

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

Fiscal Year	2019
NHTSA Grant Application	IDAHO - Highway Safety Plan - FY 2019
State Office	Idaho Office of Highway Safety
Application Status	Submitted

Highway Safety Plan

1 Summary information

APPLICATION INFORMATION

Highway Safety Plan Name:	IDAHO - Highway Safety Plan - FY 2019
Application Version:	2.0

INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	Yes
S. 405(e) Distracted Driving:	No
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 1906 Racial Profiling Data Collection:	No

STATUS INFORMATION

Submitted By:	John Tomlinson
Submission On:	7/7/2018 4:46 AM

Submission Deadline (EDT):	7/9/2018 11:59 PM
----------------------------	-------------------

2 Highway safety planning process

Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.

PLANNING PROCESS

The Office of Highway Safety (OHS) administers the Federal Highway Safety Grant Program, which will be funded by formula through the transportation act titled Fixing America's Surface Transportation Act (FAST Act), and the Highway Safety Act of 1966. The goal of the program is to eliminate deaths, injuries, and economic losses resulting from traffic crashes on all Idaho roadways, by implementing programs designed to address driver behaviors. The purpose of the program is to provide funding, at the state and community level, for a highway safety program addressing Idaho's own unique circumstances and particular highway safety needs.

Process Descriptions

A “traffic safety problem” is an identifiable subgroup of drivers, pedestrians, vehicles, or roadways that is statistically higher in crash experience than normal expectations. Problem identification is a data driven process that involves the study of relationships between traffic crashes and the population, licensed drivers, registered vehicles, and vehicle miles traveled, as well as characteristics of specific subgroups that may contribute to crashes.

The process used to identify traffic safety problems began by evaluating Idaho’s experience in each of the National Highway Traffic Safety Administration’s (NHTSA) eight highway safety priority areas [Alcohol/Drugs and Impaired Driving; Occupant Protection (Safety and Child Restraints); Pedestrian and Bicycle Safety; Traffic Records; Emergency Medical Services; Aggressive Driving; Motorcycle Safety; Teen Drivers]. In addition to these priority program areas, Distracted Driving has become a major concern nationwide. These program areas were determined by NHTSA to be most effective in eliminating motor vehicle crashes, injuries, and deaths. Consideration for other potential traffic safety problem areas came from analysis of the Idaho crash data and coordination with the Idaho Strategic Highway Safety Plan. The Strategic Highway Safety Plan (SHSP) is a statewide coordinated plan that provides a comprehensive framework for eliminating highway fatalities and serious injuries on all public roads.

Comparison data was developed, where possible, on costs of crashes, the number of crashes, and the number of deaths and injuries. Crash data, from the Idaho State Collision Database, was analyzed to determine problem areas as well as helmet use for motorcycles and bicycles, child safety restraint use, and seatbelt use. Population data from the Census Bureau, Violation and License Suspension data from the Economics and Research Section, Idaho Transportation Department and arrest information from the Bureau of Criminal Identification, Idaho State Police (ISP) was also used in the problem identification.

Ultimately, Idaho’s most critical driver behavior related traffic safety problems were identified and funding ranges were developed to address the largest problems accordingly. The areas were selected on the basis of the severity of the problem, economic costs, and availability of grantee agencies to conduct successful programs, and other supportable conclusions drawn from the traffic safety problem identification process.

In October, the problem identification analysis is presented to the Idaho Traffic Safety Commission (ITSC) to identify the recommended focus areas and funding ranges. The ITSC votes to accept the Idaho focus areas and approve the targeted funding ranges anticipated to be programmed for the next year.

EXECUTIVE SUMMARY

According to the Highway Safety Act of 1966, 23 USC Chapter 4, Section 402, each state shall have a highway safety program approved by the Secretary, designed to eliminate traffic crashes, deaths, injuries, property damage and economic losses resulting from traffic crashes on Idaho roadways. In order to secure funding each state must submit a Highway Safety Plan (HSP) to the National Highway Traffic Safety Administration (NHTSA). The HSP must be a set of clear and measurable highway safety goals, descriptions of the process used in determination of the highway safety problems, and the activities on how projects will address the highway safety problems. This Idaho HSP for Federal Fiscal Year (FFY) 2019 serves as the State of Idaho’s application to NHTSA for federal funds available under Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Fixing America’s Surface Transportation (FAST) Act.

