

# Annual Evaluation 2017



*Idaho Transportation Department  
Office of Highway Safety  
Federal Fiscal Year 2017*





**FFY 2017**

Annual Evaluation  
of the  
Idaho Highway Safety Program

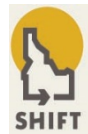
Governor C.L. "Butch" Otter

Director Brian W. Ness  
Governor's Highway Safety Representative



Your Safety • Your Mobility  
Your Economic Opportunity

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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 focused on: aggressive, distracted and impaired driving; along with occupant protection, bicycle/pedestrian, motorcycle, youthful drivers, and more. The vision of OHS is Toward Zero Deaths, and money received by NHTSA is used to help educate drivers and support enforcement campaigns aimed at reducing fatalities and serious injuries on Idaho's roads. It is important to note that this Annual Evaluation is based on information found in the Strategic Highway Safety Plan (SHSP), which was completed in 2016. This five year plan sets forth the strategies that will help us reach our vision of Toward Zero Deaths. The Annual Evaluation is also a review of the projects listed in the annual Highway Safety Plan. These plans are established and updated to align with current Idaho trends, in hopes of getting us closer to our vision of Toward Zero Deaths.

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 FFY2017:

- Partnered with the Association of Idaho Cities to conduct a road safety audit with several teenagers in downtown Boise, and invited more than two dozen mayors to put together a positive message on driving safely.
- The annual Highway Safety Summit was held in Boise, and saw a 10% increase in attendance from the previous year. Law enforcement officers in attendance were able to earn POST credit for participating in the general and breakout sessions.
- Worked with a transportation planner to research Idaho's bicycle and pedestrian traffic laws, and developed a pedestrian and bicycle enforcement training program for law enforcement.
- Two Idaho counties were recognized during FFY 2017 for zero fatalities in 2016: Oneida and Valley counties.
- A new mini grant program was launched and included 22 different projects focused on the following emphasis areas: impaired, distracted and aggressive driving.
- OHS launched an inaugural statewide underage drinking mobilization from 8/18/17-9/11/17, and 20 law enforcement agencies participated.

This FFY2017 Annual Evaluation incorporates all the NHTSA program areas that OHS manages, along with media campaigns, safety events and a financial summary.

Fatalities have increase over the past two years, but there are many projects being done that will have a positive impact on traffic safety into the future. As we make the shift to more engaged driving and build strong partnerships throughout the state, I am confident that fatalities and serious injuries will start decreasing as we move Toward Zero Deaths!

John Tomlinson  
Highway Safety Manager

# PERFORMANCE MEASURES & TARGETS

		Benchmark						
		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
<b>Primary Goal</b>								
<b>C1</b>	<b>5-Year Ave Fatalities - Goals</b>		<b>192</b>	<b>191</b>	<b>190</b>	<b>188</b>	<b>187</b>	<b>185</b>
	Actual Values	192	193	211				
<b>Secondary Goals</b>								
<b>C2</b>	<b>5-Year Ave Serious Injuries - Goals</b>		<b>1,278</b>	<b>1,263</b>	<b>1,250</b>	<b>1,239</b>	<b>1,230</b>	<b>1,221</b>
	Actual Values	1,303	1,294	1,298				
<b>C3</b>	<b>5-Year Fatality Rate - Goals</b>		<b>1.19</b>	<b>1.17</b>	<b>1.17</b>	<b>1.14</b>	<b>1.12</b>	<b>1.10</b>
	Actual Values	1.20	1.19	1.29				
<b>FHWA-1</b>	<b>5-Year Serious Injury Rate - Goals</b>		<b>7.98</b>	<b>7.74</b>	<b>7.63</b>	<b>7.49</b>	<b>7.36</b>	<b>7.27</b>
	Actual Values	8.12	7.98	7.89				
<b>Aggressive Driving</b>								
<b>C6</b>	<b>5-Year Ave Speeding Fatalities - Goals</b>		<b>53</b>	<b>52</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>49</b>
	Actual Values	54	51	52				
<b>Distracted Driving</b>								
<b>I1</b>	<b>5-Year Ave Distracted Fatalities - Goals</b>		<b>43</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>38</b>
	Actual Values	45	43	48				
<b>Safety Restraint Use in Passenger Motor Vehicles (PMV)</b>								
<b>C4</b>	<b>5-Year Ave Unrestrained PMV Fatalities - Goals</b>		<b>75</b>	<b>74</b>	<b>73</b>	<b>72</b>	<b>70</b>	<b>69</b>
	Actual Values	76	81	89				
<b>B1</b>	<b>Yearly Observed Seat Belt Use - Goals</b>		<b>81.6%</b>	<b>82.2%</b>	<b>82.5%</b>	<b>83.0%</b>	<b>83.3%</b>	<b>83.8%</b>
	Actual Values	80.2%	81.1%	82.9%	81.2%			
<b>Impaired Driving</b>								
<b>C5</b>	<b>5-Year Ave Driver BAC&gt;=0.08 Fatalities - Goals</b>		<b>55</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>52</b>	<b>52</b>
	Actual Values	57	56	62				
<b>Vulnerable Users (Bike, Pedestrian, Mature)</b>								
<b>C11</b>	<b>5-Year Ave Bicyclist Fatalities - Goals</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	Actual Values	2	1	3				
<b>C10</b>	<b>5-Year Ave Pedestrian Fatalities - Goals</b>		<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>10</b>
	Actual Values	12	11	13				
<b>I2</b>	<b>5-Year Ave Drivers &gt;=65 in Fatal Crashes - Goals</b>		<b>37</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>34</b>	<b>33</b>
	Actual Values	38	39	42				
<b>FHWA-2</b>	<b>5-Year Ave Non-Motorist Fatalities &amp; Serious Injures</b>		<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>
	Actual Values	112	111	117				
<b>Youthful Driver</b>								
<b>C9</b>	<b>5-Year Ave Drivers &lt;=20 in Fatal Crashes - Goals</b>		<b>28</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>
	Actual Values	29	29	28				
<b>Motorcycle (MC)</b>								
<b>C7</b>	<b>5-Year Ave Motorcycle Fatalities - Goals</b>		<b>22</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>20</b>
	Actual Values	23	24	25				
<b>C8</b>	<b>5-Year Ave Unhelmeted MC Fatalities - Goals</b>		<b>12</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>
	Actual Values	12	13	14				
<b>Commercial Motor Vehicle (CMV)</b>								
<b>I3</b>	<b>5-Year Ave CMV Fatalities - Goals</b>		<b>23</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>20</b>
	Actual Values	23	26	29				
<b>Lane Departure</b>								
<b>I4</b>	<b>5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals</b>		<b>100</b>	<b>99</b>	<b>98</b>	<b>97</b>	<b>95</b>	<b>94</b>
	Actual Values	101	101	107				
<b>I5</b>	<b>5-Year Ave Head-On/SS Opposite Fatalities - Goals</b>		<b>28</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>	<b>23</b>
	Actual Values	30	27	30				
<b>Intersections</b>								
<b>I6</b>	<b>5-Year Ave Intersection-Related Fatalities - Goals</b>		<b>36</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>33</b>	<b>32</b>
	Actual Values	36	38	40				
<b>Items for Reporting</b>								
		<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
	Yearly Total Fatality Rate	1.15	1.30	1.48				
	Yearly Urban Fatality Rate	0.52	1.70	1.97				
	Yearly Rural Fatality Rate	1.61	0.48	0.65				
<b>A1</b>	<b>Seat Belt Citations Issued during Grant Funded Activities</b>		<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>	<b>FFY2018</b>	<b>FFY2019</b>	<b>FFY2020</b>
			11,780	12,067	5,574			
<b>A2</b>	<b>DUI Arrests made during Grant Funded Activities</b>		861	687	557			
<b>A3</b>	<b>Speeding Citations Issued during Grant Funded Activities</b>		7,853	6,908	10,239			

Updated: 12/18/2017  
 2016 FHWA AVMT is unavailable



- CI** – Reduce the five-year average number of fatalities from 193 (2011-2015) to 188 (2014-Dec. 31, 2018).
- C2** – Reduce the five-year average number of serious injuries from 1,294 (2011-2015) to 1,239 (2014-Dec. 31, 2018).
- C3** – Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.19 (2011-2015) to 1.14 (2014-Dec. 31, 2018).
- C4** – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 81 (2011-2015) to 72 (2014-Dec. 31, 2018).
- C5** – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 56 (2011-2015) to 53 (2014-Dec. 31, 2018).
- C6** – Maintain the five-year average number of fatalities resulting from crashes involving speeding at or below 51.
- C7** – Reduce the five-year average number of motorcyclists killed from 24 (2011-2015) to 21 (2014-Dec. 31, 2018).
- C8** – Reduce the five-year average number of motorcyclists killed that were not wearing helmets from 13 (2011-2015) to 11 (2014-Dec. 31, 2018).
- C9** – Reduce the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 29 (2011-2015) to 26 (2014-Dec. 31, 2018).
- C10** – Maintain the five-year average number of pedestrians killed by motor vehicles at or below 11.
- C11** – Keep the five-year average number of bicyclists killed by motor vehicles from increasing (2).
- BI** – Increase the yearly observed seat belt use rate from 81.1% (2011-2015) to 83.0% (2014-Dec. 31, 2018).
- II** – Reduce the five-year average number of fatalities resulting from distracted driving from 43 (2011-2015) to 40 (2014-Dec. 31, 2018).
- I2** – Reduce the five-year average number of drivers, 65 years old and older, involved in fatal crashes from 39 (2011-2015) to 35 (2014-Dec. 31, 2018).
- I3** – Reduce the five-year average number of fatalities resulting from commercial motor vehicle crashes from 26 (2011-2015) to 21 (2014-Dec. 31, 2018).
- I4** – Reduce the five-year average number of fatalities resulting from single-vehicle run off the road crashes from 101 (2011-2015) to 97 (2014-Dec. 31, 2018).
- I5** – Reduce the five-year average number of fatalities resulting from head-on or sideswiped opposite direction crashes from 27 (2011-2015) to 25 (2014-Dec. 31, 2018).
- I6** – Reduce the five-year average number of fatalities resulting from intersection-related crashes from 38 (2011-2015) to 35 (2014-Dec. 31, 2018).

\*All goals are based on calendar years (ending December 31, 2018).

## PROGRAM IMPACT

A summary of findings for CY 2016 are listed below:

- The number of motor vehicle crashes increased by 5.5 percent, from 24,018 in 2015 to 25,328 in 2016. The number of fatalities resulting from motor vehicle crashes increased from 216 in 2015 to 253 in 2016, a 17.2 percent increase. The number of fatal crashes increased from 198 in 2015 to 232 in 2016. The number of serious injuries decreased from 1,351 in 2015 to 1,332 in 2016, a 2.4 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.48 in 2016, up from 1.30 in 2015.
- While 65 percent of all motor vehicle crashes occurred on urban roadways, 78 percent of the fatal motor vehicle crashes occurred on rural roadways in 2016.
- Fatalities resulting from impaired driving crashes increased in 2016 by 1.1 percent and 35 percent of all fatalities resulted from impaired driving. Of the 88 people killed in impaired driving crashes, 80 (91 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 83 percent in 2016. While the observed rate was 83 percent, only 35 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 57 of the 113 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 51 percent of the motor vehicle crashes and 83 people were killed in aggressive driving crashes in 2016.
- Distracted driving was a factor in 20 percent of the motor vehicle crashes in 2016 and 64 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2016, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 27 people killed in crashes involving youthful drivers in 2016.
- The number of motorcyclists killed in motor vehicle crashes decreased to 22 in 2016. Just over half (52 percent) of fatal motorcycle crashes in 2016 involved just the motorcycle, while almost one in four (24 percent) of fatal motorcycle crashes involved an impaired driver.
- There were 18 pedestrians and 6 bicyclists killed in motor vehicle crashes in 2016.
- Fatal crashes involving commercial motor vehicles increased from 30 in 2015 to 35 in 2016. The number of injury crashes involving commercial motor vehicles increased by 4 percent. There were 37 people killed and 933 people injured in commercial motor vehicle crashes in 2016.

# PROGRAM REPORTS

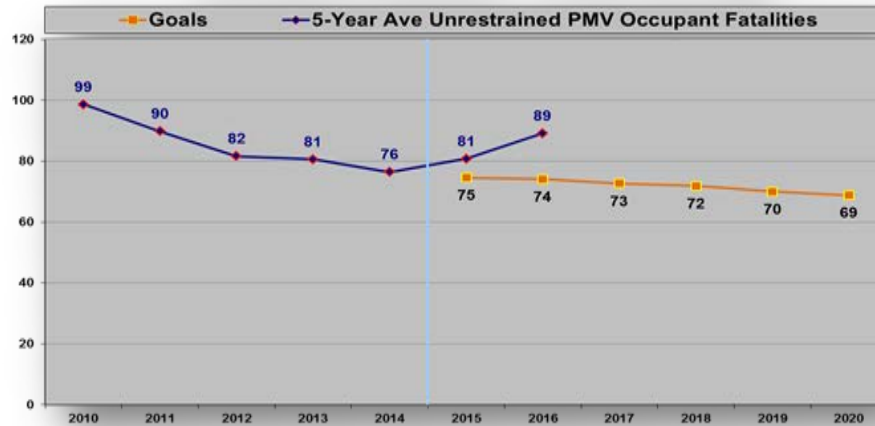




## OCCUPANT PROTECTION

OP-2017-01 (SSBI701), OP-2017-08 (SSBI708), OP-2017-EA (SSBI7EA), M2HVE-2017-EA (SOP172A), OP-2017-EB (SSBI7EB), M2HVE-2017-EB (SOP12B), M2OP-2017-2S (SOP172S), M2PE-2017-PM (SOP172P)

### C-4: Unrestrained Passenger Motor Vehicle Occupant Fatalities - 5 Year Average



#### *Problem*

#### *Identification*

The proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. Idaho has a large percentage of unrestrained passenger vehicle occupants seriously injured and fatally injured each year. The National Highway Traffic Safety Administration estimates seat belts are 50% effective in preventing fatalities and serious injuries. By this estimate, there were 54 lives saved in 2016 by seat belt usage and an additional 34 lives (half of those killed and unbelted) could have been saved if everyone had buckled up. Additionally, safety restraint use reduces fatalities by 74% in rollover crashes involving passenger cars, and reduces fatalities by 80% in rollover crashes involving light trucks.

Idaho's secondary seat belt law was implemented July 1, 1986. Idaho revised its safety restraint law in 2014, removing Section 8: "The failure to use a safety restraint shall not be considered under any circumstances as evidence of contributory or comparative negligence, nor shall such failure be admissible as evidence in any civil action with regard to negligence." Attempts to modify Idaho's seat belt law during 2015 and 2016 Idaho Legislative sessions failed.

From 2015 to 2016, Idaho's observed seat belt usage increased slightly from 81.1% to 83%. However, Idaho's seat belt usage rate has not changed significantly for the past ten years; for example: 79.8% in 2006, 76.9% in 2008, 81.6% in 2013, and 81.1% in 2015. Idaho's 2015 Goal for Yearly Observed Seatbelt Use was 81.6%; this goal was not met because 2015 Observational Seat Belt Survey rate was 81.1%.



Based on the ITD statewide crash database 2010-2014, 55% of fatalities were unrestrained (396 occupants), 27% of those seriously injured were unrestrained (1,437 occupants), 385 passenger vehicle occupants aged 7 and older killed were unrestrained, and 11 passenger vehicle occupants under the age of 7 killed were unrestrained.

### B-1: Yearly Observed Seat Belt Use Rate



#### *Performance Targets*

C4 – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 76 (2010-2014) to 74 (2012-2016).

#### *Outcome not achieved*

Unrestrained occupant fatalities 5-year average increased to 89 and exceeded the 5-year average goal of 74 fatalities.

**BI – Increase** the yearly observed seat belt use rate from 80.2% (2014) to 82.2% (2016).

#### *Outcome achieved and exceeded*

Idaho increased overall seat belt use in 2016. 2016 observed seat belt use rate was 82.9% and higher than the 2016 goal of 82.2%.

#### *Program Administration*

8 Seat Belt projects were managed with a planned budget of \$512,000 and 6 Child Passenger Safety projects were managed with a planned budget of \$401,200. The Total Occupant Protection planned budget was \$913,200.

#### *Efforts and Activities to address Occupant Protection include:*

- Increasing law enforcement agency participation in the November and May (CIOT) traffic enforcement mobilizations.



- Encourage law enforcement agencies to enforce Idaho's occupant protection laws during the November and May (CIOT) traffic enforcement mobilizations.
- Conducting paid media campaigns to educate and encourage vehicle occupants to be properly restrained.
- Conducting paid media campaign during National Child Passenger Safety Week.
- Creating and providing seat belt and child passenger safety educational materials to the general public at a minimum of two safety outreach events.
- Conducting quality control monitoring during seat belt observational surveys at a minimum of 9 survey sites.
- Distributing funding to sub-grantees to enrich child passenger safety in communities statewide.
- Increasing the number of CPS Technicians and Instructors in Eastern Idaho.
- Initiating a minimum of three CPS technician certification and a minimum of two CPS renewal classes statewide.
- Establishing an initial benchmark for number of car seat inspections performed statewide.

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### **Statewide Services Mobilization (High Visibility Enforcement) – Nov 2016** OP-2017-EA Federal (SSBI7EA State), M2HVE-2017-EA Federal (SOP172A State)

#### *Project Description*

County and City law enforcement agencies and the Idaho State Police will participate in seat belt enforcement programs targeting roadway segments or local communities with occurrences of unrestrained crashes or evidence of low seat belt use rate. Activities will include saturation patrols, conducting press events, preparing press releases, and reporting results of enforcement and educational efforts. The emphasis of the activities will be on seat belt use, with some emphasis aimed at the proper use of child passenger safety restraints.

