SOP162P	H05B16	405b Paid Media	\$ 250,000.00	\$ 162,027.42
M5PEM-2016-PM	SID16PM	H05D16	405d Paid Media	\$ 400,000.00	\$ 344,154.00
M9MA-2016-02	SMA1602	H05F16	405f Paid Media	\$ 70,000.00	\$ 38,393.31
EM-2016-01	SEM1601	H40216	EMS Training	\$ 40,000.00	\$ -
MC-2016-01	SMC1601	H40216	Training, Ed. Materials & Travel	\$ 50,000.00	\$ 3,702.64
PS-2016-01	SPS1601	H40216	Training, Ed. Materials & Travel	\$ 7,000.00	\$ 12,526.74
RS-2016-01	SRS1601	H40216	Roadway Safety - WebCARS	\$ 92,000.00	\$ -

TS-2016-01	STR1601	H40216	Traffic Records - TRCC Statewide Services	\$ 93,000.00	\$ -
M3DA-2016-01	SKD1601	H05C16	Traffic Records - TRCC Statewide Services	\$ 270,270.00	\$ -
K9-2016-02	SK91602	H40816	eCitation Statewide	\$1,074,000.29	\$ 346.05
M3DA-2016-02	SKD1602	H05C16	eCitation Statewide	\$ 37,783.00	\$ -
K9-2016-03	SK91603	H40816	Data Warehouse	\$ 249,416.21	\$ -
K9-2016-03	SKD1603	H05C16	Data Warehouse	\$ 560,000.00	\$ -
M3DA-2016-04	SKD1604	H05C16	ARNOLD (All Roads Network of Linearly Referenced Data)	\$ 105,000.00	\$ -
<b>Subtotal Local and Statewide Grant Programs</b>				<b>\$8,117,380.50</b>	<b>\$3,804,831.78</b>
PA-2016-PA	S0016PA	HADMIN	Planning & Administration	\$145,000.00	\$ 28,589.19
<b>Subtotal Planning and Administration</b>				<b>\$145,000.00</b>	<b>\$ 28,589.19</b>
AL-2016-AL	S0016AL	H40216	Impaired Program Area Mgmt.	\$ 26,000.00	\$ 14,565.58
PT-2016-PT	S0016PT	H40216	PT Program Area Mgmt.	\$ 29,500.00	\$ 17,453.68
OP-2016-SB	S0016SB	H40216	OP Program Area Mgmt.	\$ 28,000.00	\$ 19,963.92
CR-2016-CR	S0016CR	H40216	CR Program Area Mgmt.	\$ 17,500.00	\$ 14,973.23
DD-2016-DD	S0016DD	H40216	DD Program Area Mgmt.	\$ 18,500.00	\$ 13,697.90
TSP-2016-YD	S0016YD	H40216	YD Program Area Mgmt.	\$ 38,000.00	\$ 31,345.60
CP-2016-CP	S0016CP	H40216	CP Program Area Mgmt.	\$ 47,500.00	\$ 33,485.47
EM-2016-EM	S0016EM	H40216	EMS Program Area Mgmt.	\$ 12,000.00	\$ 1,334.94
MC-2016-MC	S0016MC	H40216	MC Program Area Mgmt.	\$ 15,500.00	\$ 10,584.73
PS-2016-PS	S0016PS	H40216	PS Program Area Mgmt.	\$ 14,000.00	\$ 8,777.10
M2HVE-2016-SB	S1699OP	H05B16	405b Program Area Mgmt.	\$ 47,500.00	\$ 26,217.27
TS-2016-TR	S0016TR	H40216	TR Program Area Mgmt.	\$ 29,500.00	\$ 15,393.19
M5HVE-2016-ID	S1699ID	H05D16	405d Program Area Mgmt.	\$ 38,000.00	\$ 32,072.51
<b>Subtotal Program Area Management</b>				<b>\$ 361,500.00</b>	<b>\$ 239,865.12</b>
<b>Total Grant Program Costs</b>				<b>\$8,623,880.50</b>	<b>\$4,073,286.09</b>

# FFY 2016 Governors Highway Safety Association Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2008	2009	2010	2011	2012	2013	2014	2015
<b>Fatalities</b>	232	226	209	167	184	213	186	216
<b>Serious Injuries (Defined as: Incapacitating Injury)</b>	1,503	1,399	1,396	1,293	1,287	1,262	1,273	1,351
<b>Fatalities &amp; Serious Injuries Combined</b>	1,735	1,625	1,605	1,460	1,471	1,475	1,459	1,567
<b>Fatality Rate per 100 million AVMT</b>	1.52	1.46	1.34	1.08	1.16	1.34	1.15	1.30
<b>Fatality &amp; Serious Injury Rate per 100 million AVMT</b>	11.35	10.53	10.32	9.47	9.29	9.29	9.04	9.40
<b>Fatality Rate per 100K population</b>	15.22	14.83	13.40	10.54	11.53	13.21	11.38	13.05
<b>Fatality &amp; Serious Injury Rate per 100K population</b>	113.86	106.64	102.88	92.11	92.17	91.50	89.29	94.68
<b>Alcohol Related Fatalities</b>	96	74	96	66	73	96	72	87
<b>Alcohol Related Fatalities as a percentage of All Fatalities (%)</b>	41.4%	28.8%	45.9%	39.5%	39.7%	45.1%	38.7%	40.3%
<b>Alcohol Related Fatality Rate per 100 million AVMT</b>	0.63	0.42	0.62	0.43	0.46	0.60	0.45	0.52
<b>Alcohol Related Fatality Rate per 100K population</b>	6.30	4.27	6.15	4.16	4.57	5.96	4.41	5.26
<b>Percent of Population Using Safety Belts</b>	76.9%	79.2%	77.9%	79.1%	79.0%	81.6%	80.2%	81.1%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restrained*</b>	32.9%	41.0%	46.7%	32.3%	41.7%	33.3%	46.2%	37.6%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Unrestrained*</b>	64.0%	54.5%	47.4%	62.2%	48.8%	62.3%	53.1%	58.6%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restraint Use Unknown*</b>	3.1%	4.5%	5.9%	5.5%	9.5%	4.4%	0.8%	3.8%

\* Includes Use, Non-use and Unknown Use of Child Safety Seats

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