Mission Statement

We support the ITD’s mission of “Your Safety, Your Mobility, Your Economic Opportunity” by conducting programs to eliminate traffic deaths, serious injuries, and economic losses from motor vehicle crashes through funding programs and activities that promote safe travel on Idaho’s transportation systems, and through collecting and maintaining crash data and utilizing reliable crash statistics.

Vision

To be a leader in promoting safety on all of Idaho’s roadways in an efficient and effective manner.

Primary Goal

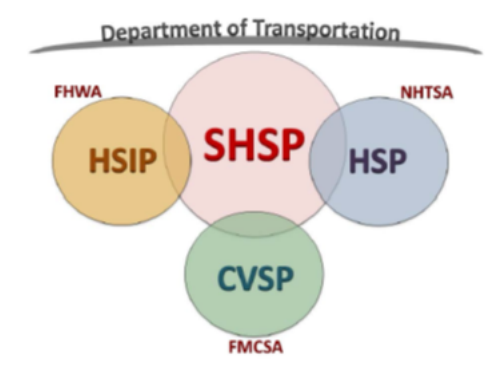
Reduce the 5-year average number of traffic deaths to 185 or fewer by 2020.

Establishing Goals and Performance Measures

The primary goal of the highway safety program has been, and will continue to be, eliminating motor vehicle, bicycle, and pedestrian deaths, serious injuries, and economic losses. The results of the problem identification process are used by the Office of Highway Safety (OHS) staff to assure resources are directed to areas most appropriate for achieving the primary goal and showing the greatest return on investment. Performance measures and goals are consistent with both NHTSA requirements and the Strategic Highway Safety Plan (SHSP) goals and are aligned with the Highway Safety Improvement Plan (HSIP).

The SHSP helps coordinate goals and highway safety programs across the state. The collaborative process of developing and implementing the SHSP helps safety partners work together to reduce fatalities and serious injuries on Idaho roadways.

The SHSP links to several other highway safety plans. The HSIP, a core Federal aid program administered by the Federal Highway Administration (FHWA), requires that states update and regularly evaluate SHSPs. Other federal aid programs under the Department of Transportation must also tie their programs to the SHSP. These programs including this HSP, and the Commercial Motor Vehicle Safety Program (CVSP), funded through the Federal Motor Carrier Safety Administration (FMCSA). Because the data is shared between the plans, the plans are able to have the same core goals/targets.



The goals are determined by examining the trend of past data to determine likely future performance. The OHS tries to set goals that are aggressive, but also reasonable. An updated set of goals with the most current values were presented to and approved by the Idaho Traffic Safety Commission (ITSC) at the October 2016 meeting.

Primary Performance Measures, Benchmarks and Strategy

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 2014 benchmark is comprised of five years of crash data and exposure data for the years 2010 through 2014. NHTSA has instituted a set of eleven core outcome performance measures (C1 through C11) and one core behavioral performance measure (B1) for which the States shall set goals and report progress. There are three additional activity measures (A1 through A3) for which the states are required to report progress on. For more information, see "Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025)", link: <http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf>. In addition, states are required to have performance measures which for state specific focus areas that fall outside of the core measures. In Idaho these focus areas and corresponding measures include Distracted Driving (I1), Mature Drivers (I2), Commercial Motor Vehicles (I3), Run-Off-Road (I4), Head-On/Side-Swipe Opposite (I5), and Intersections (I6).