The Office of Highway Safety furnishes the Law Enforcement Liaisons with crash and seat belt usage data in support of Liaisons encouraging Idaho law enforcement agencies to participate in high visibility enforcement programs. In addition, historical law enforcement high visibility enforcement mobilization performance data is provided Liaisons in support of grant funding allowances proportionate to requesting law enforcement agencies enforcement of occupant protection laws (seat belt and child restraint). Grant award amounts are then slightly adjusted based on factors such as past grantee performance or availability of manpower. Non-grant program participating police agencies with a large percentage of crashes are contacted by the liaisons and encouraged to participate in the program. Some of the reasons for non-participation range from availability of manpower to lack of local government support.

#### *Results*

- 52 law enforcement agencies participated in mobilization: 28 police departments, 18 county sheriff offices, and 6 ISP districts. This was an increase of 4 participating agencies compared to the November 2015 mobilization.



- 1093 Occupant Protection (seat belt and child restraint) citations were issued.
- 10,120 vehicle contacts were made by law enforcement agencies (includes contacts made by mobilization dedicated agents).
- Pre- and post-mobilization seat belt surveys were performed and data was provided by participating law enforcement agencies. The largest increases in usage were Bannock County and Garden City; both agencies experienced a 19% increase.

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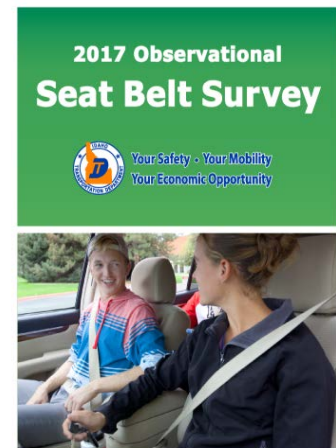
## Statewide Services Mobilization (High Visibility Enforcement) – May 2017 Click It or Ticket “CIOT”

OP-2017-EB Federal (SSBI7EB State), M2HVE-2017-EB Federal (SOP172B State)

### *Project Description*

County and City law enforcement agencies and the Idaho State Police will participate in seat belt enforcement programs targeting roadway segments or local communities with occurrences of unrestrained crashes or evidence of low seat belt use rate. Activities will include saturation patrols, conducting press events, preparing press releases, and reporting results of enforcement and educational efforts. The emphasis of the activities will be on seat belt use, with some emphasis aimed at the proper use of child passenger safety restraints.

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### *Results*

- 62 law enforcement agencies participated: 34 police departments, 22 county sheriff offices, and 6 ISP districts. This was an increase of 7 participating agencies compared to the May 2016 CIOT mobilization.
- 2568 Occupant Protection (seat belt and child restraint) citations were issued.
- 19,472 vehicle contacts were made by law enforcement agencies (includes contacts made by mobilization dedicated agents).



- Pre- and post-mobilization seat belt surveys were performed and data was provided by participating law enforcement agencies. The largest increases in usage were Jefferson County Sheriff (25%), Aberdeen Police (24%), and Shoshone Police (19%).

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### **Paid and Earned Media**

PM-2017-01 Federal (SPMI70I State), M2PE-2017-PM Federal (SOPI72P State)

#### *Project Description*

OHS will use federal funds for paid advertising during the November and May CIOT mobilizations in the form of billboards, TV and radio messages, and social media. Media will target adults 18 to 34. A secondary target audience will be youth ages 12-17. Statistics have shown these demographics are the least likely to buckle up. In addition, radio messages will be added to target Idaho's Hispanic communities. If funding is available, a year-long media plan will be implemented; primary form of year-long will be radio live reads.

#### *Results*

- Conducted seat belt media campaigns during November 2016 and May 2017 traffic enforcement mobilizations.
- Conducted child passenger safety campaign during September 2017 National CPS Week.
- Demographics for seat belt mobilizations now include 16-24 year olds in addition to primary 25-54 year old adults.
- Billboards, English and Spanish radio PSAs, Pandora and Facebook media venues utilized for all three campaigns. English TV PSAs were utilized for November Seat Belt mobilization.
- ITD Communications posted Occupant Protection safety messages and PSAs on ITD's Facebook.
- Law Enforcement Agencies issued press releases (7 Nov, 8 May), posted messages on social media (10 Nov, 9 May), and conducted 4 radio and 1 Facebook live interviews during the mobilizations.

### **Occupant Protection (Seat Belt) Educational Opportunities and Materials**

OP-2017-01 Federal (SSBI70I State)

#### *Project Description*

Grant funds will be used to develop and/or purchase educational outreach opportunities and materials for Child Passenger Safety technicians and instructors, employers, youth, parents, caregivers, employers, and train law enforcement and public safety responders (Fire, EMS) about the proper use and importance of occupant protection. Educational materials (e.g., pamphlets, palm cards) may be developed or translated to involve Idaho's Hispanic community.





### Results

- Attended 9 safety events to educate youth, parents, caregivers, and public safety responders; distributed OP educational materials at each event.
- OP presentation at Alive@25 training for law enforcement agents.
- Created and distributed OP Survey to County Sheriff DMV Offices.
- Distributed NOYS Seat Belts Save Challenge letters statewide to high schools and law enforcement agencies.
- Ordered “Are you a smartie?” cards for safety events (utilizing Barbie Egg Crash Car)

## Occupant Protection Annual Observational Seat Belt Survey

M2OP-2017-2S Federal (SOPI72S State)

### Project Description

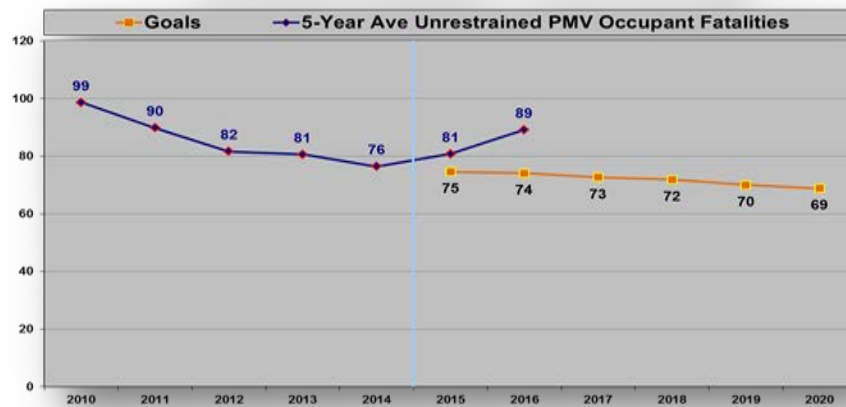
Develop and initiate occupant protection surveys to gather and evaluate safety restraint use statewide. If sufficient funding is available, conduct an observational survey specific to child passenger safety. Conduct quality control monitoring of survey counters at predetermined observation sites; based on 180 observation sites in Idaho’s annual seat belt survey (FFY 2015), five percent equals 9 sites.

### Results

- Survey was conducted September 1-30, 2017.
- Quality control monitoring conducted at nine survey sites in Central District Health Department (PHD4); seven sites in Ada County, two sites in Elmore County.
- FFY2017 Final report documents statewide seat belt use rate decreased 1.7%; 82.9% FFY2016 and 82.1% FFY2017.

## Child Passenger Safety Programs

### C-4: Unrestrained Passenger Motor Vehicle Occupant Fatalities - 5 Year Average



### Problem Identification



Idaho's state law addressing younger children in vehicle restraints is different than its law for adults and children ages 7 and older; younger children must be "...properly secured in a child safety restraint that meets the requirements of the federal motor vehicle safety standard no. 213." In addition to enforcement operations targeting compliance with Idaho's child restraint law, communication and educational programs designed to educate law enforcement agents, Fire/EMS personnel, and motorists on the proper installation and usage of child restraints have been shown to reduce the likelihood of injury due to improperly secured children in a crash.

#### *Performance Target*

C4 – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 76 (2010-2014) to 74 (2012-2016)

#### *Outcome not achieved*

Unrestrained occupant fatalities 5-year average increased to 89 and exceeded the 5-year average goal of 74 fatalities.

#### *Program Administration*

6 Child Passenger Safety projects were managed with a planned budget of \$401,200

#### *Efforts and Activities to address Child Passenger Safety include:*

- Conducting paid media campaigns to educate and encourage vehicle occupants to be properly restrained.
- Conducting paid media campaign during National Child Passenger Safety Week.
- Creating and providing seat belt and child passenger safety educational materials to the general public at a minimum of two safety outreach events.
- Distributing funding to sub/grantees to enrich child passenger safety in communities statewide.
- Increasing the number of CPS Technicians and Instructors in Eastern Idaho.
- Initiating a minimum of three CPS technician certification and a minimum of two CPS renewal classes statewide.
- Establishing an initial benchmark for number of car seat inspections performed statewide.

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### **Child Passenger Safety Educational Opportunities and Materials**

M2TR-2017-TR Federal (SOPI72T State)

CR-2017-01 Federal (SCR170I State)

#### *Project Description*

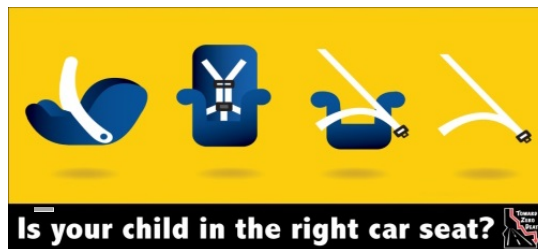
This program will make grant funds available to promote and provide technical training, travel, and "scholarship" fund assistance to Idaho's network of certified Child Passenger Safety Technicians and Instructors. Grant funds will also be used to develop and/or purchase educational outreach opportunities and materials for Child Passenger Safety technicians and instructors, youth, parents, caregivers, employers, and train law enforcement and public safety responders (Fire, EMS, etc.) about the proper use and importance of occupant protection.



Educational activities and materials may include purchasing and providing grant-funded child restraints to financially-disadvantaged parents and caregivers. Additionally, educational materials (e.g., pamphlets, child restraint cards, We Have A Little Emergency kits) may be developed or translated to involve Idaho's Hispanic community.

### *Results*

- Attended 9 safety events to educate youth, parents, caregivers, and public safety responders; distributed all CPS educational materials at each event.
- Implemented and attended CPST-Instructor Workshop in Hailey, Idaho.
- Consistently distribute statewide English and Spanish WHALE kits, and CHOP Child Restraint Basic cards to medical facilities and/or inspection sites.
- OP presentation at Alive@25 training for law enforcement agents.
- Created and distributed OP Survey to County Sheriff DMV Offices (includes question regarding child passenger safety).
- Chuggington bilingual safety activity booklets, printed with state funds, and distributed primarily to Hispanic communities statewide.
- Implemented and distributed CPS Contacts palm cards statewide.
- Created and implemented Idaho Car Seat Checklist forms (English and Spanish) for distribution statewide to CPSTs that sign ITD agreement; 151 executed.
- Created and distributed WHALE kit posters statewide.
- 7 CPST and 2 Special Needs (Safe Ride for Children) classes held.
- Based on CPS monthly reports, 3,370 car seat inspections identified, 1,574 car seats distributed to families in need, and 7,333 parents/caregivers provided educational materials.
- Idaho Fire/EMS personnel provided educational WHALE kit information; at least 25 Fire/EMS stations provided WHALE kits, CHOP Child Restraint Basics Cards, and WHALE kit posters.



## **Occupant Protection Statewide Child Passenger Safety Program** CR-2017-0L Federal, (SCR170L State)

### *Project Description*

This program will make grant funds available to law enforcement agencies and organizations to promote child passenger safety in their local communities. Each sub/grantee will educate parents/caregivers, safety professionals, law enforcement, first responders, child care organizations,



etc.; furnish car seat check events year-long and during the National Child Passenger Safety Week; and promote technician certification, recertification and renewal courses. Educational activities may include providing grant-funded child restraints to financially-disadvantaged parents and caregivers.

### *Results*

- Sub/grantees who were awarded funding include: Ada County Paramedics, Canyon County Paramedics, Kootenai Health, Meridian Fire, Moscow Police Dept., Nell Redfield Memorial Hospital, Pocatello Police Dept. Rigby Police Dept., and Twin Falls Police Dept.
- Safe Kids Magic Valley, St. Luke's Nampa, Nell Redfield, Kootenai Safe Kids and Moscow PD held car seat check events during National CPS week.
- Sub/grantees Kootenai Health, Meridian Fire, Moscow PD and Twin Falls PD awarded funding to hold (and held) CPST courses.
- Sub/grantee volunteer and employee time obligated to car seat inspections and parent/caregiver education exceeded \$20,000.
- Created and implemented Idaho Car Seat Checklist forms (English and Spanish) for distribution statewide to CPSTs that sign ITD agreement; 151 executed.
- Initiated database for Idaho checklist data.



## **Child Passenger Safety – Child Restraints** M2CSS-2017-CR Federal (SOPI72R State)

### *Project Description*

This program will make grant funds available to the Statewide Child Passenger Safety program sub/grantees to purchase child restraints. Restraints will be used to educate parents and caregivers about the proper use and importance of children being properly restrained.

### *Results*

- Special Needs restraints purchased for CPS Technician classes and parent/caregiver distribution and education.
- Child restraint purchase reimbursements processed for sub/grantees Ada County Paramedics, Nell Redfield (Oneida Hospital), and Kootenai Health. Restraints utilized by sub/grantees for parent/caregiver education and distribution.



## Lemhi County, Child Passenger Safety Statewide Program M2CPS-2017-2L Federal (SOPI72L State)

### *Project Description*

OHS contracts with Lemhi County (Sheriff's Office) to host the statewide coordinator for Idaho's child passenger safety program. The contract also provides for some specific deliverables in the broad categories of education, Child Passenger Safety technician certification, the state's educational child restraint program, and activities during Child Passenger Safety Week.

**Child Passenger Safety Technician Certification Training:** Implement and oversee the administration and credibility of NHTSA's 32-hour Child Passenger Safety Technician courses taught statewide. Idaho technicians are law enforcement agency and organizational employees or independent volunteers who offer car seat checks in their local communities, and instruct and educate the public on the proper installation and use. Administer the update/refresher courses, special needs classes, and medical staff trainings. Conduct outreach to recruit new technicians and establish Inspection Stations based on current population data.

**Public Education and Outreach Training:** Oversee the administration of educational and training programs to raise awareness of the benefits of using seatbelts and proper child restraints. The outreach programs are provided to the general public, public health districts, hospitals, pre-schools and schools, law enforcement, public safety responders, and the child care/transport industry.

**Car Seat Education Programs:** Implement and coordinate the program(s) associated with educating parents, caregivers, and grandparents regarding the proper selection and installation of child passenger safety restraints; programs may include providing grant-funded car seats to financially-disadvantaged parents and caregivers. Use National Child Passenger Safety Week and the NHTSA National Click It or Ticket campaign as opportunities to raise public awareness of the proper selection and installation of child passenger safety restraints.

**Sub/Grantee Programs:** Administer sub/grantee participation in child passenger safety program. Encourage education of parents/caregivers, safety professionals, law enforcement, first responders, child care organizations, etc., in their local communities; car seat check events year-long and during the National Child Passenger Safety Week; and technician certification, recertification and renewal courses. Educational activities may include providing grant-funded child restraints to financially-disadvantaged parents and caregivers.

### *Results*

- Coordinated a minimum of 9 CPST courses statewide.
- Coordinated and attended CPST-Instructor Workshop in Hailey, Idaho; 13 Instructors and 2 Instructor-candidates attended.
- Suggested and assisted creating CPS Contacts palm cards.
- Educated and promoted use of Idaho Car Seat Checklist forms (English and Spanish) to CPSTs statewide and at CPS classes; 151 agreements executed.



- Coordinator attended BSU Pow-Wow Tribal event, and encouraged Shoshone-Paiute Tribe to have members attend CPST course in Twin Falls; 3 Shoshone-Paiute tribal members became certified CPSTs.
- Tribal nations containing CPSTs increased from 2 to 4; 4 of 5 Idaho Tribal nations now have CPSTs.
- Based on Final Report (CPST monthly reports and completed car seat checklists), 3,370 car seat inspections performed, 1,574 car seats distributed to families in need, 7,333 parents/caregivers provided educational materials, and 1,848 volunteer hours donated.
- Increased CPST-Instructor count from 17 in 2016 to 19 in 2017, increased Tech-Proxies from 0 to 2, and increased CPST Technicians from 212 in 2016 to 248 in 2017 (CPST technician numbers include instructors and tech-proxies).
- Idaho CPST Recertification 2017 January-October rate 57.5%.
- CPS Inspection sites decreased from 39 in 2016 to 37 in 2017.
- Buckaroo Gazette newsletter provided to CPSTs statewide every two months.
- Statewide coordinator utilized additional 402 funding to purchase and drop-ship 13 inspection stations child restraints for educating and distributing to low-income parents/caregivers.

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### **Paid and Earned Media**

M2PE-2017-PM Federal (SOPI72P State)

#### *Project Description*

OHS will use federal funds for paid advertising during the National Child Passenger Week in the form of billboards, radio messages, and social media. Media will target females 18 to 34. Statistics have shown these demographics have the highest birthrate in Idaho. In addition, radio messages will be added to target Idaho's Hispanic communities.