The data to be used in determining goals for the required performance measures (C1, and C3 through C11) is provided to every State by the National Center for Statistics and Analysis (NCSA) and can be found at the State Traffic Safety Information website:

http://www.nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/16_ID/2010/16_ID_2010.htm. The other performance measures are calculated using the yearly observed seat belt use rate (B1) which is determined from the observational seat belt survey and the state crash data (C2, and I1 through I5). The goals were presented to the Idaho Traffic Safety Commission in the October Performance Planning meeting and are the same goals and performance measures presented in the Idaho Strategic Highway Safety Plan.

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 5-Year Average Number of Fatalities is comprised of the sum of the number of fatalities over 5 years divided by 5 (for the 2010-2014 Benchmark, that would be for the years 2010 through 2014). The 5-Year Fatality Rate is the sum of the number of fatalities over the 5 year period divided by the sum of the annual vehicle miles of travel over the same 5 year period. Averaging the rates over the 5 year period is mathematically incorrect, the rates are weighted values and averaging them negates the weights (i.e. each year is not equal because the Annual Vehicle Miles Traveled (AVMT) changes).

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission “Toward Zero Deaths” within Idaho’s safety community. Idaho’s safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

- **DataDriven Decisions:** To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.
- **Culture Change:** Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.
- **Partnerships:** Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.
- **Evaluation:** The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E’s (engineering, education, enforcement, and emergency response) to meet Idaho’s goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho’s safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Timeline: Annual Highway Safety Planning Calendar

MONTH ACTIVITIES

SEPTEMBER	Traffic safety problem identification
OCTOBER	OHS planning sessions and ITSC planning meeting and action
DECEMBER	Grant application notice is disseminated
JANUARY	Grant application period begins
MARCH	Grant application period ends Draft Highway Safety Plan to be completed in April
APRIL	Clarify project proposals Prioritize and develop draft language for the Highway Safety Plan
MAY	ITSC acceptance of Highway Safety Plan Initial presentation and submission of Highway Safety Plan to ITD Board
JUNE	ITD Board approval
JULY	July 1: Submission of Highway Safety Plan to National Highway Traffic Safety Administration
OCTOBER	Implementation of projects

PERFORMANCE PLAN

Performance Measures: Goals and Actual Values

The following table presents the goals and actual values for each performance measure in a simple, one-page format

- C1** – Reduce the five-year average number of fatalities from 211 (2012-2016) to 187 (2015-Dec. 31, 2019).
- C2** – Reduce the five-year average number of serious injuries from 1,298 (2012-2016) to 1,230 (2015-Dec. 31, 2019).
- C3** – Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-Dec. 31, 2019).
- C4** – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 89 (2012-2016) to 70 (2015-Dec. 31, 2019).
- C5** – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 62 (2012-2016) to 52 (2015-Dec. 31, 2019).
- C6** – Maintain the five-year average number of fatalities resulting from crashes involving speeding at or below 50.
- C7** – Reduce the five-year average number of motorcyclists killed from 25 (2012-2016) to 21 (2015-Dec. 31, 2019).
- C8** – Reduce the five-year average number of motorcyclists killed that were not wearing helmets from 14 (2012-2016) to 11 (2015-Dec. 31, 2019)
- C9** – Reduce the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 28 (2012-2016) to 25 (2015-Dec. 31, 2019).
- 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).

B1 – Increase the yearly observed seat belt use rate from 82.9% (2012-2016) to 83.3% (2015-Dec. 31, 2019).

I1 – Reduce the five-year average number of fatalities resulting from distracted driving from 48 (2012-2016) to 39 (2015-Dec. 31, 2019).

I2 – Reduce the five-year average number of drivers, 65 years old and older, involved in fatal crashes from 42 (2012-2016) to 34 (2015-Dec. 31, 2019).

I3 – Reduce the five-year average number of fatalities resulting from commercial motor vehicle crashes from 29 (2012-2016) to 20 (2015-Dec. 31, 2019).

I4 – Reduce the five-year average number of fatalities resulting from single-vehicle run off the road crashes from 107 (2012-2016) to 95 (2015-Dec. 31, 2019).

I5 – Reduce the five-year average number of fatalities resulting from head-on or sideswiped opposite direction crashes from 30 (2012-2016) to 24 (2015-Dec. 31, 2019).

I6 – Reduce the five-year average number of fatalities resulting from intersection-related crashes from 40 (2012-2016) to 33 (2015-Dec. 31, 2019).

*All goals are based on calendar years (ending December 31, 2019).

Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).

ORGANIZATION and STAFFING

The Office of Highway Safety (OHS), which is in the Division of Engineering Products and Plans of the Idaho Transportation Department (ITD), has a deep concern for the welfare of the traveling public, and believe our main purpose is to save lives through creative, highly visible, innovative, and effective highway safety programs for all modes of transportation. We are committed to our critical role within the State of Idaho, and the rest of the nation, to ensure safe travel on Idaho's roadways. As stewards, we have a responsibility to make a positive impact on peoples' lives.

ITD Director Brian W. Ness is the Governor's Highway Safety Representative for Idaho. John Tomlinson is the Highway Safety Manager for Idaho's OHS.

The continuation and expansion of state and local partnerships is essential to our success. The primary mission is to identify existing and emerging traffic safety trends through statistically-based problem identification efforts, to efficiently provide decision makers accurate data for use in determining where the most effective highway safety investment is made. This includes the task to develop and implement highway safety programs that save lives and prevent injuries, and to provide appropriate safety funds that empower communities to address critical local traffic safety issues.

As highway safety professionals, we are committed to teamwork, integrity and maintaining a positive working environment. In our highway safety partnerships, we respond, cooperate, and provide accurate and timely service. We are a leader in a coordinated statewide effort to eliminate death and serious injury on all of Idaho's roadways.

Office of Highway Safety Program Team

John Tomlinson	Highway Safety Manager
Cecilia Awusie	Grants Contract Officer for Strategic Planning (SHSP, HSP), Vulnerable Users (Motorcycles), Task Forces, Financial Administration
Josephine Middleton	Grants Contract Officer for Police Traffic Services, Vulnerable Users (Bicycle & Pedestrian), Mobilizations, Equipment and Mini Grants

Lisa Losness	Grants Contracts Officer for Impaired Driving, Vulnerable Users (Youth), Alive at 25, Compliance and Training
Ken Corder	Grants Contracts Officer for Community Traffic Safety (Law Enforcement Liaisons, Coalition, Summit) & Public Outreach
Sherry Jenkins	Grants Contracts Officer for Occupant Protection, Child Passenger Safety, Year-Long grants
Steve Rich	Research Analyst Principal
Kelly Campbell	Research Analyst Principal, Traffic Records/Roadway Safety, TRCC, Equipment for E-Citation
Carrie Akers	FARS(Fatality Analysis Reporting System) Analyst and Crash Analyst
Patti Fanckboner	Crash Analyst and Backup FARS Analyst
Ruth Munoz	ITD Financial Specialist
Keri Salisbury	Crash Analyst
Carol Schubach	Crash Analyst
Kirstin Weldin	Crash Analyst and Law Enforcement Trainer

**Idaho Transportation Department
Organizational Chart
Division of Engineering Products and Plans – Office of Highway Safety**



STRATEGIC PARTNERS and STAKEHOLDERS**Idaho Traffic Safety Commission Members**

The Idaho Traffic Safety Commission (ITSC) has input throughout the development process of our Highway Safety Plan. The OHS maintains contact primarily through regular email and our Highway Safety Quick Notes.

The following members represent the ITSC:

Idaho Transportation Department

L. Scott Stokes, Deputy Director

John Tomlinson, Highway Safety Manager

Law Enforcement

Lt. Colonel Sheldon Kelley, Idaho State Police

Chief Jeff Wilson, Orofino Police Department

Craig T Rowland, Bingham County Sheriff

Prosecutor/Legal

Louis Marshall, Bonner County Prosecutor

Medical Services

Stacey Carson, VP Operations, Idaho Hospital Association

Education

Audra Urie, Driver Education Coordinator, State Department of Education

Sunshine Beer, Idaho STAR (Skills Training Advantage for Riders)

Idaho Senate & House

Senator Bert Brackett, Idaho Senate Representative

Representative Joe Palmer, Idaho House Representative

Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.