#### *Results*

- Conducted child passenger safety campaign during September 2017 National CPS Week.
- Media demographics are females 18 to 34 years old.
- Hispanic radio messages posted.
- Digital Display Ads reached over 2.5 million women aged 18-34
- ITD Communications posted Child Passenger Safety messages, PSAs and press release on ITD's Facebook website.
- Idaho Governor's National Child Passenger Safety Week Proclamation posted on ITD's and Highway Safety's Facebook websites.



## Aggressive Driving

PT-2017-01-00-00 Federal, SPTI701 State; PT-2017-02-00-00 Federal, SPTI702 State

### C-6: Speeding-Related Fatalities - 5 Year Average



#### *Problem Identification*

Aggressive driving is behaviors that include: failure to yield right of way, fail to obey stop signs, exceeded posted speed, driving too fast for conditions, following too close (tailgating), and failure to obey signal (red light running). Many of us witness aggressive driving behavior on the roadways or may participate in it without realizing our actions are aggressive.

In 2014, aggressive driving was a contributing factor in 56 percent of all crashes in Idaho. While 76 percent of all aggressive driving crashes occur in urban areas, 80 percent of the fatal aggressive driving crashes occur in rural areas. Only 18 percent of all aggressive driving crashes involved a single vehicle, while 51 percent of fatal aggressive driving crashes involved only one vehicle. Of the 33 fatal aggressive driving crashes the involved a single vehicle, 85 percent occurred in rural areas.

During the years 2010-2014, the top ten counties for the rate of aggressive driving crashes per licensed drivers are: Ada, Canyon, Kootenai, Twin Falls, Bonneville, Bannock, Bingham, Nez Perce, Cassia and Bonner. Males represent 50 percent of all licensed drivers but make up 61 percent of drivers involved in fatal and serious injury aggressive driving crashes.

In 2014, the top contributing circumstances for single-vehicle crashes that were under the drivers control were failure to maintain lane, speed, and inattention. The top three contributing circumstances for multiple-vehicle crashes were inattention, following too close, and failure to yield. A police officer may indicate up to three contributing circumstances for each vehicle in a crash. During the years 2010-2014, aggressive driving fatal and serious injury crashes also involved distracted and impaired driving behaviors, and 56 percent of the fatalities were unrestrained.



### *Performance Target*

C6 – Reduce the five-year average number of fatalities resulting from crashes involving speeding from 54 (2010-2014) to 52 (2012-2016).

*Outcome achieved:* Five-year fatality rate involving a speeding related fatalities from 53 (2010-2014) to 52 (2012-2016) = 52

### *Program Administration*

8 Police Traffic projects were planned in FFY17 for a total of \$1,032,500

### *Efforts & Activities to address Aggressive Driving include:*

- Provided training and travel support for law enforcement partners.
- Provided funding for STEP officers through individual agency year-long grants.
- Provided funding for High Visibility Enforcement during months with highest rate of crashes.
- Provided support through funding for traffic enforcement equipment through the mini-grant process.

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## **Police Traffic Services – Aggressive Driving Statewide Service Project**

PT-2017-01-00-00 Federal (SPT1701 State)

### *Project Description*

This project planned to utilize dedicated funding to support aggressive driving focused training and travel costs for highway safety partners with a background in enforcement. Funding was also planned to develop, produce and disseminate public information materials and content that will be used by highways safety program partners to educate the public about the dangers of aggressive driving. The materials also explain the difference between aggressive driving and road rage- which is a deliberate act of assault.

### *Results*

- Supported highway safety partners travel to training and conferences such as Lifesavers Conference.
- Supported travel for SHSP Aggressive Driving committee meeting.

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## **Police Traffic Services – High Visibility Enforcement “100 to Zero” Mobilizations**

PT-2017-02 Federal (SPT1702 State)

### *Project Description*

Coordination and support of statewide High Visibility Enforcement (HVE) mobilizations with primary emphasis on aggressive driving behavior combined with a secondary emphasis on distracted driving and occupant protection, during the “100 Deadliest Days” of summer which extends from Memorial Day to Labor Day. This is the time of the year with the highest rate of traffic fatalities and

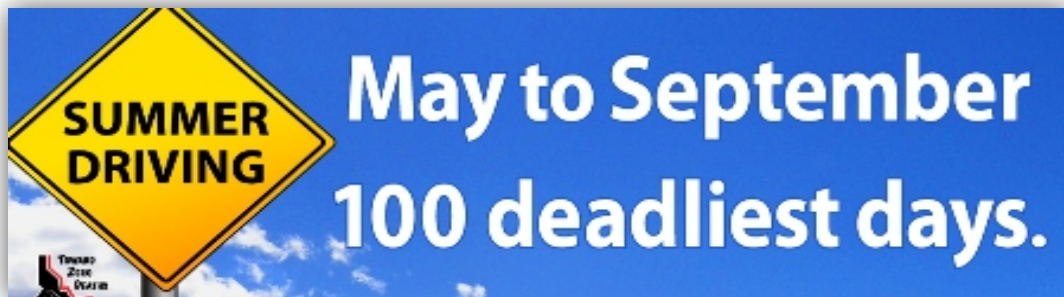




serious injury crashes on Idaho roads. In addition to enforcement of traffic laws during the HVE operations, local law enforcement agencies conduct public outreach about the increased crash risk due to aggressive driving during the summer months through press releases, social media and local events.

### *Results*

- 38 local law enforcement agencies and 6 Idaho State Police districts participated in the June 9-23, mobilization.
- 42 law enforcement agencies and 6 Idaho State Police districts participated in the July 21-August 4, mobilization.
- 9,644 vehicle contacts were made.
- 5,599 overtime hours worked.
- 1.72 contacts per hour were made by participating agencies.
- 3,057 speeding citations were issued.
- 850 seatbelt and child passenger safety citations were issued.
- 64 alcohol and/or drug arrests occurred.
- 52 texting citations were issued.



### **Meridian Police Department STEP Motor Officer Year 2** PT-2017-03-00-00 Federal (SPT1703 State)

### *Project Description*

Funds will be used to fund the STEP motor officer for the Year 2 with the Meridian PD Motor Traffic Team, to target aggressive driving, distracted driving and occupant protection enforcement. There will be special emphasis on five high crash locations in Meridian which include the intersections of Eagle Rd and Ustick Rd, Fairview Ave, River Valley Rd, Franklin Rd, and the intersection of Locust Grove Rd and Fairview. In addition, the officer will work with local area Meridian Advocates for Youth Safety at a variety of events including driver's education, school events, Alive at 25 program events to promote defensive driving practices. Additionally, the officer also engages in several other educational opportunities like the Youth Safety Summit, Spring Safety Fling, drivers' education classes, community safety events, etc.

During FY 2016, the STEP officer will continue to traffic enforcement activities with an emphasis in high crash locations with the purpose to reduce the overall rate of all fatal and injury crashes.



### *Results*

- STEP Officer issued 252 citations, 7 DUI citations, 189 aggressive driving citations and 56 occupant protection citations.
- STEP Officer provided drivers education instruction at West Ada School District.
- STEP Officer provided motorcycle safety instruction at High Desert Harley Davidson.

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## **Idaho State Police**

PT-2017-09 Federal (SPT1709 State)

### *Project Description*

The Idaho State Police (ISP) addressed highway safety and provided quality traffic safety enforcement on interstate highways and state and federal highways” by directing patrols at high crash and violation frequency locations using a method similar to DDACTS or Data Driven Approaches to Crime and Traffic Safety. Command staff in each of ISP’s six districts identified high crash violation locations, and impaired driving, aggressive driving, seat belt and distracted driving overtime emphasis patrols were scheduled.

The Idaho State Police (ISP) implemented proven, widely accepted, cost-effective traffic safety improvement strategies to address common traffic law violations and other criminal driving behavior during sustained enforcement efforts throughout the state of Idaho. Performance was tracked during all grant funded enforcement activities.

### *Results*

- ISP troopers worked 535 grant funded overtime shifts including 275 focus area shifts.
- ISP troopers worked 91 impaired driving overtime shifts during the Impaired Driving Mobilizations and reported 48 DUI arrests.
- ISP troopers worked 42 seat belt overtime shifts during Seat Belt Mobilizations and issued 241 seat belt citations.
- ISP troopers worked 283 overtime shifts between May 22 – September 2, 2017 for the 100 Deadliest Days of Summer campaign. These shifts resulted in the following arrests/citations: DUI – 33, aggressive driving – 237, speed – 1,213, seat belt – 748, distracted driving – 49.
- ISP issued a press release before working each of the statewide Traffic Enforcement Mobilizations.



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## Lewiston Police Department STEP Program – Year I

PT-2017-04 Federal (SPT1704 State)

### *Project Description*

Begin the agency's first year grant period of a three-year STEP Officer program. The officer's efforts are to make the City of Lewiston's roadways safer through an education and enforcement-based focus on young drivers, impaired drivers, unrestrained drivers, distracted drivers, and traffic collision reduction.

### *Results*

- STEP officer issued 172 speed citations, 18 DUI citations, 130 Seatbelt citations and a total of 304 moving citations.
- The City of Lewiston saw an overall reduction of 9% in injury collisions in FFY17, however there was a 140% increase in DUI related crashes during the same time period.

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## Law Enforcement Equipment Project

PT-2017-06 Federal (SPT1706 State)

### *Project Description*

This project provided agencies the opportunity to apply for funding to support law enforcement equipment required to perform successful high visible traffic enforcement and the sustained traffic enforcement of Idaho's traffic laws. Agencies applied through the OHS mini-grant process for equipment which was awarded based on their agencies problem identification area of need and crash statistics.

### *Results*

- There were a total of 5 agencies who received funding for traffic enforcement equipment which included lidar, radar, laser, in-car video, speed feedback sign, and breathalyzers.

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## Coeur d' Alene Police Department STEP Officer- Year 2

PT-2017-05 Federal (SPT1705 State)

### *Project Description*

Continue the agency's second year grant period of a STEP Officer program. The officer's efforts are to make the City of Coeur d'Alene's roadways safer through an education and enforcement-based focus on impaired drivers, unrestrained drivers, distracted drivers, and traffic collision reduction.

### *Results*

- STEP Officer amassed 1,360 traffic contacts, accomplishing the minimum rate of two contacts per hour.
- STEP Officer taught or participated in six two-hour traffic safety presentations.



- STEP Officer became certified Alive@25 instructor and taught at least 16 classes during grant period.
- STEP Officer issued 118 Seat Belt, 11 Impaired and 522 Aggressive Driving citations.
- Comparing 2015 to 2016 crash data statistics, fatality and injury crashes in Coeur d'Alene increased 20.9%.
- Seat belt use rate increased slightly (0.001%).

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## **Twin Falls County Sheriff Traffic Enforcement**

PT-2017-07 Federal (SPT1707 State)

### *Project Description*

Agency efforts 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, with focuses on reducing impaired, aggressive and distracted driving crashes, and increasing the use of occupant protection.

### *Results*

- Total number of 165.5 hours dedicated to project. TFCSO unable to dedicate more hours to project because of required attention to extreme winter road conditions, flooding issues, road damages, and officers on medical leave and vacation time.
- Participated in November and May CIOT Seat Belt mobilizations, and December and June Impaired mobilizations.
- Officers issued 11 Seat Belt, 1 Impaired and 98 Speeding citations.
- Based on OHS WebCARS data 10/17/17, TFCSO reduced total crashes 5%; however exceeded CY2015 aggressive and impaired crashes.
- Seat belt use rate increased 0.045%.
- Sheriff's Office representatives were frequent guests on local morning radio talk program to promote traffic safety.



## Impaired Driving

AL-2017-00 Federal, SAL1701 State; I64-AL-2017-01, S64I701 State

### C-5: Fatalities Involving a Driver with a BAC $\geq$ 0.08 - 5 Year Average



#### *Problem Identification*

Reducing the number of impaired driving-related crashes, fatalities, and injuries occurring on Idaho's highways is a top safety focus area. Impaired driving-related crashes accounted for approximately 9% of all fatal and injury crashes in 2014 were the result of an impaired Driver.



In 2014, 72 fatalities resulted from impaired driving crashes. This represents 39 percent of all fatalities. There were 8 motorcyclists, 6 pedestrians, 2 ATV riders, and 1 bicyclist killed in impaired driving crashes. Of the 72 people killed in impaired driving crashes in 2014, 53 (or 74%) were impaired drivers, persons riding with an impaired driver, or impaired pedestrians. Over 8 percent of the impaired drivers involved in crashes were under the age of 21 in 2014, even though they are too young to legally purchase alcohol. Impaired driving crashes cost

Idahoans over \$606 million in 2014. This represents 25 percent of the total economic cost of crashes.

#### *Performance Target*

C5 – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 57 (2010-2014) to 55 (2012-2016).

*Outcome not achieved:* Five-year fatality rate involving a driver with a BAC greater than or equal to 0.08 from 57 (2010-2014) to 55 (2012-2016) = 62



### *Program Administration*

19 projects were managed under the Impaired Driving Program with a planned budget of \$140,000.

### *Efforts & Activities to address Impaired Driving include:*

- Sent eleven (11) DWI Court Officials to trainings aimed to streamline court processes and set the foundation for a DUI Distance court.
- Created a draft proof of the Idaho Ignition Interlock IDAPA rules.
- Assisted with production and funded ten (10) DUI Task Force Events.
- Funded the expansion of existing Idaho DUI Courts to serve an additional sixty (60) high risk DUI Offenders including drug & alcohol testing.
- Purchased media to coincide with all NHTSA and Idaho specific high visibility mobilizations.
- Launched an inaugural Underage Drinking statewide mobilization.
- Thirteen (13) law enforcement agencies purchased and currently utilizing the Dräger Alcotest 9510 breathalyzer instrument.
- Completed the funding of the third year of the Meridian DUI STEP Program - a two officer team dedicated to the enforcement, education, and prevention of impaired driving.

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## **Statewide Services**

AL-2017-00 Federal (SALI701 State)

### *Project Description*

This grant was designed to pay for training for judicial, law enforcement, probation and prosecutorial professionals; consultant fees; equipment, education materials to educate on the dangers of impaired driving and to help eliminate traffic crashes and fatalities, serious injuries and economic losses, and to support Statewide Impaired Driving Task Force.

### *Results*

- OHS sent two Idaho Department of Motor Vehicles (DMV) hearing officers to the National Judicial College's 'Impaired Driving Case Essentials' training held in Reno, Nevada in May, 2017. The course provided the hearing officers with an overview of sentencing practices and evidence-based options for impaired driving traffic offenses including those committed by younger drivers, older drivers, and hardcore DUI defendants.
- We sent two Idaho Department of Motor Vehicles (DMV) hearing officers to the National Judicial College's Administrative Law: Fair Hearing training held in Reno, Nevada in August. This intensive two-week course provided newer Idaho administrative law adjudicators a solid foundation in the tools and techniques to create and maintain a "fair hearing," complete record, and clear order.



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## DUI Task Force and Special Mobilizations

I64AL-2017-01 Federal (S641701 State)

### *Project Description*

This grant assisted the Idaho Impaired Driving Task Force to implement one of the strategies identified which is to help develop, train and implement DUI Task Forces across the State of Idaho in areas with high DUI crash rates. The grant will provide funding for overtime hours for DUI Task Force Mobilizations across the State of Idaho and will also provide DUI enforcement for special events outside of our yearly scheduled Traffic Enforcement Mobilizations.



### *Results*

- Paid Overtime for and assisted with the execution of ten (10) DUI Task Force events statewide including the McCall Winter Carnival, Mardi Gras, Memorial Day, Emmet Cruise Night, Snake River Stampede, Canyon County Fair, Kuna Days, Caldwell Night Rodeo, Solar Eclipse, and Eastern Idaho Fair.
- The total number of DUI arrests during NHTSA funded Task Force events was 60.
- Officers receiving overtime paid through our grants were to focus on DUIs but were also directed to maintain overall traffic safety. To this extent, officers had a total of seven hundred sixty eight (768) contacts resulting in eighteen (18) citations for lack of seatbelt use, two (2) for inattentive driving, and one hundred four (104) for speeding.
- Paid, earned, and owned media occurred for each individual DUI Task Force function.

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## Interlock Program

I64AL-2017-02 Federal (S641702 State)

### *Project Description*

This grant provided funding for creating a position to make recommended changes and update Idaho Interlock outdated administrative rules. The purpose was to facilitate consistent, accurate information about Idaho's ignition interlock laws and support enforcement of existing laws. This effort involves a substantial amount of communication with offenders, interlock providers, courts, probation, prosecutors, and vendors, enforcing agencies/officers and other impacted stakeholders. It also involves standardizing basic processes for interlock installation and subsequent enforcement.



### *Results*

- Updated the IDAPA rules as they pertain to Idaho Ignition Interlock (currently in draft form)
- Maintained the approved Interlock vendor list which includes: GUARDIAN INTERLOCK SYSTEMS, B.E.S.T. LABS, INC., INTERCEPTOR IGNITION INTERLOCKS, INC., INTOXALOCK, LIFESAFER INTERLOCK, INC., DRAEGER SAFETY DIAGNOSTICS, INC., and IA SMART START, INC. We rotated the vendor names on our website to display a fair balance of names on the page in order from top to bottom.
- No funds were expended from this grant. This was due to the fact that the primary focus of this project for this fiscal year was updating of the IDAPA rule.

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## **DUI Courts**

164AL-2017-03 Federal (S641703 State)

### *Project Description*

Problem-solving courts in Idaho, specifically DUI courts, are a research-driven and evidence-based part of the solution designed to reach the highest risk drivers. These programs closely supervise, monitor, test and treat offenders with drug and/or alcohol addiction issues. Successful DUI courts are based on partnerships among the courts, law enforcement, corrections and social welfare agencies. Research conducted over the last decade indicates that problem solving courts reduce crime by lowering re-arrest and conviction rates, improving substance abuse treatment outcomes, and reuniting families, and also produce measurable cost benefits. An outcome evaluation of four Idaho DUI Courts determined that graduates of these courts are half as likely to recidivate as the comparison group, and also resulted in a 32 percent reduction in recidivism for all participants, not just graduates.