PERFORMANCE PLAN

Performance Measures: Goals and Actual Values

The following table presents the goals and actual values for each performance measure in a simple, one-page format

		Benchmark							
		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020	
Primary Goal									
C1	5-Year Ave Fatalities - Goals		192	191	190	188	187	185	
	Actual Values	282	183	111					
Secondary Goals									
C2	5-Year Ave Serious Injuries - Goals		1,278	1,263	1,250	1,239	1,230	1,221	
	Actual Values	1,803	1,294	1,298					
C3	5-Year Fatality Rate - Goals		1.19	1.17	1.17	1.14	1.12	1.10	
	Actual Values	1.20	1.19	1.29					
RHW-1	5-Year Serious Injury Rate - Goals		7.98	7.74	7.63	7.49	7.36	7.27	
	Actual Values	8.12	7.98	7.89					
Aggressive Driving									
C6	5-Year Ave Speeding Fatalities - Goals		53	52	51	51	50	49	
	Actual Values	54	51	52					
Distracted Driving									
I1	5-Year Ave Distracted Fatalities - Goals		43	42	41	40	39	38	
	Actual Values	45	43	48					
Safety Restraint Use In Passenger Motor Vehicles (PMV)									
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		75	74	73	72	70	69	
	Actual Values	76	81	85					
BI	Yearly Observed Seat Belt Use - Goals		82.6%	82.2%	82.5%	83.0%	83.3%	83.6%	
	Actual Values	80.2%	81.1%	82.9%	81.2%				
Impaired Driving									
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		55	54	53	53	52	52	
	Actual Values	57	55	62					
Vulnerable Users (Bike, Pedestrian, Mature)									
C11	5-Year Ave Bicyclist Fatalities - Goals		2	2	2	2	2	2	
	Actual Values	2	1	3					
C10	5-Year Ave Pedestrian Fatalities - Goals		11	11	11	11	11	10	
	Actual Values	12	11	13					
I2	5-Year Ave Drivers >=65 in Fatal Crashes - Goals		37	36	35	35	34	33	
	Actual Values	38	39	42					
RHW-2	5-Year Ave Non-Motorist Fatalities & Serious Injuries		120	120	120	120	120	120	
	Actual Values	111	111	117					
Youthful Driver									
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		28	27	27	26	25	24	
	Actual Values	29	29	28					
Motorcycle (MC)									
C7	5-Year Ave Motorcycle Fatalities - Goals		22	22	21	21	21	20	
	Actual Values	22	24	25					
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		12	12	11	11	11	11	
	Actual Values	12	13	14					
Commercial Motor Vehicle (CMV)									
I3	5-Year Ave CMV Fatalities - Goals		23	22	21	21	20	20	
	Actual Values	23	28	29					
Lane Departure									
I4	5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals		100	99	98	97	95	94	
	Actual Values	101	101	107					
I5	5-Year Ave Head-On/SS Opposite Fatalities - Goals		28	27	26	25	24	23	
	Actual Values	30	27	30					
Intersections									
I6	5-Year Ave Intersection-Related Fatalities - Goals		36	36	35	35	33	32	
	Actual Values	36	38	40					
Items for Reporting									
		2014	2015	2016	2017	2018	2019	2020	
	Yearly Total Fatality Rate	1.13	1.30	1.48					
	Yearly Urban Fatality Rate	0.82	1.70	1.97					
	Yearly Rural Fatality Rate	1.62	0.48	0.83					
A1	Seat Belt Citations Issued during Grant Funded Activities		FFY2015 11,780	FFY2016 12,067	FFY2017 5,374	FFY2018	FFY2019	FFY2020	
A2	DUI Arrests made during Grant Funded Activities		661	687	537				
A3	Speeding Citations Issued during Grant Funded Activities		7,839	6,908	10,239				