As of February 2013, Idaho had a total of nine misdemeanor DUI courts and four felony DUI courts, serving approximately 200 offenders statewide. These courts operate under the 10 Key Components of Drug Courts and the Guiding Principles of DWI Courts, which are both nationally recognized standards. Additionally, DUI courts fall under the Idaho Adult Drug Court Guidelines and Standards for Effectiveness and Evaluation. (Idaho Supreme Court. n.d. Web. 25 June 2013) Funding will be used to create and expand DUI Courts in Idaho. Provide training to existing DUI Courts, expand the capacity of existing DUI Courts, and provide treatment and distance learning curriculum development to reach rural areas. Develop statewide guidelines and standards for DUI Courts and peer fidelity review process to assure courts are operating according to guidelines and standards.

### *Results*

- Finalized DUI Court Consultant, Jamie Shropshire's, Scope of Work on the 'DUI Court Distance Treatment' program. Consultant established the foundations of the program which includes the establishment of tribal cell phone towers and related IT equipment to transmit through and the public relations related thereto with the tribal nations and nearby municipalities (Grangeville, Orofino, and Kamiah) whose citizenry would most likely utilize the program. The consultant also set forth the programmatic logistics with the Idaho





Supreme Court. Related costs to the aforementioned consultant covered consultant fees, travel expenses, and per diem.

- This grant covered the travel expenses and per diem of seven (7) DWI Court Officials from Canyon County to attend the NHTSA/NCDC DWI Court Planning Training held in Newport Beach, Ca. December 4-8, 2016 (FFY 17). The seven (7) attendees included the Judge, Prosecutor, Defense Counsel, Treatment representative, DWI/Drug Court coordinator/ Planning coordinator, Expert in research or evaluation, and Probation/Supervision.
- As the Impaired Driving Task Force operated with a DUI Court Subcommittee, the expansion of existing Idaho DUI Courts to serve an additional sixty (60) high risk DUI Offenders including drug & alcohol testing was achieved utilizing funding from that program (I64AL-2017-04 Federal {S64I704 State}). (See I64AL-2017-04 Federal {S64I704 State}).

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### **Project Implementation – Idaho Impaired Driving Task Force**

I64AL-2017-04 Federal (S64I704 State)

#### *Project Description*

This funding will pay to continue to implement the Idaho Impaired Driving Programs through meetings, facilitation, research, and logistics as identified by the Idaho Impaired Driving Task Force. The Task Force has found that sometimes the biggest obstacle to getting a project off the ground is funding it. The State of Idaho Impaired Driving Task Force is in its third year since inception and has been able to do great things due to this funding. In the next year, we will be looking at the 24/7 program, education, media and training.

#### *Results*

- Paid consultant fees to Communicate, LLC to manage the Task Force and related subcommittees. This project allowed OHS Program Manager flexibility to train while simultaneously running the Impaired Task Force effectively.
- The Ignition Interlock Subcommittee updated the IDAPA rules as they pertain to Idaho Ignition Interlock (Currently in draft form).
- The DUI Task Force Subcommittee successfully assisted in communicating, producing, and executing ten (10) DUI Task Force events (Paid via the DUI Task Force Grant).
- The DUI Task Force Subcommittee identified opportunities and established DUI Task Forces to begin enforcement in Northern and Eastern Idaho in FFY 18.
- The DUI Task Force assisted with the planning of a 'No Refusal Weekend' to be held in FFY 18 in Northern Idaho.
- The DUI Court Subcommittee sent two (2) Idaho Supreme Court Felony Sentencing Alternatives Specialists and two (2) Canyon County Alternative Sentencing Specialists to the 2017 American Bar Association Traffic Court Seminar where they received training in a



variety of workshops (After the Conviction: Using Evidence Based Practices in Assessment, Sentencing, Supervision and Treatment to Reduce Recidivism of High Risk Drunk Drivers).

- Funded the expansion of existing Idaho DUI Courts to serve an additional sixty (60) high risk DUI offenders including drug & alcohol testing.

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### **405d Paid Media**

M5PEM-2017-PM Federal (SID17PM State)

#### *Project Description*

The goal was to fund paid media purchases and media development for the general public or focused audiences to raise awareness and change behavior in an effort to eliminate death, injuries and economic losses in traffic crashes in the impaired driving focus areas as determined by the Idaho SHSP. The purchases supported the scheduled Impaired Traffic Enforcement Mobilization program and coincided with nationally designated safety weeks/months. Funding purchased radio, TV, printed materials, outdoor advertising, and other communication tools and methods. Message recognition and penetration of target audience were to be measured through the annual public opinion survey as well as media buy demographic reports.

#### *Results*

- Funding was provided to purchase advertising time across Idaho, which ran on television, radio, billboard, print media, social media, Hulu, Pandora, and other paid digital mediums.
- We had season long media campaigns involving the Boise Hawks and Idaho Falls Chukars baseball teams. One highlight of the sports campaign was hosting the Hawks final three game home stand where Highway Safety Manager, John Tomlinson threw out the first pitch, and a Hawks and Office of Highway Safety impaired driving PSA was debuted.
- Media purchases applied to the four (4) Impaired Driving Mobilizations (in line with NHTSA's) before, during and after the periods of statewide law enforcement efforts. They included the following: Dec/January (Holiday Themed), March (St. Patrick's Day Themed), July (4<sup>th</sup> of July Themed), and August (Labor Day Themed).
- 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 bought media and campaigns outside the scheduled mobilizations including: an impaired riding motorcycle campaign, KBOI (Drive Safe Idaho) media campaign package which involved the use of social media, news releases, promotions, community events, and many other media avenues.



## 405d High-Visibility Enforcement Mobilizations

M5HVE-2017-EB Federal (SID17EB State), M5HVE-2017-EC Federal (SID17EC State)  
M5HVE-2017-ED Federal (SID17ED State), M5HVE-2017-EE Federal (SID17EE)

### *Project Description*

This grant provided funding for law enforcement agencies participating in the scheduled impaired enforcement mobilizations to eliminate impaired driving related traffic fatalities, serious injuries, and economic losses. There were a total of four statewide impaired mobilizations. These mobilizations allow officers to take part in a statewide effort to reduce impaired drivers on Idaho's Highways. The increased DUI patrols are worked in strategic areas by city, county and state law enforcement agencies. During mobilizations, officers looked for drivers that may be impaired by alcohol, drugs or other intoxicating substances. Each mobilization was supported by media campaign that included earned and owned media coverage such as PSAs, commercials, radio, online & digital and billboards. These media campaigns were created to educate the public and create an awareness of the dangers of impaired driving and the consequences as a result of making bad choices.



### *Results*

- OHS sponsored four High Visibility Enforcement (HVE) Mobilizations including Holiday (52 LEAs Participated), St. Patrick's Day (51 LEAs Participated), 4<sup>th</sup> of July (51 LEAs Participated), and Labor Day (51 LEAs Participated).
- Participation amongst LEAs was spread throughout the state with representation in all six (6) of the Idaho Transportation Department's (ITD) districts. One area where opportunity exists to invite more LEAs to participate in future HVEs is the ITD District One (I) situated near the Idaho/Canadian Border. We have shared this information with that region's Law Enforcement Liaison (LEL) to emphasize in FFY 18.
- Officers working the grant claimed a total of ten thousand six hundred ninety five (10,695.2) overtime hours.
- The total contacts of all four (4) HVEs was forty eight thousand four (48,004) resulting in eight hundred nineteen (819) DUI arrests.
- Officers receiving overtime paid through this grant were to focus on DUIs but were also directed to maintain overall traffic safety. To this extent, officers had a total of eight-hundred



twenty-eight (828) citations for lack of seatbelt use, four-thousand nine-hundred eighty-seven (4987) speeding violations, and one hundred ten (110) texting/inattentive driving citations.

- Paid, earned, and owned media occurred for each mobilization as it was a requirement of each participating LEA in partnership with the Office of Highway Safety.

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## Underage Drinking Enforcement

M5OT-2017-21 Federal (SID1721 State)

### *Project Description*

This grant paid for overtime to law enforcement agencies for compliance checks, service checks and party patrols. Underage drinking enforcement consisted of Party Patrols, “Shoulder Tap” efforts and underage purchasing. Party patrols were usually in city limits, especially on weekends during summer months and at the start of college semesters. These patrols were performed by State Alcohol Beverage Control (ABC), local law enforcement, and/or county sheriff’s departments -- sometimes as individual department or as multi-agency patrols, and frequently in response to citizen complaints.

### *Results*

- Boise Police Department participated resulting in 49.5 hours of total overtime as a result of the officers working a combination of shoulder tap patrols, as well as, party patrols. The patrols were successful and resulted in multiple party houses being observed and no violations occurring at the houses in and around Boise State University.
- Additionally, as a result of the shoulder tap operations, the officers working the overtime observed sixteen (16) violations with eight (8) citations being issued for Providing Alcohol to a Minor. The Boise Police Department issued twenty-two (22) underage alcohol citations, fifty-nine (59) DUI Arrests (1 of which was under age 21), thirty-six (36) possession of a controlled substance violations, thirty-six (36) Driving without Privileges, twenty-five (25) Inattentive Driving, two (2) racing, seven (7) reckless, five hundred eighty three (583) speeding citations, seventy-six (76) texting citations, twenty (20) pedestrian violations (2 of which were pedestrian under the influence), and one hundred thirteen (113) seatbelt violations.
- Twenty (20) law enforcement agencies statewide took part in an Underage Drinking Mobilization (8/18/17 – 9/11/17) to assist in setting the tone of zero tolerance of underage drinking when traditional school/college classes commenced.
- Officers granted OT for the Underage Drinking Mobilization worked a total of 1048.7 hours and had a grand total of 5052 contacts.
- Officers dedicated to the grant arrested sixty four (64) individuals for DUI and had forty one (41) underage drinking/minor in possession citations.
- Officers receiving overtime paid through this grants were to focus on Underage Drinking but were also directed to maintain overall traffic safety. To this extent, officers had a total of forty three (43) seatbelt violations, five hundred ninety four (594) speeding citations, and four (4) texting while driving citations.



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## **Dräger Equipment Grant**

M5TR-2017-22 Federal (SID1722 State)

### *Project Description*

ISP Bureau of Forensics Services (ISPFs) by Idaho Code serves as the statewide certifying, testing and calibrating agency for all alcohol and breath detection devices. ISPFs has determined that the Intoxilyzer will no longer be used in the State of Idaho. This is because the unit is outdated and hard to repair. Current working Intoxilyzer units will stay in place and be acknowledged by the ISPFs for the lifespan of the instrument. The Intoxilyzer will be replaced with the Draeger Alcotest 9510. Since each unit costs approximately \$10,000.00, the replacement of the Intoxilyzer across the State of Idaho will be extremely difficult for some law enforcement agencies due to size and budget restraints. In accordance to the OHS Grant Procedure Manual, equipment approval requests will be submitted to NHTSA Region for prior approval.

The Office of Highway Safety will work with ISPFs to determine a priority list of agencies that will receive this instrument and in what order due to need. A request for funding process will be developed by OHS and put into place before the beginning of FFY2017. This process will allow agencies to apply for funding directly through OHS. We anticipate replacing 15 units this year. All instruments will need to go directly to ISPFs after purchase to be certified before use.

### *Results*

- Thirteen (13) law enforcement agencies purchased and currently utilizing the Dräger Alcotest 9510 breathalyzer instrument.
- Manufacturer experienced adverse performance issues with the Alcotest 9510.
- Alcotest 9510 adverse performance issues restrained two (2) law enforcement agencies' ability to purchase instruments during FFY2017.
- Restrained agencies (Butte and Lewis County) transitioned from FFY2017 to FFY2018 potential purchase list.

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## **Traffic Safety Resource Prosecutor (TSRP)**

M5CS-2017-02 Federal (SID1702 State)

### *Project Description*

Removing an impaired driver from our streets does not end with an arrest. To make a positive impact in preventing and eliminating death and serious injury from our roadways, the hard work and informed efforts of local prosecutors are as important as those of law enforcement officers. In jurisdictions across the country, prosecutors are in need of continuous training and technical assistance to effectively prosecute impaired driving crimes. Unfortunately, prosecutors' offices – typically small, understaffed, underfunded, and overlooked – often lack the resources to successfully prosecute impaired driving cases. With 50 percent of prosecutors' offices in the United States serving populations of 36,000 or less, and 75 percent serving populations of 100,000 or less, there is little room for specialization. So it is not unusual for a prosecutor inexperienced in impaired driving cases



to be pitted against a highly experienced defense attorney. The Traffic Safety Resource Prosecutor (TSRP) Program was implemented to address these issues.

The TSRP Program in Idaho educated, trained, and assisted Idaho prosecuting attorneys in the pursuit of justice; to foster and encourage communication and cooperation between Idaho's prosecuting attorneys and their partners in law enforcement related to the investigation and prosecution of impaired driving and other traffic safety violations. This position worked closely with the Office of Highway Safety and the State of Idaho to implement the strategies of the Strategic Highway Safety Plan through education, enforcement and prosecution of Idaho's impaired driving laws. The Idaho TSRP provided a working knowledge of sources of state and federal law with emphasis on issues related to impaired-driving and traffic-safety violations. The TSRP is responsible for problem-solving associated with the presentation of breath, blood, and urine testing evidence, proof of impairment, best investigative techniques and other evidence gathering issues. The TSRP provided legal research and guidance, is involved in governmental relations, policy development, technical assistance and training. The TSRP provides guidance on the development of short and long-term plans ensuring the services and resources remain current with contemporary legal practices, state standards, and federal standards.

### *Results*

- Attended two courses as a participant (Draeger Instrument Training and the NAPC Winter conference) and one as an observer (Idaho LE Phlebotomy Training)
- Taught 84 classes with a total of 560 classroom hours and 3,223 students.
- Offered technical assistance to 913 requests.
- Attended 83 meetings as an expert on behalf of the Idaho Office of Highway Safety.
- Assisted Idaho Office of Drug Policy with grant reviews.
- Re-designed and updated the Idaho Law Enforcement Phlebotomy Program. This is included developing an online training curriculum that is a college level course.
- Assisted Idaho State Police Forensic Services in re-designing the Breath Testing Training for Operators and Breath Testing Specialists.
- Elected to chair the Statewide DUI Task Force.
- Requested by Tennessee to assist their new TSRP in creating and delivering the Lethal Weapon curriculum. This includes planning a live staged crash for instructional purposes.
- Requested by the International Association of Chiefs of Police and AAA to design and deliver a DRE Courtroom Testimony training.
- Drafted a model IDAPA rule for an Ignition Interlock Program.
- Updated IPAA's Idaho Search & Seizure Manual. Converted it to an online manual. This allows for it to be instantly updated and searchable.
- Awarded the 2017 Kevin E Quinlan Award for Excellence in Traffic Safety by the Foundation for Advancing Alcohol Responsibility (FAAR). (Idaho TSRP Jared Olson, third from left, poses with his award).





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## State Impaired Driving Coordinator

M5SID-2017-03 Federal (SIDI703 State)

### *Project Description*

The State Impaired Driving Coordinator (SIDC) position is already part of Idaho's Strategic Highway Safety Plan and is an integral part of ongoing strategies. The ultimate goal is to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence (DUI) of alcohol, drugs or other intoxicating substances. The creation of a the SIDC position has and will continue to directly impact this objective by having one individual who is responsible for coordination of the Drug Evaluation and Classification Program (DEC), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC actively provides training, disseminates information and resources, and manages the daily operation of each of the impaired driving programs mentioned above.

In 2011, a partnership between NHTSA, Idaho OHS and the Idaho State Police created the SIDC position. In this position, the SIDC is responsible for 97 DREs spread throughout the state. The SIDC also works closely with Idaho POST Patrol Academy, providing basic DUI training for new officers. The SIDC provides and/or facilitates ARIDE training throughout the state and manages 25 law enforcement phlebotomists. He also provides support to prosecutors on impaired driving issues and has presented at prosecutorial training classes. Since 2011, the SDIC has actively worked with Chiefs of Police and Sheriffs to provide training in local jurisdictions, making the training more affordable to those agencies.

The SIDC will be responsible for the daily operations of Idaho's Drug Enforcement Certification (DEC) program, the ARIDE program, the Standard Field Sobriety Testing (SFST), and Law Enforcement Phlebotomy Program. The SIDC also serves as a liaison for prosecutors, courts, citizens groups, education professionals, youth programs and health professionals. This program directly ties into the Office of Highway Safety's Strategic Plan by providing education, enforcement, collaboration and research. The program trains and certifies Idaho Law Enforcement officers in several areas of impaired driving recognition along with ongoing training and certification for new and existing officers, i.e., DRE training coordination.

This training has a direct impact on the number of officers looking for and identifying impaired drivers on Idaho's Highways. Officers trained in the area of drug recognition work closely with their departments and communities to enforce Idaho's laws and create awareness.

### *Results*

- Throughout the year, the State Impaired Driving Coordinator conducted and coordinated the following classes:
  - Law Enforcement Phlebotomy School & Clinicals (13 students)
  - Phlebotomy refresher training (10 students)
  - Basic Standard Field Sobriety Test course (164 students)
  - Drug Impaired Driving (55 students)
  - Drug Recognition Expert School (13 students)



- Drug Recognition Expert Certifications (11 students)
- ARide Training (96 students)
- ITD Port-of-Entry Impaired Driving Intro (46 students)
- Health & Welfare Drug Impaired for the Supervisor (46 students)
- Sent 19 DRE's to the National Conference in Maryland.
- Co-presented an Impaired Driving update at the annual Idaho Highway Safety Summit.
- The SIDC attended the Law Enforcement Liaison bi-annual meetings in October and May.

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## Mothers Against Drunk Driving (MADD)

M5OT-2017-05 Federal (SID1705 State)



### *Project Description*

MADD has been implementing a Designated Driver Awareness Program throughout the State of Idaho. MADD Idaho collaborates with organizations and events to set up venues where to promote sober driving and designating a sober driver. This grant will pay for part time hours for event coordinator, printing of educational materials, producing/distributing educational materials giveaways, and training for volunteers.

### *Results*

- 5 manned booths during 4 different Boise State University football games. MADD volunteers captured signatures from tailgaters and game goers who pledged to be a sober driver or have a sober ride home.
- Distributed over 10,000 impaired driving leaflets and shared the drive sober message to game attendees.
- MADD night at the Idaho Stampede (professional basketball) game which entailed a vendor booth, loud speaker messages throughout the game reminding fans to designate a sober driver or be the sober driver, digital messages and the half time announcements.





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## Meridian Police Department – STEP

M5OT-2017-06 Federal (SID1706 State)

### *Project Description*

During FFY 2015, the Meridian Police Department was given a grant to develop a two officer team dedicated to the enforcement, education, and prevention of impaired driving. This grant application is part of a 3-year grant project. The Meridian Police Department has felt a tremendous effect of the work done by the DUI Team.

By dedicating officers to impaired driving, they have increased the number of arrests for Impaired Driving. Future efforts will continue to decrease the number of Impaired drivers. This grant funded the third year of a 3-year project for Meridian Police Department. With this funding, Meridian PD hired two officers dedicated to DUI enforcement, education and prevention of impaired driving. The primary function of the officers is to be assigned to a DUI team, however they will participate in community youth events such as Alive at 25, Youth Safety Summit, school classroom presentations, drivers education classes and Spring Safety Fling.

### *Results*

- The City of Meridian dedicated two STEP officers to impaired driving enforcement between the hours of 1800 – 0400 (6:00pm – 4:00am).
- During dedicated STEP enforcement periods, the City maintained at minimum one Drug Recognition Expert (DRE).
- Officers working the dedicated STEP enforcement maintained a minimum of 4 contacts per hour.
- Officers working the dedicated STEP impaired enforcement worked three Treasure Valley Task Force events including Mardi Gras, Memorial Day, and the Solar Eclipse.
- The STEP Officer answered a total of two thousand six hundred twenty eight (2,628) calls which resulted in one-hundred seventy three (173) DUI arrests.
- Officers receiving overtime paid through this grant were to focus on DUIs but were also directed to maintain overall traffic safety. To this extent, officers had a total of two (2) seatbelt violations, forty-nine (49) speeding citations, and seven (7) texting while driving citations.



## Youthful Drivers

TSP-2017-02 Federal (SYD1702 State)

### C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes - 5 Year Average



#### *Problem Identification*

In 2014, 20 people were killed in youthful driver crashes. Eight of the fatalities were youthful drivers (YD), ages 15 through 19. Of the teenage drivers killed, only 2 (25%) were wearing seat belts. Crashes involving youthful drivers represented 22% of all crashes, 13% of fatalities and 17% of serious injuries over the past 5 years.

Idaho YDs are overrepresented in motor vehicle crashes with more than one out of every 5 crashes involving a YD in 2014. YD's were involved in 2.5 times as many crashes as expected. Of the fatal YD crashes, 74% occurred in rural areas, while 72% of all crashes were in urban areas. Drivers in this age group are inexperienced and more likely to feel invincible. The economic cost of YD crashes was nearly \$381 million dollars and represented 16% of the total cost of crashes.

Over the past 5 years, a gradual decline in deaths and serious injuries for youthful drivers has been recognized. However, drivers age 15 are 3.5 times more likely to be involved in crashes, and 19 year olds are twice as likely to be involved in a crash.

#### *Performance Target*

C-9, Reduce the Five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 28 (2010-2014) to 27 (2012-2016).

Outcome *not achieved*: Five-year average number of drivers, 20 years old and younger, involved in fatal crashes 2012-2016 = 28

#### *Program Administration*

There are four projects with a planned budget of \$205,000.



*Efforts & activities to address Impaired Driving include:*

- Offered the National Safety Council Alive@25 course statewide.
- Increased Alive@25 course locations and the number of instructors.
- Supported “Cinema-Drive” multi-sensory 3D educational program to high schools reaching students.
- Reinforced traffic safety messages through the [www.idahoteendriving.org](http://www.idahoteendriving.org) website and increased the number of visits.

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## Alive at 25

TSP-2017-02 Federal, (SYDI702 State)

*Project Description*

The Alive at 25 programs is an interactive educational approach to enable youthful drivers the ability to recognize driver and passenger responsibility in being prepared for wise driving choices and accountability of those choices. Programs may include high school and community events to reinforce good driving behaviors and encourage parental involvement. Funding will be provided for course materials, some instructor course presentation costs, and public awareness materials for events.



*Results*

- 33 active Alive@25 instructors. One new instructor was trained and added this year.
- The Alive@25 program was updated at the national level. Instructors received new training guides and materials. A mandatory instructor refresher workshop. 25 instructors attended in person, 8 participated via conference call.
- 2,988 students completed the Alive@25 training program. The main reason for attending the classes 46% citation dismissal, 19% Idaho law enforcement recommendation, 12% court ordered, 12% obtain driving permit, 6% parent required and 5% insurance reduction.
- Most of the youth that attend are ages 16-20.
- Alive@25 informational brochures were provided to law enforcement for distribution. Over 1,200 brochures were distributed.



## Children and Parent Group “Cinema Drive”

TSP-2017-03 Federal, (SYDI703 State)

### *Project Description*

The project will provide the “Cinema Drive” program to 22 high schools in Idaho. Almost half of the communities where presentations are planned rank in the top ten counties of youthful driver crashes for the state. Presentation sites also include communities and counties ranked within the top 5 fatal and injury, or fatal and serious injury crashes for cities or counties of like-size.

The program provides a multi-sensory 3-D educational experience of teenage driving behaviors. Up to 1,000 high school students per day will view the program. A comprehensive follow-up web and mobile experience will continue providing repetition on traffic safety experience.

### *Results*

- This 3-D interactive assembly program was delivered to 14 high schools in Idaho.
- OHS received excellent feedback from students and parents alike, requesting that we bring the Cinema Drive program back to Idaho again.

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## Teen Driver Website

TSP-2017-04 Federal, (SYDI704 State)

### *Project Description*

A contractor resource will be hired to update the [www.idahoteendriving.org](http://www.idahoteendriving.org) website with links on current traffic safety-related articles, research, events, educational opportunities and crash statistics for teenagers and parents. The website offers another low cost avenue to reinforce traffic safety messages.

### *Results*

- Hosted website [www.idahoteendriving.org](http://www.idahoteendriving.org)
- Contracted with Experis for a subcontract employee to offer support for website updates, changes and additions.



## Distracted Driving

DD-2017-01-00-00 Federal (SDDI701 State), DD-2017-02-00-00 Federal (SDDI702 State)

### I-1: Distracted Driving Fatalities 5 Year Average



#### *Problem Identification*

Distracted driving crashes made up 22 percent of all crashes in 2014, and distractions were responsible for 21 percent of all fatalities. While 73 percent of all distracted driving crashes occurred on urban roadways, 79 percent of the fatal distracted driving crashes occurred on rural roadways. The investigating officer's indicated that either inattention or distraction in or on the vehicle was a contributing factor in the crash. It is believed that the actual number of distracted driving crashes is much higher than depicted in crash reports, but many go unreported because the cause is not immediately apparent to the investigating officer, particularly in the case of single-vehicle run off the road crashes.

Analysis of crashes in a report by AAA Foundation indicates that 6 out of 10 crashes involve some type of distraction. Crash data indicates that there are up to three contributing factors in most crashes, e.g. the driver may be tailgating doing 32 mph in a 25 mph zone, talking to a passenger, and not wearing a seat belt. The investigating officer may attribute the crash to following-too-close as the primary cause, however had the driver been paying attention he may have avoided crashing.

According to [www.Distracted.gov](http://www.Distracted.gov), drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves. Research has shown that driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent. Besides texting and cell phone use, other factors such as drowsy driving, eating, drinking, talking to passengers, grooming, reading a navigation system or map, watching a video, and adjusting a radio/entertainment system distract drivers. Teen drivers have the highest percent of distracted drivers out of any age group. According to [www.Distracted.gov](http://www.Distracted.gov), up to 11 percent of all drivers under the age of 20 involved in fatal crashes nationally were reported as distracted at the time of the crash.

The state crash data for 2014 shows a 0.5 percent decrease in distracted driving crashes and a 9.3 percent decrease in distracted driving fatalities from 2013 to 2014. In 2014, the top three



distractions in distracted driving crashes were distractions inside the vehicle, electronic communication devices, and passengers. During the years 2010-2014, there were a total of 207 fatal distracted driving crashes in Idaho. The top contributing circumstances in fatal and serious injury distracted driving crashes were aggressive driving and impaired driving, and 52 percent of people killed in those crashes were not using safety restraints. Preliminary estimates for the fatality trend based on a 5-year average targets distracted driving related fatalities (I-I) goal of 43 by 2015, Idaho has met that goal.



*Performance Target*

**II** – Reduce the five-year average number of fatalities resulting from distracted driving from 45 (2010-2014) to 42 (2012-2016).

Outcome not *achieved*: Five-year fatality rate involving distracted driving related fatalities from 45 (2010-2014) to 42 (2012-2016) = 48

*Program Administration (number of projects, with total planned budget)*

2 projects were managed under the Distracted Driving Program with a planned budget of \$135,000.

*Efforts & Activities to address Distracted Driving include:*

- Conducted distracted driving High Visibility Enforcing to educate distracted drivers through the OHS mini-grant enforcement project.
- Partnered with local media to hold young driver distracted driving video competition.
- Partnered with the University of Idaho on a distracted driving research project.
- OHS partnered with ITD to implement the SHIFT employer based distracted driving initiative.



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## Distracted Driving Statewide Service Project

DD-2017-01-00-00 Federal (SDD1701 State)

### *Project Description*

This project utilized dedicated funding to develop, produce and disseminate public information materials to be used by highways safety program partners to help educate the public about the dangers of distracted driving. Funds were also intended to be used to support requests for highway safety partners to attend distracted driving focused training and travel.

### *Results*

- Produced 150 copies of the Young Driver Distracted Driving project manuals.
- Procured materials for the production of distracted driving public information campaign.
- Conducted outreach at youth focused events to raise awareness about the dangers of distracted driving.
- Recognized winners of young driver focused competition winners at the OHS Summit.



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## Distracted Driving High Visibility Enforcement

DD-2017-09 Federal (SDD1702 State)

### *Project Description*

Primary focus is coordination and support of High Visibility Enforcement (HVE) operations to help raise awareness about the dangers of distracted driving with the purpose of eliminating related traffic fatalities, serious injuries, and economic losses. Law enforcement agencies conducted public awareness prior to the HVE taking place in their communities through various methods that include issuing press releases, social media and other types of public outreach. The operation conducted by Boise PD included live news coverage and interviews on Idaho's most popular news channel.

### *Results*

- 9 agencies conducted distracted driving enforcement during FFY17.
- 2,929 vehicle contacts were made.
- 130 texting tickets were issued.
- 1,180 speed citations were issued.
- 423 seatbelt citations were issued.
- Local outreach was conducted by participating law enforcement agencies on social media about the distracted driving enforcement taking place.





## Emergency Medical Services

EM-2017-01 Federal (SEMI701 State)

### *Problem Identification*

Idaho lacks a strong Traffic Incident Management (TIM) program. TIM consists of a planned and coordinated multi-disciplinary process to detect, respond to and clear traffic incidents so that traffic flow may be restored as safely and quickly as possible. Effective TIM reduces the duration and impacts of traffic incidents and improves the safety of motorists, crash victims and emergency responders. The responders use a well-rehearsed procedure to get the right equipment to the right location faster to more quickly save the lives of those involved in crashes on public roadways.

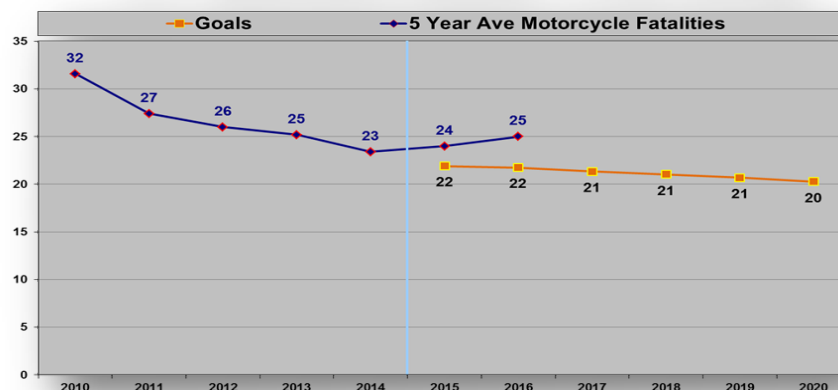
### *Program Administration*

**Idaho did not spend any funds on this project.** The emergency management mobility services manager, who would be instrumental in coordinating and managing the TIM training program, retired. The replacement for the position was not filled until too late in the FFY grant cycle.

## Motorcycle Safety

MC-2017-01 Federal (SMCI701), M9MA-2017-02-00 (SMAI702)

### **C-7: Motorcycle Fatalities - 5 Year Average**



### *Problem Identification*

Motorcycles are vehicles with the same rights and privileges as any motor vehicle on the roadway. Idahoans who ride motorcycles do so for many reasons, some ride for economic reasons and others for recreational use. Motorcyclists are more vulnerable to injury in a crash due to their exposure. Of all the motorcyclists involved in crashes in 2014, 83 percent received some degree of injury, and 52 percent of fatal motorcycle crashes involved only the motorcycle.

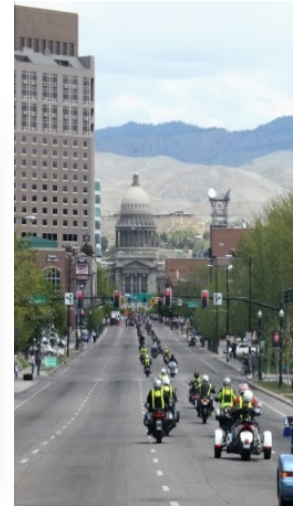




Idaho had 61,000 registered motorcycles in 2014, this represents 4 percent of all registered vehicles in the state, yet motorcyclists represent 13.4 percent of fatalities in all motor vehicle crashes. Analysis of motorcycle crashes from 2009-2013 shows that 70 percent of riders killed in motorcycle crashes were over 40 years old, and 67 percent of fatalities were due to rider error.

In 2014, 25 motorcyclists were killed in motor vehicle crashes, this was a slight decrease over the previous year. More than half of fatal motorcycle crashes (53 percent) involved just the motorcycle, while nearly one-third (32 percent) of fatal motorcycle crashes involved an impaired driver. Idaho does not have a universal motorcycle helmet law, only motorcyclists and passengers younger than 18 years of age are required to wear them, 58.4 percent of motorcyclists involved in the 510 reported motorcycle crashes in 2014 were wearing helmets. The fatality trend based on a 5-year average targets motorcycle fatalities (C-7) goal of 22 by 2015, preliminary estimates show that Idaho had 23 motorcycle fatalities. In addition, Idaho did not meet the fatality trend for un-helmeted motorcycle fatalities (C-8) which was 12; Idaho had 13 un-helmeted rider fatalities.

### C-8: Unhelmeted Motorcycle Fatalities - 5 Year Average



#### *Performance Target*

C7 – Reduce the five-year average number of fatalities resulting from motorcycle killed from 23 (2010-2014) to 22 (2012-2016).

*Outcome not achieved:* Five-year fatality rate involving a speeding related fatalities from 23 (2010-2014) to 22 (2012-2016) = 25

C8- Maintain the five-year average number of motorcyclists killed that were not wearing helmets at 12.

*Outcome not achieved:* Five-year fatality rate involving un-helmeted motorcycle fatalities = 14.

#### *Program Administration*

3 projects with a total planned budget of \$149,000.



*Efforts & activities to address Impaired Driving include:*

- Motorcycle SHSP partners met to prioritize and implement strategies and goals.
- Conducted paid media campaigns to educate motorists about the presence of motorcycles.
- Conducted paid media campaigns to educate riders about the risks of riding impaired.

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## Motorcycle Safety Statewide Services Grant

MC-2017-01 Federal (SMCI701 State)

*Project Description*

The motorcycle safety project funds were also planned to be used to enhance rider training through the purchase of motorcycles and other training needs for the Idaho STAR Program. Funding was also planned to support of the Idaho Coalition for Motorcycle Safety (ICMS) motorcycle awareness rallies in May, 2017. Funds were planned to be used to conduct a pilot project that would provide on-street motorcycle training by law enforcement modeled on the Bike Safe-NC program. This project also planned to use funding to support travel and training for program partners, and develop, produce and disseminate motorcycle safety and awareness public information materials statewide.