Updated: 12/18/2017

- CI – Reduce the five-year average number of fatalities from 211 (2012-2016) to 187 (2015-Dec. 31, 2019).
- C2 – Reduce the five-year average number of serious injuries from 1,298 (2012-2016) to 1,230 (2015-Dec. 31, 2019).
- C3 – Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-Dec. 31, 2019).
- C4 – Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 89 (2012-2016) to 70 (2015-Dec. 31, 2019).
- C5 – Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 62 (2012-2016) to 52 (2015-Dec. 31, 2019).
- C6 – Maintain the five-year average number of fatalities resulting from crashes involving speeding at or below 50.
- C7 – Reduce the five-year average number of motorcyclists killed from 25 (2012-2016) to 21 (2015-Dec. 31, 2019).
- C8 – Reduce the five-year average number of motorcyclists killed that were not wearing helmets from 14 (2012-2016) to 11 (2015-Dec. 31, 2019)
- C9 – Reduce the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 28 (2012-2016) to 25 (2015-Dec. 31, 2019).
- 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 82.9% (2012-2016) to 83.3% (2015-Dec. 31, 2019).
- II – Reduce the five-year average number of fatalities resulting from distracted driving from 48 (2012-2016) to 39 (2015-Dec. 31, 2019).
- I2 – Reduce the five-year average number of drivers, 65 years old and older, involved in fatal crashes from 42 (2012-2016) to 34 (2015-Dec. 31, 2019).

I3 – Reduce the five-year average number of fatalities resulting from commercial motor vehicle crashes from 29 (2012-2016) to 20 (2015-Dec. 31, 2019).

I4 – Reduce the five-year average number of fatalities resulting from single-vehicle run off the road crashes from 107 (2012-2016) to 95 (2015-Dec. 31, 2019).

I5 – Reduce the five-year average number of fatalities resulting from head-on or sideswiped opposite direction crashes from 30 (2012-2016) to 24 (2015-Dec. 31, 2019).

I6 – Reduce the five-year average number of fatalities resulting from intersection-related crashes from 40 (2012-2016) to 33 (2015-Dec. 31, 2019).

*All goals are based on calendar years (ending December 31, 2019).

IDENTIFICATION REPORT

State Demographics

Idaho is geographically located in the Pacific Northwest. Idaho is the 11th largest State the nation in land area, but the 39th largest in population. Idaho consists of 82,750.9 square miles of land and is comprised of 44 Counties ranging in size from 407.5 square miles (Payette County) to 8,485.2 square miles (Idaho County). Two counties, Idaho County (8,485.2 square miles) and Owyhee County (7,678.4 square miles) encompass 19.5% of the State, although they only represent just 1.7 percent of the statewide population. Just over 63% of Idaho is federally owned land, primarily consisting of national forests, wilderness areas, and BLM land.

The United States Census Bureau estimates the population of Idaho on July 1, 2015 was 1,654,930. Idaho is a rural State, nearly two-thirds (65%) of the population resides in just 6 of the 44 counties: Ada (434,211), Canyon (207,478), Kootenai (150,346), Bonneville (110,089), Bannock (83,744), and Twin Falls (82,375).

Idaho Problem Identification Report FY 2019

Prepared by the Office of Highway Safety

Prepared by: Office of Highway Safety, Idaho Transportation Department. Report is based on information provided by law enforcement agencies on collisions resulting in injury, death or damage to one person's property in excess of \$1500.

Statewide

The Problem

- In 2016, 253 people were killed and 13,664 people were injured in traffic crashes.
- The fatality rate was 1.48 fatalities per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2016. The US fatality rate was estimated to be 1.18 fatalities per 100 million AVMT in 2016.
- Motor vehicle crashes cost Idahoans nearly \$4.3 billion in 2016. Fatal and serious injuries represented 70 percent of these costs.