*Results*

- Funded Idaho STAR Program training needs that help further their efforts to improve the motorcycle rider training experience.
- Supported two Motorcycle Awareness Rallies, in Boise and Coeur d'Alene, in May.
- Funded independent analysis of the 2016 fatal motorcycle crash reports.
- Worked and coordinated with SHSP motorcycle safety partners to develop initial template for a new state motorcycle map that will highlight popular motorcycle routes and contain extensive safety information.
- Created motorcycle awareness video that featured SHSP motorcycle safety partners that aired on social media statewide.



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## STAR Marketing and Communications Grant

MC-2017-02-00 Federal (SMCI702 State)

*Project Description*

This project aims to revamp the current Idaho STAR motorcycle rider training website, enhance its capabilities, and make the website mobile compatible. Once the website has been refurbished a social media campaign will be conducted to create awareness. In addition, the project will help fund the



development and production of motorcycle rider training materials for educational purposes, the materials will be given to interested parties at outreach events where contacts are made.

### *Results*

- STAR worked with vendor to create new motorcycle training website content.
- STAR developed and disseminated new motorcycle training literature and collateral for distribution at motorcycle safety events.
- STAR representatives attended eight events to promote motorcycle rider training in Idaho.

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## **Motorcycle Awareness Paid Media**

M9MA-2017-02-00 Federal (SMA1702 State)

### *Project Description*

During 2015, roughly four out of every nine motorcycle crashes (45 percent) were single vehicle crashes and 64 percent of fatal motorcycle crashes involved only a single motorcycle. *Look Twice for Motorcycles* has been used successfully as a public outreach program aimed at raising awareness about the presence of motorcycles. This project used funds for a statewide paid media campaign focused on social media marketing and traditional public service announcements to remind motorists to look twice for motorcycles in the counties with the highest prevalence of motor vehicle involved fatal motorcycle crashes.

### *Results*

- Radio spots were purchased utilizing 2015 crash data by county to ensure that adequate coverage was achieved.
- Digital media was utilized to ensure that coverage was achieved in the target demographic (adults 25-54).

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## **Motorcycle Impaired Paid Media**

M5PEM-2017-04 Federal (SID1704 State)

### *Project Description*

During 2015, 54 percent of fatal motorcycle crashes involved an impaired rider. The Right Choice - Ride Sober is a public outreach program aimed at raising awareness among motorcyclists about the danger of impaired riding through a statewide media campaign. The campaign focused on social media marketing and traditional radio that targets motorcyclists with an impaired riding message.

### *Results*

- Motorcycle impaired campaign aired statewide July 10- August 6, 2017 targeting men and women aged 25-54 years of age.
- Radio public service announcements with an impaired riding message aired statewide.
- Impaired riding social media video message aired statewide.
- Digital clicks to website post displayed the “Right Choice, Ride Sober” message and clicks were directed to Idaho STAR Program’s motorcycle safety page.





## Bicycle and Pedestrian Safety

PS-2017-01 Federal (SPSI701 State)

### C-10: Pedestrian Fatalities - 5 Year Average



#### *Problem Identification*

Crashes involving pedestrians in Idaho increased by 13 percent in 2014, the number of pedestrians killed was 14, this was the same number as the previous year. Of all the pedestrians involved in crashes 96 percent received some degree of injury. The number of bicycle crashes decreased by 11 percent in 2014, and there were 2 bicyclists killed. Of the bicyclists involved in crashes in 2014, 97 percent received some degree of injury. Only 26.9 percent of bicyclists in reported crashes were wearing a bicycle helmet, with only 23 percent of bicyclists less than 35 years old were wearing helmets.

Crashes involving pedestrians in Idaho increased by 13 percent in 2014, the number of pedestrians killed was 14, this was the same number as the previous year. Of all the pedestrians involved in crashes 96 percent received some degree of injury. The number of bicycle crashes decreased by 11 percent in 2014, and there were 2 bicyclists killed. Of the bicyclists involved in crashes in 2014, 97 percent received some degree of injury. Only 26.9 percent of bicyclists in reported crashes were wearing a bicycle helmet, with only 23 percent of bicyclists less than 35 years old were wearing helmets.

Bicyclists and pedestrians represent a small portion of the total crashes in Idaho, but they are a significant number in our Towards Zero Deaths (TZD) goal for Idaho families. The TZD goal is shared with our entire bicycle and pedestrian safety advocates across the state. The U.S. Transportation Secretary declared pedestrian and bicyclist safety as a top priority for the department, and the Governors Highway Safety Association estimates a 10 percent increase in the number of persons on foot killed in traffic crashes in 2015. Bicyclists and pedestrians are included in the Vulnerable User category along with motorcyclists and youthful drivers in the Idaho SHSP.

#### *Performance Measure*



C10 – Reduce the five-year average number of pedestrians killed by motor vehicles from 12 (2010-2014) to 11 (2012-2016).

*Outcome not achieved:* Five-year fatality rate involving a pedestrian fatalities from 12 (2010-2014) to 11 (2012-2016) = 13

C11 – Keep the five-year average number of bicyclists killed by motor vehicles from increasing (2).

*Outcome not achieved:* Five-year fatality rate involving a bicycle fatalities from increasing to 2 (2012-2016) = 3

#### *Program Administration*

One project with a budget of \$15,000.00

#### *Efforts & Activities to address Bicycle and Pedestrian Safety include:*

- Working with local advocates to promote bicycle and pedestrian safety statewide.
- Coordinating the SHSP Bicycle and Pedestrian Safety committee.
- Program manager sits on the Idaho Bicycle and Pedestrian Advisory Committee.
- Program manager provides crash data analysis and technical expertise to internal and external partners on a range of bicycle and pedestrian related topics including legislation.

## **Bicycle and Pedestrian Statewide Services**

PS-2017-01 Federal (SPS1701 State)

#### *Project Description*

This project will utilize dedicated funding to work with the OHS bicycle and pedestrian safety partners to develop and provide education, enforcement and safety equipment. Funds will be used to provide safety equipment for bicycle safety training and educational programs. Funds will also be utilized to create a training program for enforcement officers centered on bicycle and pedestrian traffic laws and engineering solutions.

#### *Results*

- OHS Program Manager worked with Transportation Planner to research Idaho's bicycle and pedestrian traffic laws, and develop a Pedestrian and Bicycle Enforcement law enforcement training program.
- Provided funds to support the purchase of bike helmets for Safe Routes to School.
- Partnered with AAA of Idaho to promote Back to School safety.
- Met with SHSP Bicycle and Pedestrian Safety partners to discuss strategies.
- Provided technical support to bicycle and pedestrian safety partners.





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## Community Projects

CP-2017-03 Federal, (SCPI703 State)

CP-2017-01 Federal, (SCPI701 State), CP-2017-02 Federal, (SCPI702 State)

### *Problem Identification*

The Community Traffic Safety Program provided a necessary link between the Idaho Office of Highway Safety (OHS) and local communities. Idaho's diverse demographics in population and local diversity as well as the size and distance between locations make it difficult to administer a centralized program. The OHS established Community Traffic Safety Projects (CTSP) under this program area to provide coverage to all 44 Idaho counties and in areas of greatest need. The CTSPs defined tasks, such as participation in NHTSA national safety campaigns. Other projects established were based on local needs. The projects required, provided and managed education and outreach activities that addressed all of the Safety Focus areas based on local data and need as established and included in the Strategic Highway Safety Plan (SHSP).

Projects must address critical safety needs by analysis of crash data as the principle basis for programs. Data analysis and problem identification was the foundation for each project and determined the structure and accuracy of the goals, activities, measures, and evaluation efforts for the duration of the project. Analysis included at least 5 years of crash, injury, and fatality data; license, registration, and conviction data; and other data from various sources. Data included in agreements identified safety problems and supported the subsequent development of goals and activities. Broad program area goals were tied to the specific countermeasures selected.

### *Performance Target*

Because this project included outreach efforts to provide a link between OHS and local communities, three performance measures were addressed.

CI- Reduce the five-year average number of fatalities from 192 (2011-2015) to 191 (2012-2016)

*Outcome not achieved:* Five-year average number of fatalities for 2012-2016 = 211

C2 – Reduce the five-year average number of serious injuries from 1303 (2011-2015) to 1263 (2012-2016)

*Outcome not achieved:* Five-year average number of serious injuries for 2012-2016 = 1,298

C3 – Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.2 to 1.17.

*Outcome not achieved:* Five-year fatality rate per 100 million AVMT = 1.28

### *Program Administration*

Three projects were managed under the Community Traffic Safety Program with a planned budget of \$140,000



### *Efforts & Activities to address traffic safety included:*

- Coordinated educational programs to address the public regarding traffic safety issues specific to their region.
- Provided training to law enforcement and partners at the annual Highway Safety Summit
- Established and funded for one Law Enforcement Liaison (LEL) for each of the six Idaho Transportation Department districts.
- Coordinated educational opportunities and provided funding for Idaho's Law Enforcement Liaisons.
- Increased law enforcement agency mobilization participation rate for each of the districts.
- Conducted a "One Team" event in several of the districts in coordination with the July 4<sup>th</sup> HVE for Impaired Driving.

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## Highway Safety Summit

CP-2017-01 Federal (SCPI70I State)

### *Project Description*

Provided a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants, and provide an educational opportunity for law enforcement, advocates, prosecutors and other partners in highway safety. The goal is to offer training and education that will touch on each SHSP focus area and each of the four E's (enforcement, education, engineering and ems).



### *Results*

- The attendance of the 2017 Highway Summit was 218 with 5 vendors which were over a 10% increase from last year's attendance.
- The summit had 5 general session presentations and 3 workshop sessions. There were 4 workshops to choose from during each session.
- Law Enforcement officers were offered POST certified credits for the workshops they attended.
- Workshops: - Traffic Enforcement to Make a Difference, Impaired Driving, Tactical Considerations for Motorcycle Enforcement and Inside the Mind of a Judge.
- General Session Presentations: Great Expectations in Traffic Safety, Always a Winner: Championship Strategies to Sustainable Success, Generational Differences: Boomers, Xers, Millennials, Pushing through: Being Pro-Active in a Post-Ferguson Environment
- Traffic Safety Awards were presented to students who participated in a Distracted Driver video challenge by the Idaho State University and through the Channel 7 Just Drive Challenge. Additional Awards were presented for Community Service (x2), Community Partnership(x1), Beyond the Traffic Crash (x3) and Beyond the Traffic Stop (x2).



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## Law Enforcement Liaison

CP-2017-02 Federal (SCPI702 State)

### *Project Description*

Provide federal funding to one law enforcement agency from each Idaho Transportation District for a Law Enforcement Liaison (LEL) representative to create a network of Law Enforcement Liaisons (LELs) to promote NHTSA priority programs and provide ongoing technical assistance at the community level. The LEL program also promotes the number of law enforcement agencies that participate in the statewide traffic enforcement mobilizations as well as maintain law enforcement agency relationships and facilitates the development and promotion of highway safety programs and officers in Idaho.

Their tasks include providing technical assistance to the impaired driving task forces, relay proper case law regarding various aspects of impaired driving, and to act as an extension of the OHS for our law enforcement partners. The LEL's also provide training and technical assistance to law enforcement agencies, assist in the selection of enforcement areas and municipal police departments, coordinate multi-jurisdictional enforcement efforts, monitor the performance of police during enforcement campaigns, and prepare reports as necessary.

Number of Agencies who Participated in HVE Mobilizations				
Year	Sheriff's	Police	State Police	Total
2017	44	27	6	77
2016	27	43	6	76
2015	28	38	6	66
2014	24	47	6	71
2013	32	45	6	77

### *Results*

- The six LEL's visited the law enforcement jurisdictions within their respective districts for a total of over 225 visits
- LEL's assisted with the coordination of, and attended onsite training of grantees regarding changes to the grant tracking software.
- There was a slight increase in the number of agencies that participated in the traffic enforcement mobilizations.
- The LEL's were kept busy this year due to the fact that we changed a few of the grant programs for the Law Enforcement. LE agencies were required to apply for a mini-grant if they wanted to participate in nonscheduled mobilization or to receive equipment. The change required training and additional visit by the LEL's.
- All six of the LEL's attended the annual Lifesavers conference in North Carolina.





- The LEL's are very instrumental in recruiting agencies to attend the annual Highway Safety Summit. The LEL's also reach out to trainers, speakers and vendors for the Summit.



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### **Idaho Highway Safety Coalition** CP-2017-03 Federal (SCPI703 State)

#### *Project Description*

Sustain a coalition to organize and generate support for the behavioral focus areas as established by the SHSP. Include agencies and organizations that are representative of the state's demographic composition. Provide educational programs to schools and local employers; partnering with local organizations to address identified safety focus areas; assisting enforcement agencies to target local problems based on crash data; provide outreach and education on a variety of traffic safety issues to local counties, cities and jurisdictions

#### *Results*

- Invited to the Idaho Association of Cities to present an Idaho highway safety message to the mayors. We also developed and coordinated a workshop for Idaho Mayoral Youth Council students. The youth conducted a road safety audit as part of the workshop.
- For ½ of the year we maintained the Idaho Highway Safety Coalition website. Activity was low so all information is now included on the ITD website and the IHSC website was deleted.
- Worked with Matthew Elliott as a coalition member, to prepare and give presentations before and after the races at Meridian Speedway as well as for the presentations to youth at Middleton grade school, and Boy Scout troops throughout the valley.
- Quick Notes newsletter distributed to over 2500 on a monthly basis keeping the IHSC members and state highway safety partners informed on the data, training, and current events for highway safety.



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## Traffic Records and Roadway Safety

TS-2017-01 Federal, (STR1701 State)  
M3DA-2017-01 Federal, (SKDI701 State)

### *Problem Identification*

The number of Idaho crashes increased by 8.5 percent, from 22,134 in 2014, to 24,018 in 2015. Fatalities from the crashes increased 16 percent, from 186 in 2014, to 216 in 2015. That has changed in 2016 with preliminary numbers at 253 fatalities.

A comprehensive traffic safety program for Toward Zero Deaths is based upon efficient and accurate record systems. The Office of Highway Safety process identifies highway safety problems, develops measures to address the problem, implements the measures, and evaluates the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools by 1) maintaining and enhancing the crash collection from law enforcement through IMPACT (eIMPACT); 2) maintaining and enhancing the WebCARS analysis software; 3) responding to user requests for changes within the eIMPACT and WebCARS software; 4) maintaining and enhancing high crash locations, crash causation and roadway characteristics; 5) identifying safety corridors with data-driven support for infrastructure safety improvements on Idaho roadways; and 6) addressing recommendations noted in the latest Traffic Records Assessment, and the TRCC created Idaho Traffic Record Systems Strategic Plan (ITRSSP), to improve data in the traffic record systems for timeliness, completeness, accuracy, accessibility, uniformity and integration.

### *Performance Target*

Performance measures and targets are annually updated in the ITRSSP by the Traffic Records Coordinating Committee. The funding and data improvement for accuracy, timeliness and completeness measures are focused on implementing a statewide electronic field reporting system for citations, and creating a data warehouse for the traffic records system users.

### *Program Administration* (number of projects, with total planned budget)

Six projects were managed under the Traffic Records and Roadway Safety Program with a planned budget of \$2,786,000.

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## Traffic Records eIMPACT

TS-2017-01 Federal (STR1701 State)

### *Project Description*

Collect and maintain the crash data that is electronically transmitted by Idaho law enforcement through the eIMPACT application to allow comprehensive, accurate and effective evaluation for data-driven decisions in establishing statewide targets for projects.

### *Results*

- Conducted 2 eIMPACT law enforcement trainings



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## **Roadway Safety WebCARS**

RS-2017-01 Federal (SRSI70I State)

### *Project Description*

Maintain the crash analysis tool WebCARS, and supported through the Roadway Safety program. Agencies utilizing the tool include the 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.

### *Results*

- 210 agencies utilizing system.
- Conducted 2 WebCars training sessions.

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## **TRCC Statewide Services**

M3DA-2017-01 Federal (SKDI70I State)

### *Project Description*

Funding will provide updates for making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record 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 2016 Traffic Records (TR) Assessment.

### *Results*

- Three meetings were held throughout the year, which included updating the ITRSSP (Idaho Traffic Records Strategic Safety Plan).

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## **Statewide eCitation**

K9-2017-02 Federal (SK9I702 State); M3DA-2017-02 Federal, (SKDI702 State)

### *Project Description*

Update priorities for making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record 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 2016 Traffic Records (TR) assessment.



### *Results*

- Although there was not any monetary activity for this project, OHS worked diligently to find a strong partner in another state agency to work together, to make this statewide eCitation project a reality.

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## **Traffic Record Systems Data Warehouse**

K9-2017-03 Federal (SK91703 State); M3DA-2017-03 Federal, (SKDI703 State)

### *Project Description*

Install the state of the art LC/MS/MS to reduce time to prepare and analyze.

### *Results*

- The Traffic Records Coordinating committee voted to not pursue this project anymore, and so it was taken off the list. Therefore, the data warehouse project did not have any activity and will not be part of the FFY 2018 HSP.

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## **All Roads Network of Linearly Referenced Data (ARNOLD)**

M3DA-2017-04 Federal, (SKDI704 State)

### *Project Description*

Document all public roads currently referenceable with a standardized, public Linear Reference System (LRS).

### *Results*

- There was no activity on this project in 2017, but is still on the list of projects that the TRCC is interested in as we move to 100% standardized, public LRS locations.



## 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.

### FFY 2017 HVE Mobilization Schedule

FFY 2017 HVE Mobilization Schedule	
Impaired Driving Mobilizations	
December/January (Drive Sober or Get Pulled Over)	Dec. 18, 2016 - Jan. 3, 2017
March (St. Patrick's Day)	March 10-20, 2017
4th of July	June 24-July 6, 2017
Labor Day (Drive Sober or Get Pulled Over)	Aug. 18 - Sept. 3, 2017
Seat Belt Mobilizations	
November (Thanksgiving, Buckle up America)	Nov. 17 - 27, 2016
May (Click it or Ticket)	May 22 - June 4, 2017
Aggressive/Distracted Driving	
I00 to Zero	June 15 - 25, 2017
I00 to Zero	July 14 - 24, 2017
I00 to Zero	Aug. 11 - 21, 2017



**FFY 2017 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY**  
 Total Agency Results During Traffic Enforcement Mobilization Periods

	Seat Belt(Nov)	Impaired(DEC)	Impaired(MAR)	Seat Belt(MAY)	Impaired(JUN)	Impaired(AUG)	100 Deadliest Days(JUN)	100 Deadliest Days(JUL)	Under Age(Aug/Sept)
# Participating Agencies	46	51	50	57	50	50	38	42	19
Total Contacts	10,120	11,307	8,555	15,968	10,115	18,027	10,053	9,757	5,052
DUI - Alcohol	81	144	191	149	132	232	153	113	55
DUI - Drugs	25	24	19	22	23	24	26	12	7
DUI - Both	12	6	6	8	10	9	10	8	2
Under Age Alcohol Citations	19	46	48	39	33	47	42	32	41
SeatBelt Citations	1,072	82	272	1,872	170	304	573	297	36
Child Safety Seat Citations	21	5	11	40	12	10	17	24	7
Felony Arrests	104	160	121	172	80	222	117	96	22
Recovered Stolen Vehicles	10	21	6	12	5	13	5	16	2
Fugitives Apprehended	117	146	133	186	94	277	141	157	38
Suspended Licenses	158	262	238	328	166	355	253	228	73
Uninsured Motorist	812	748	706	1,262	577	1,175	788	775	231
Speeding Citations	1,257	647	1,206	2,082	1,084	2,050	2,090	1,669	594
Reckless Driving Citations	13	18	19	49	20	23	30	26	8
Texting/Distracted Citations	28	5	43	56	22	40	50	34	4
Other	679	1,081	943	1,088	785	1,248	754	877	369

**FFY 2017 TRAFFIC ENFORCEMENT MOBILIZATION ARREST/CITATION SUMMARY**  
 Total Dedicated Officer Results During Traffic Enforcement Mobilization Periods

	Seat Belt(Nov)	Impaired(DEC)	Impaired(MAR)	Seat Belt(MAY)	Impaired(JUN)	Impaired(AUG)	100 Deadliest Days(JUN)	100 Deadliest Days(JUL)	Under Age(Aug/Sept)
# Participating Agencies	46	51	50	57	50	50	38	42	19
Total Contacts	4,220	3,226	3,314	5,918	2,686	4,343	3,985	5,659	1,834
DUI - Alcohol	9	71	56	6	43	76	22	28	8
DUI - Drugs	3	4	7	6	2	10	8	6	6
DUI - Both	1	1	3	5	0	3	1	0	0
Under Age Alcohol Citations	1	3	14	1	8	4	12	3	34
SeatBelt Citations	1,016	28	31	1,666	67	89	380	447	12
Child Safety Seat Citations	19	0	4	21	3	6	6	17	5
Felony Arrests	18	25	16	11	3	24	5	13	4
Recovered Stolen Vehicles	2	2	0	1	0	0	0	0	0
Fugitives Apprehended	26	28	22	38	23	45	14	26	11
Suspended Licenses	56	73	57	96	40	76	60	67	14
Uninsured Motorist	423	222	215	617	175	278	289	450	60
Speeding Citations	686	185	327	951	293	500	1,210	1,847	155
Reckless Driving Citations	4	2	2	5	5	7	6	7	1
Texting/Distracted Citations	11	0	4	14	5	4	15	37	0
Other	296	318	370	497	284	324	359	461	85



## Mini-Grant Summary

PT-2017-02-00-00 Federal (SPTI702 State)

DD-2017-02-00-00 Federal (SDDI702 State)

I6AL-2017-01 Federal (I6AI701)

Between 2011 to 2015, Aggressive Driving, Distracted Driving and Impaired Driving were the top three contributing factors in all fatal and serious injury crashes. Lack of seatbelt use continues to be a significant contribution in all fatal crashes, with almost 60 percent of the people killed during that time period were unrestrained. The time of year with the most fatal and serious injury crashes is July to September, between the hours of 3.00pm to 6.00pm.

The goal of the mini-grants project is to align with the SHSP and to eliminate deaths, serious injuries and economic loss. Agencies taking part in the mini-grant traffic enforcement apply for funding based on data driven problem identification as determined by the law enforcement jurisdictions during periods that are outside of the national mobilization schedules. Funding is also utilized to support law enforcement equipment through the problem identification process. Funding for the mini-grants are allocated from the aggressive driving, distracted driving and impaired driving programs, which are used by agencies throughout the state using demographic, traffic safety data, and agency past performance.

### *Performance Targets*

**C6** – Reduce the five-year average number of fatalities resulting from crashes involving speeding from 54 (2010-2014) to 52 (2012-2016).

Outcome *achieved*: Five-year fatality rate involving a speeding related fatalities from 53 (2010-2014) to 52 (2012-2016) = 52

**II** – Reduce the five-year average number of fatalities resulting from distracted driving from 45 (2010-2014) to 42 (2012-2016).

Outcome *not achieved*: Five-year fatality rate involving distracted driving related fatalities from 45 (2010-2014) to 42 (2012-2016) = 48

**C4** – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 76 (2010-2014) to 74 (2012-2016).

### *Outcome not achieved*

Unrestrained occupant fatalities 5-year average increased to 89 and exceeded the 5-year average goal of 74 fatalities.

**C5** – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 57 (2010-2014) to 55 (2012-2016).

Outcome *not achieved*: Five-year fatality rate involving a driver with a BAC greater than or equal to 0.08 from 57 (2010-2014) to 55 (2012-2016) = 62

**BI** – Increase the yearly observed seat belt use rate from 80.2% (2014) to 82.2% (2016).

### *Outcome achieved and exceeded*



Idaho increased overall seat belt use in 2016. 2016 observed seat belt use rate was 82.9% and higher than the 2016 goal of 82.2%.

*Program Administration*

The mini-grants were comprised of 22 projects, for a total of \$94,303 from Distracted Driving, \$21,913 from Aggressive Driving and \$28,348 from Impaired Driving.

AGENCY	PROJECT	FUNDING	DATE	OVER TIME	DUI/ DRUG	SEATBELT	SPEE D	TEXTIN G	MEDIA	CONTACTS	EQUIPMENT
Moscow PD	SDD1702	\$7,954	4/17 4/24	130	1	22	6	12	Yes	262	
Boise PD	SDD1702	\$28,745	3/6-28	448	1	263	591	34	Yes	1083	
Bingham CSO	SDD1702	\$3,895	8/21-22	108			34			159	
Madison CSO	SDD1702	\$7,779	8/16-25	145	1/1		3			289	
Jefferson CSO	SDD1702	\$6,605	8/18-21	199		5	7			116	
Rexburg PD	SDD1702	\$13,602	8/18-21	291		1	7			201	
Valley CSO	SDD1702	\$4,870	8/17-22	119	2	3	30				
Boise PD	SDD1702	\$19,324	8/14-9/1	295		129	502	84	Yes	819	
Ucon PD	SDD1702	\$1,529	8/17-22	40		2	4				
Subtotal	Distracted	\$94,303			6	423	1180	130		2929	
Idaho State Police	S641701	\$9,078	5/17 - 8/17	200.3	22	6	18		Yes	232	
Nampa PD	S641701	\$2,000	7/17 - 8/17	38	3		1		Yes	19	
Gem County Sheriff	S641701	\$3,173	8/18 - 21	85.3	1			2	Yes	17	
Meridian PD	NA	NA	7/21	NA	8				Yes	74	
McCall PD	S641701	\$2,876	1/17 -2/17	62.9	2		1		Yes	78	
Bingham CSO	S641701	\$5,000	8/4 -5	140	4	3	29		Yes	217	
Bingham CSO	S641701	\$3,971	9/6-9	120	3	5	33		Yes	127	
Clark CSO	S641701	\$2,250	8/19-23	81.92	1		23			92	
Subtotal	Impaired	\$28,348			44	15	91	2		856	
<b>TOTAL</b>		<b>\$122,651</b>			<b>50</b>	<b>437</b>	<b>1,281</b>	<b>132</b>		<b>3,785</b>	
Heyburn PD	SPT1706	\$1,047									Lidar
Meridian PD	SPT1706	\$13,905									Radar/Laser
McCall PD	SPT1706	\$5,200									In-Car Video Radar/Laser
Coeur d'Alene PD	SPT1706	\$1,761									Breathalyzers
Subtotal	Aggressive	\$21,913									
Jerome CSO	V129710	\$14,475									In-Car video
Coeur d'Alene Tribal Police	V149170	\$5,999									
Total	Equipment	\$42,387									





## COMMUNICATIONS and MEDIA

PM-2017-01 Federal (SPMI701 State)

### *Problem Identification*

A majority of the communications are initiated by the Office of Highway Safety in conjunction with the traffic mobilizations using the proven NHTSA timeline formula as executed through NHTSA's Traffic Safety Marketing. All press releases promoting enforcement activities, highway safety awareness, and community events go through the Idaho Transportation Department (ITD) communications department. The OHS also initiates and coordinates PSA recordings, interview opportunities, and press conferences. The OHS maintains a Twitter, Facebook, and Instagram account. The ITD maintains a YouTube channel that includes numerous traffic safety videos and our media buy videos.

The media buys are handled through a contract with the media firm Davies Moore. Paid media campaigns are coordinated and implemented by the OHS program managers for the programs for which they manage. The program managers ensure that each campaign has a consistent "brand identity" in all messaging. Media buys are conducted to complement Federal efforts due to budget restraints limiting the number of buys possible throughout the year. Our press releases, electronic messaging and talking points/interviews use the NHTSA enforcement messaging however all designs, slogans and public service announcements used must be approved by the ITD's communications department.

### *Performance Targets*

C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, I-1, I-2

### *Program Administration*

6 programs (Impaired, Occupant Protection, Distracted Driving, Aggressive Driving, Motorcycle, Bicycle & Pedestrian) were managed with a planned budget of \$394,000

### *Efforts and Activities included:*

- Purchasing media for the following campaigns: Impaired Driving, Occupant Protection, Distracted Driving, Aggressive Driving, Motorcycle and Bicycle Pedestrian programs.
- Purchasing on-line advertising, radio, and lifestyle advertising at convenience stores/gas stations, and targeting male drivers age 21 to 34 demographic, which has been identified through the Idaho's crash data as major contributors to the number of DUI's and unbelted fatality problem.
- ITD Communications office working with OHS program managers to prepare a Safety Communications Plan for FFY 2017 to aid grantees and partners in establishing earned media plans throughout the fiscal year.



## Paid Media

PM-2017-01 Federal (SPMI701 State)

### *Project Description*

Funding for paid media purchases and media development for target audiences, to raise awareness and change behavior in an effort to reduce death, injuries and economic losses in traffic crashes as determined by the SHSP. Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods. Message recognition and penetration will be measured through the annual public opinion survey and media buy demographic reports.

OHS contracted with Marking Media Group LLC (Davies Moore) for its media buys and limited production services. Most of the production services are prepared and produced in house at the ITD through the communications department. OHS used four primary forms of media to communicate safety messages: outdoor (billboard), radio, television/cable, and social media (Facebook, Twitter and Instagram). In addition to Davies Moore posting messages on OHS's Facebook and Instagram account, ITD Communications also posted safety messages and PSAs on ITD's Facebook, Twitter accounts, You Tube account, as well as on ITD's Transporter (internal) and general public websites.

## Paid Media Financial Summary PM-2017

Focus Area	Section 402		Section 405		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving	\$70,000	\$89,760	\$400,000	\$309,436	\$470,000	\$399,196
Impaired Motorcycle			\$50,000	\$49,970	\$50,000	\$49,970
Aggressive Driving	\$90,000	\$0			\$90,000	\$0
Occupant Protection	\$89,000	\$89,000	\$246,403	\$99,986	\$335,403	\$188,986
Child Passenger Safety			\$50,000	\$50,000	\$50,000	\$50,000
Motorcycle Awareness		\$225	\$33,000	\$54,877	\$33,000	\$54,877
Distracted Driving	\$70,000	\$73,745			\$70,000	\$73,745
Bicycle & Pedestrian	\$20,000	\$0			\$20,000	\$0
Media Poll/ Survey	\$30,000	\$12,350			\$30,000	\$12,350
<b>Total Paid Advertising</b>					<b>\$1,148,403</b>	<b>\$829,124</b>

### *Results*

- 402 funding utilized for three project media campaigns, Occupant Protection, Motorcycle Impaired and Distracted Driving.
- Radio, TV, social media and billboard media utilized for Distracted Driving April Campaign.
- Radio and social media utilized for Motorcycle Impaired July-Aug Campaign.
- Social and TV media utilized for KTVB Just Drive Campaign.
- Radio, TV, social media, and billboard media utilized for November Seat Belt Mobilization Campaign.
- Public Announcement messages for Impaired, Occupant Protection, Distracted and Aggressive Driving projects utilized during Chukkars Baseball 2017 season.



PROGRAM	CAMPAIGN	MEDIA CHANNEL	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COST
Communications	Winter Safe Driving	Radio	1/23/17-3/5/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	8.40	61.45%	1,004	1,043	\$17,621.08
		Online (Facebook)	1/23/17-3/30/17	Statewide	8.18	217,572	1,777,151	0	\$3,466.37
		Online (YouTube)	1/23/17-3/30/17	Statewide	1.2	162,841	41,870	0	\$2,999.99
Distracted Drivers	Just Drive Campaign	Television/Cable	2/13/17-3/12/17	Southern Idaho, Twin Falls	3.70	24.15%	89	235	\$11,400.00
		Online (KTVE)	2/13/17-3/12/17	Statewide	N/A	N/A	1,935,303	600,000	\$11,310.00
	April Distracted Driving Month	Radio	4/10/17-4/23/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.40	63.30%	635	636	\$10,574.45
		Television/Cable	4/10/17-4/23/17	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	2.20	37.38%	905	1,372	\$23,501.10
		Outdoor (Tow Trucks)	4/20/17-4/22/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho	N/A	N/A	N/A	N/A	\$2,682.36
		Online (Centro)	4/1/17-4/30/17	Statewide	2	983,437	1,966,874	1,955,422	\$8,665.88
Highway Safety	Learfield Sponsorship	2016-2017 Season	9/26/16-10/30/16 (Contract Signed)	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	N/A	N/A	N/A	N/A	\$220,456.46
		2017-2018 Season	5/1/17-5/28/17 (Contract Signed)	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	N/A	N/A	N/A	N/A	\$227,050.60
	Work Zone Safety	Television/Cable	4/3/17-4/9/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	2.60	55.78%	431	560	\$29,125.28
	Northern Utah Construction	Outdoor (Saunders)	6/19/17-10/18/17	Statewide	N/A	N/A	N/A	N/A	\$28,611.84
December Impaired	Radio	12/12/16-2/25/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	12.47	77.78%	1,784	1,872	\$37,883.15	
	Television/Cable (KNIN Sponsorship)	12/19/16-1/1/17	Southern Idaho	4.50	10.60%	100	100	\$1,900.00	
	Television/Cable (KM/MT Sponsorship)	12/26/16-12/31/16	Twin Falls	3.50	36.40%	103	285	\$950.00	
	Outdoor (All Over Media)	12/5/16-1/5/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	N/A	N/A	8,887,050	N/A	\$29,170.67	
	Online (Centro)	12/5/16-1/5/17	Statewide	1.68	778,642	1,308,119	1,116,086	\$25,583.45	



Impaired Drivers	St. Patrick's Day	Radio	3/6/17-3/19/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	12.10	74.98%	1,498	1,530	\$25,059.10
		Television/Cable	3/6/17-4/9/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.00	52.48%	662	1,050	\$51,141.34
		Outdoor (Tow Trucks)	3/16/17-3/25/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho	N/A	N/A	N/A	N/A	\$3,353.00
		Online (Centro)	3/10/17-3/20/17	Statewide	2	321,796	643,593	569,281	\$15,217.40
	June/July	Online (Centro)	6/19/17 - 7/6/17	Statewide	2	231,738	463,476	555,271	\$18,423.54
	Labor Day	Radio	8/21/17-10/29/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	11.30	71.98%	546	628	\$19,451.25
		Television/Cable	8/28/17-10/29/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	2.20	28.38%	148	222	\$26,227.60
		Boise Hawks Sponsorship	8/1/17-8/31/17	Southern Idaho	N/A	17.37%	N/A	N/A	\$14,250.04
		Chuckars Sponsorship	8/1/17-8/31/17	Eastern Idaho	N/A	5.87%	N/A	N/A	\$8,605.91
		Outdoor (Tow Trucks)	8/31/17-9/2/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho	N/A	N/A	N/A	N/A	\$2,682.36
		Online (Centro)	8/22/17-9/24/17	Statewide	2	594,357	1,188,714	1,134,339	\$15,352.87
	Motorcycle	May Motorcycle	Radio	5/1/17-6/25/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	18.80	72.25%	2,328	2,337
Online (Centro)			5/1/17-6/25/17	Statewide	2	409,016	817,944	0	\$8,188.02
Motorcycle Impaired		Radio	7/10-9/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	18.4	68.90%	2,029	2,062	\$41,792.39
		Online (Centro)	7/10/17-8/5/17	Statewide	2	141,400	242,765	0	\$8,178.54
Safety Restraints	November Seat Belt	Radio	11/14/16-11/27/16	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.20	56.20%	896	910	\$16,982.20
		Television/Cable	11/14/16-11/27/16	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.10	30.00%	278	348	\$26,739.65
		Outdoor (Lamar)	11/1/16-12/11/16	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	8.40	72.02%	N/A	N/A	\$20,805.06
		Online Centro	11/1/16-11/30/16	Statewide	2	106,873	2,137,478	1,943,551	\$30,705.37
	May Seat Belt	Radio	5/22/17-7/30/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	21.10	86.90%	3,739	3,757	\$61,133.45
		Outdoor	5/15/17-6/11/17	Southern Idaho, Eastern Idaho, Twin Falls, Lewiston/Moscow	7.12	63.91%	N/A	N/A	\$20,548.56
		Online Centro	5/22/17-6/4/2017	Statewide	2	919,217	861,475	525,720	\$15,352.95
	Child Passenger Safety Week	Radio	9/18/17-10/08/17	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.40	75.85%	794	773	\$16,254.50
		Outdoor (Lamar)	9/4/17-10/1/17	Statewide	7.12	63.85%	N/A	N/A	\$21,299.06
		Online Centro	9/4/17-10/1/17	Statewide	2	662,645	1,325,290	1,260,339	\$18,423.54
<b>Total Media Costs</b>									<b>\$1,245,905.98</b>