Idaho Crash Data and Measures of Exposure, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Crashes	21,402	22,347	22,134	24,018	25,328	4.4%
Fatal Crashes	169	200	175	198	232	9.0%
Total Deaths	184	214	186	216	253	9.1%
Injury Crashes	7,630	7,850	8,217	9,050	9,327	5.2%
Total Injured	10,988	11,344	11,768	13,207	13,664	5.7%
Property-Damage-Only Crashes (Severity >\$1,500)	13,603	14,298	13,742	14,770	15,769	3.9%
Idaho Population (thousands) ¹	1,596	1,612	1,634	1,655	1,683	1.3%
Licensed Drivers (thousands) ²	1,093	1,111	1,128	1,144	1,165	1.6%
Vehicle Miles Of Travel (millions) ²	15,838	15,877	16,145	16,662	17,152	2.0%
Registered Vehicles (thousands) ³	1,555	1,445	1,480	1,489	1,491	-1.0%

Sources: 1: U.S. Census Bureau, 2: Economics and Research Section, Idaho Transportation Department
3: Traffic Survey and Analysis Section, Idaho Transportation Department

Economic Costs* of Idaho Crashes, 2016

Incident Description	Total Occurrences	Cost Per Occurrence	Cost Per Category
Fatalities	253	\$9,623,771	\$2,434,814,073
Serious Injuries	1,332	\$460,257	\$613,062,509
Visible Injuries	4,251	\$125,360	\$532,903,363
Possible Injuries	8,081	\$64,013	\$517,285,896
No Injuries	49,005	\$3,243	\$158,914,683
Total Estimate of Economic Cost			\$4,256,980,523

*Economic Costs include: property damage, lost earnings, lost household production, medical, emergency services, travel delay, vocational rehabilitation, workplace, administrative, legal, pain and lost quality of life. Based on estimates released by the Federal Highway Administration and updated to reflect 2014 dollars.

Roadway Information	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Local:						
AVMT (100 millions) ¹	74.0	73.5	74.5	75.8	77.3	1.1%
Fatal Crash Rate	1.0	1.1	1.0	1.1	1.2	4.9%
Injury Crash Rate	60.7	62.6	64.7	68.7	68.8	3.2%
Total Crash Rate	170.3	183.6	185.9	191.2	195.0	3.5%
State System (Non-Interstate):						
AVMT (100 millions) ¹	48.4	48.8	49.5	51.1	52.1	1.9%
Fatal Crash Rate	1.5	1.8	1.5	1.6	1.8	6.3%
Injury Crash Rate	52.1	51.9	50.4	56.5	57.6	2.7%
Total Crash Rate	142.2	139.5	133.4	149.2	154.6	2.3%
Interstate:						
AVMT (100 millions) ¹	36.0	36.5	37.4	39.7	42.1	4.0%
Fatal Crash Rate	0.7	0.8	0.7	0.9	1.1	14.5%
Injury Crash Rate	17.2	19.6	24.2	24.1	23.9	9.0%
Total Crash Rate	53.2	56.0	44.8	47.9	52.4	0.4%
Statewide Totals:						
AVMT (100 millions) ¹	158.4	158.8	161.5	166.6	171.5	2.0%
Fatal Crash Rate	1.1	1.3	1.1	1.2	1.4	6.9%
Injury Crash Rate	48.2	49.4	50.9	54.3	54.4	3.1%
Total Crash Rate	135.1	140.8	137.1	144.1	147.7	2.3%

Source: 1: Traffic Survey and Analysis Section, Idaho Transportation Department

Aggressive Driving

The Definition

- Aggressive driving behaviors include: Failure to Yield Right of Way, Driving Too Fast for Conditions, Exceeding the Posted Speed, Passed Stop Sign, Disregarded Signal, and Following Too Close.
- Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.

The Problem

- Aggressive driving was a factor in 51 percent of all crashes and 36 percent of all fatalities in 2016.
- Drivers, ages 19 and younger, are 4.2 times as likely to be involved in an aggressive driving collision as all other drivers.
- Aggressive driving crashes cost Idahoans more than \$1.7 billion in 2016. This represented 41 percent of the total economic cost of crashes.