## Public Opinion Poll/Media

PM-2017-02 Federal (SPMI702 State)

### *Project Description*

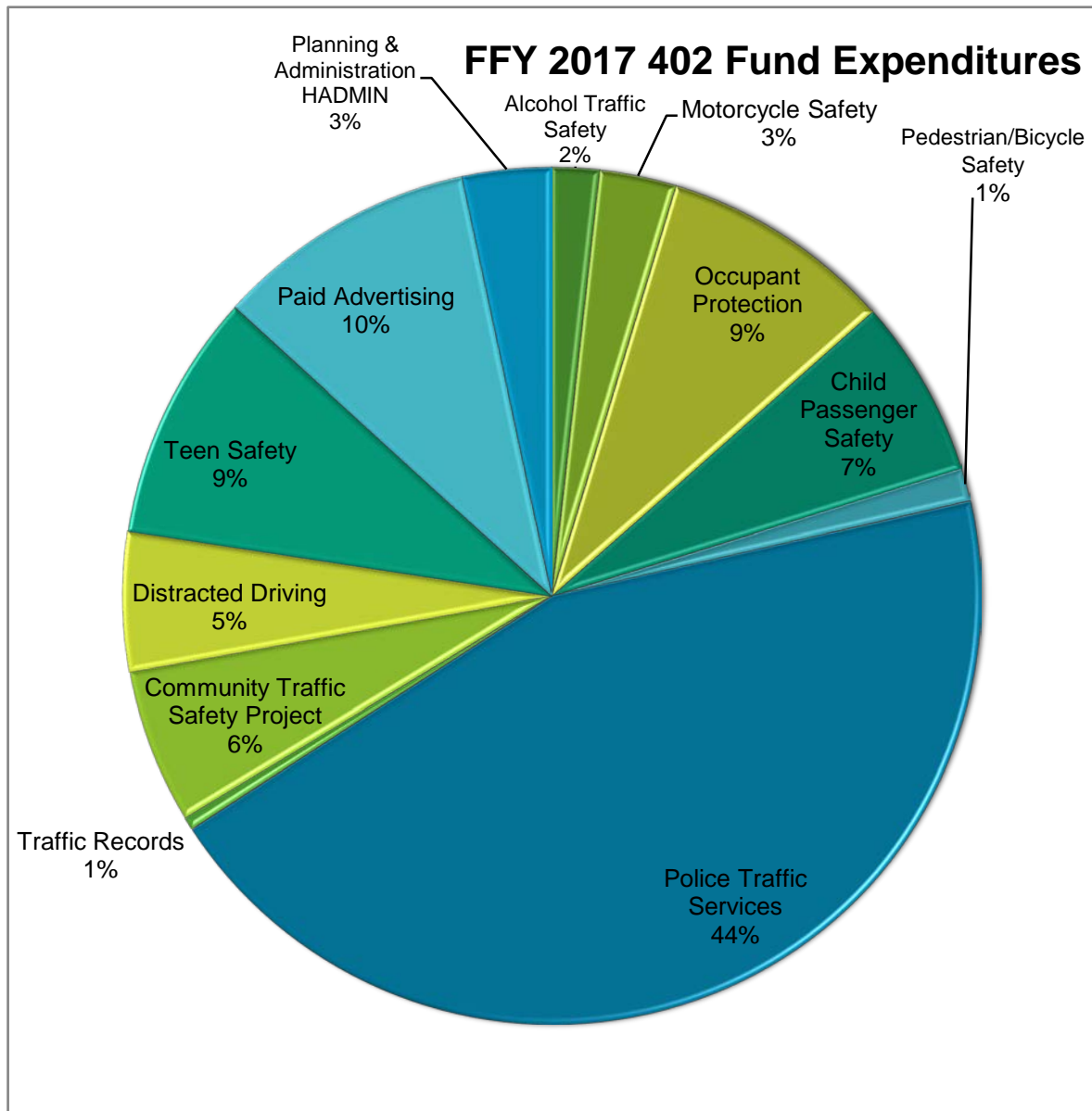
Funding provides contractor technical fees and services to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations regarding valuable information about driving behavior in the State of Idaho. The information gathered is utilized in raising awareness and effecting behavioral changes to eliminate death and serious injuries in traffic crashes.

### *Results*

- 77.3% of Idaho drivers report that they “always” wear a seat belt when driving or riding in a vehicle.
- 53.7% would either “probably” or “definitely” support legislation allowing police to ticket individuals for not wearing a seat belt.
- The most common inappropriate teen driving behavior observed by drivers was “Talking on a cell phone” (42.6%).
- 67.2% 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.
- 65.9% of Idaho drivers believe it is “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child.
- 460 respondents (97.9%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws; 291 (62.1%) drivers would support roadblocks to check for drivers who had been drinking.
- 395 (84.2%) Idaho drivers feel “somewhat safe” or “very safe” on Idaho’s roads and highways. 393 drivers feel Idaho’s laws and regulations regarding driving behaviors contribute to safer highways a “great deal” (27.3%), or “somewhat” (56.4%).
- 180 (38.3%) respondents reported to have “never” driven within two hours of drinking alcoholic beverages. 38.9% of respondents felt that “many” Idaho adults have driven within two hours of drinking alcoholic beverages, while only 3.8% reported to have done so.
- 264 drivers (56.5%) reported “never” or “rarely” driving distracted, while 298 (63.6%) said in the past 30 days they have “never” or “rarely” been a passenger in a car being driven by someone who was distracted.



## Financial Summary





**FFY 2017 Highway Safety Plan Cost Summary**

Budget and Actuals

Federal Project No.	NHTSA Project No.	Major Program	Description	Budget	Expended
AL-2017-01	SAL1701	H40217	Impaired Statewide Services	\$ 33,000.00	\$ 14,422.52
AL-2017-AL	S0017AL	H40217	Impaired Program Area Mgmt.	\$ 27,000.00	\$ 19,417.91
CP-2017-01	SCP1701	H40217	Highway Safety Summit	\$ 50,000.00	\$ 25,503.00
CP-2017-02	SCP1702	H40217	Law Enforcement Liaisons	\$ 60,000.00	\$ 49,142.87
CP-2017-03	SCP1703	H40217	Coalition	\$ 30,000.00	\$ 3,553.24
CP-2017-CP	S0017CP	H40217	CP Program Area Mgmt.	\$ 47,000.00	\$ 32,423.03
CR-2017-01	SCR1701	H40217	Training, Ed. Materials & Travel	\$ 50,000.00	\$ 72,046.33
CR-2017-0L	SCR170L	H40217	CPS Centralized Leadership	\$ 50,000.00	\$ 45,919.43
CR-2017-CR	S0017CR	H40217	CR Program Area Mgmt.	\$ 18,000.00	\$ 10,061.73
DD-2017-01	SDD1701	H40217	Training, Ed. Materials & Travel	\$ 35,000.00	\$ 5,137.53
DD-2017-02	SDD1702	H40217	Districted Driving Traffic Enforcement	\$ 100,000.00	\$ 82,828.00
DD-2017-DD	S0017DD	H40217	DD Program Area Mgmt.	\$ 19,000.00	\$ 12,015.62
EM-2017-01	SEM1701	H40217	EMS Training	\$ 30,000.00	\$ -
EM-2017-EM	S0017EM	H40217	EMS Program Area Mgmt.	\$ 10,000.00	\$ -
MC-2017-01	SMC1701	H40217	Training, Ed. Materials & Travel	\$ 100,000.00	\$ 37,363.43
MC-2017-02	SMC1702	H40217	Communication Project	\$ 16,000.00	\$ 6,748.00
MC-2017-MC	S0017MC	H40217	MC Program Area Mgmt.	\$ 16,000.00	\$ 10,998.30
OP-2017-01	SSB1701	H40217	Training, Ed. Materials & Travel	\$ 5,000.00	\$ 362.68
OP-2017-EA	SSB17EA	H40217	Nov. Seatbelt Enforcement	\$ 45,000.00	\$ 45,000.00
OP-2017-EB	SSB17EB	H40217	May CIOT	\$ 100,000.00	\$ 104,683.00
OP-2017-SB	S0017SB	H40217	OP Program Area Mgmt.	\$ 29,000.00	\$ 16,506.50
PM-2017-01	SPM1701	H40217	Paid Media	\$ 394,000.00	\$ 162,962.56
PM-2017-02	SPM1702	H40217	Public Opinion Poll	\$ 30,000.00	\$ 24,700.00
PS-2017-01	SPS1701	H40217	Training, Ed. Materials & Travel	\$ 15,000.00	\$ 14,000.00
PS-2017-PS	S0017PS	H40217	PS Program Area Mgmt.	\$ 14,000.00	\$ 9,510.97
PT-2017-01	SPT1701	H40217	Aggressive Statewide Services	\$ 35,000.00	\$ 2,542.43
PT-2017-02	SPT1702	H40217	100 Deadliest Day	\$ 260,000.00	\$ 244,887.00
PT-2017-03	SPT1703	H40217	Meridian PD STEP Year 2	\$ 56,000.00	\$ 56,000.00
PT-2017-04	SPT1704	H40217	Lewiston PD STEP Year 2	\$ 75,000.00	\$ 43,495.00
PT-2017-05	SPT1705	H40217	Coeur d'Alene PD STEP Year 2	\$ 96,000.00	\$ 52,052.27
PT-2017-06	SPT1706	H40217	Law Enforcement Equipment Program	\$ 200,000.00	\$ 21,913.00
PT-2017-07	SPT1707	H40217	Twin Falls Traffic Enforcement Grant	\$ 10,500.00	\$ 7,332.83
PT-2017-09	SPT1709	H40217	Idaho State Police Traffic Enforcement	\$ 300,000.00	\$ 397,189.71
PT-2017-PT	S0017PT	H40217	PT Program Area Mgmt.	\$ 40,000.00	\$ 17,337.16
RS-2017-01	SRS1701	H40217	Roadway Safety - WebCARS	\$ 42,000.00	\$ 41.89
TS-2017-01	STR1701	H40217	Traffic Records - TRCC Statewide Services	\$ 50,000.00	\$ -
TS-2017-TR	S0017TR	H40217	TR Program Area Mgmt.	\$ 30,000.00	\$ 9,304.76
TSP-2017-02	SYD1702	H40217	Alive at 25	\$ 80,000.00	\$ 46,368.83



TSP-2017-03	SYD1703	H40217	Children & Parent Resource Group Pilot Project	\$ 110,000.00	\$ 94,000.00
TSP-2017-04	SYD1704	H40217	Teen Driver Website	\$ 15,000.00	\$ 5,297.66
TSP-2017-YD	S0017YD	H40217	YD Program Area Mgmt.	\$ 39,000.00	\$ 31,641.47
PA-2017-PA	S0017PA	HADMIN	Planning & Administration	\$ 145,000.00	\$ 63,522.35
<b>Total 402 Funding</b>				<b>\$ 2,906,500.00</b>	<b>\$ 1,898,233.01</b>
M2CPS-2017-2L	SOP172L	H05B17	CPS Centralized Leadership	\$ 75,000.00	\$ 52,222.40
M2CSS-2017-CR	SOP172R	H05B17	Child Restraints	\$ 16,900.00	\$ 13,445.30
M2HVE-2017-EA	SOP172A	H05B17	Nov. Seatbelt Enforcement	\$ 30,000.00	\$ 50,005.00
M2HVE-2017-SB	S1799OP	H05B17	405b Program Area Mgmt.	\$ 45,000.00	\$ 26,677.63
M2OP-2017-2S	SOP172S	H05B17	Occupant Protection Surveys	\$ 50,000.00	\$ 21,452.29
M2PE-2017-PM	SOP172P	H05B17	405b Paid Media	\$ 150,000.00	\$ 149,985.56
M2TR-2017-TR	SOP172T	H05B17	Training, Ed. Materials & Travel	\$ 55,000.00	\$ 39,814.19
M3DA-2017-01	SKD1701	H05C17	Traffic Records - TRCC Statewide Services	\$ 600,000.00	\$ -
K9-2017-03	SKD1703	H05C17	Data Warehouse	\$ 250,000.00	\$ -
M3DA-2017-04	SKD1704	H05C17	ARNOLD (All Roads Network of Linearly Referenced Data)	\$ 105,000.00	\$ -
M5CS-2017-02	SID1702	H05D17	Traffic Safety Resource Prosecutor (TSRP)	\$ 265,000.00	\$ 199,963.35
M5HVE-2017-EB	SID17EB	H05D17	Dec./Jan. HVE	\$ 100,000.00	\$ 108,567.00
M5HVE-2017-EC	SID17EC	H05D17	Mar. HVE	\$ 100,000.00	\$ 99,085.00
M5HVE-2017-ED	SID17ED	H05D17	Aug./Sept. HVE	\$ 100,000.00	\$ 67,094.00
M5HVE-2017-EE	SID17EE	H05D17	100 Deadliest Days HVE	\$ 100,000.00	\$ 133,125.00
M5HVE-2017-ID	S1799ID	H05D17	405d Program Area Mgmt.	\$ 60,000.00	\$ 36,562.40
M5OT-2017-05	SID1705	H05D17	MADD	\$ 21,900.00	\$ 7,200.00
M5OT-2017-06	SID1706	H05D17	Meridian Police Impaired STEP	\$ 41,000.00	\$ 41,000.00
M5OT-2017-21	SID1721	H05D17	Underage Drinking Enforcement	\$ 30,000.00	\$ 48,276.00
M5PEM-2017-04	SID1704	H05D17	Impaired Motorcycle	\$ 50,000.00	\$ 50,000.00
M5PEM-2017-PM	SID17PM	H05D17	Paid Media	\$ 400,000.00	\$ 309,436.30
M5IDC-2017-03	SID1703	H05D17	State Impaired Driving Coordinator (SIDC)	\$ 236,000.00	\$ 262,990.29
M5TR-2017-22	SID1722	H05D17	DUI Enforcement Equipment	\$ 150,000.00	\$ 134,875.00
M9MA-2017-02	SMA1702	H05F17	405f Paid Media Motorcycle	\$ 33,000.00	\$ 54,877.02
<b>Total 405 Funding</b>				<b>\$ 3,063,800.00</b>	<b>\$ 1,906,653.73</b>
K9-2017-02	SK91702	H40817	eCitation Statewide	\$ 1,050,000.00	\$ -
K9-2017-03	SK91703	H40817	Data Warehouse	\$ 249,000.00	\$ -
M3DA-2017-02	SKD1702	H40817	eCitation Statewide	\$ 440,000.00	\$ 5,332.96
<b>Total 408 Funding</b>				<b>\$ 1,739,000.00</b>	<b>\$ 5,332.96</b>
164AL-2017-01	S641701	H16417	DUI Taskforce & Special Mobilizations	\$ 60,000.00	\$ 28,848.08
164AL-2017-02	S641702	H16417	Interlock Program	\$ 150,000.00	\$ -
164AL-2017-03	S641703	H16417	DUI Courts	\$ 100,000.00	\$ 10,938.09
164AL-2017-04	S641704	H16417	Project Implementation	\$ 200,000.00	\$ 168,415.30
<b>Total 164 Funding</b>				<b>\$ 510,000.00</b>	<b>\$ 208,201.47</b>
<b>Total Grant Program Costs</b>				<b>\$ 8,219,300.00</b>	<b>\$ 4,018,421.17</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

\*\* 2017 progress data not yet available



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## OFFICE OF HIGHWAY SAFETY PROGRAM TEAM

### Highway Safety Manager:

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### Grants Contracts Officer and Programs:

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Lisa Losness: Training & Compliance, Alive at 25, Impaired Driving - [Lisa.Losness@itd.idaho.gov](mailto:Lisa.Losness@itd.idaho.gov)

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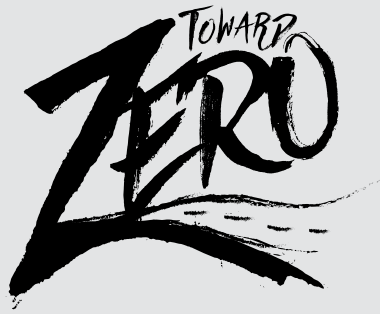
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