Aggressive Driving in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Aggressive Driving Crashes	11,442	12,522	12,366	12,383	12,793	2.9%
Fatalities	66	84	72	77	83	6.9%
Serious Injuries	629	635	649	637	612	-0.7%
Visible Injuries	1,944	2,109	2,077	2,282	2,164	2.9%
Possible Injuries	3,964	4,255	4,356	4,652	4,706	4.4%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	233	244	229	276	266	3.9%
Fail to Yield Right of Way	215	219	205	171	174	-4.8%
Exceeded Posted Speed	63	97	124	115	93	13.9%
Passed Stop Sign	93	95	102	92	89	-0.9%
Disregarded Signal	63	50	60	50	67	4.2%
Following Too Close	100	68	58	49	69	-5.4%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	4.39	4.53	4.47	4.29	4.05	-1.9%

* Three contributing circumstances possible per unit involved in each collision

Distracted Driving

The Definition

- Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.

The Problem

- In 2016, 64 fatalities resulted from distracted driving crashes. This represents 25 percent of all fatalities. Of the 50 passenger vehicle occupants killed in distracted driving crashes, 23 (46 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2016 were 4 motorcyclists, 2 bicyclists, 7 pedestrians, and 1 farm equipment operator.
- In 2016, drivers under the age of 25 comprised 37 percent of the drivers involved in all distracted driving crashes and 27 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 14 percent of the licensed drivers.
- Distracted driving crashes cost Idahoans just over \$1.1 billion in 2016. This represents 26 percent of the total economic cost of crashes.

Distracted Driving Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Distracted Driving Crashes	4,890	4,757	4,781	5,470	4,973	0.8%
Fatalities	41	43	39	51	64	13.0%
Serious Injuries	422	339	364	425	367	-2.3%
Visible Injuries	1,005	996	1,033	1,285	1,193	5.0%
Possible Injuries	1,792	1,831	1,846	2,211	2,121	4.7%
Distracted Driving Crashes as a % of All Crashes	22.8%	21.3%	21.6%	22.8%	19.6%	-3.4%
Distracted Driving Fatalities as a % of All Fatalities	22.3%	20.2%	21.0%	23.6%	25.3%	3.6%
Distracted Driving Injuries as a % of All Injuries	29.3%	27.9%	27.6%	29.7%	26.9%	-1.9%
All Fatal and Injury Crashes	7,799	8,049	8,392	9,248	9,559	5.3%
Distracted Fatal/Injury Crashes	2,153	2,096	2,182	2,568	2,355	2.7%
% Distracted Driving	27.6%	26.0%	26.0%	27.8%	24.6%	-2.6%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	2.92	2.41	2.50	2.86	2.51	-2.9%

Safety Restraints

The Problem

- In 2016, 83 percent of Idahoans were using seat belts, based on seat belt survey observations.
- In 2016, seat belt usage varied by region around the state from a high of 90 percent in District 3 (Southwestern Idaho) to a low of 66 percent in District 4 (South-Central Idaho).
- Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2016. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 65 lives were saved in Idaho in 2016 because they were wearing a seat belt and an additional 57 lives could have been saved if everyone had worn their seat belt.
- There were 4 children under the age of 7 killed (1 was restrained) and 17 seriously injured (11 were restrained) while riding in passenger vehicles in 2016. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 2 lives in 2016. If all of the children under 7 had been properly restrained, an additional 2 lives may have been saved. Furthermore, 24 serious injuries were prevented and 3 of the 5 unrestrained serious injuries may have been prevented if they had all been properly restrained.
- Unrestrained passenger motor vehicle occupants cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Occupant Protection in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Observational Seat Belt Survey						
District 1	72%	72%	76%	74%	77%	1.8%
District 2	86%	85%	80%	79%	78%	-2.3%
District 3	93%	86%	91%	89%	90%	-0.7%
District 4	66%	74%	67%	58%	66%	0.8%
District 5	64%	81%	80%	87%	86%	8.1%
District 6	71%	77%	71%	66%	67%	-1.3%
Statewide Average	79%	82%	80%	81%	83%	1.2%
Seat Belt Use - Age 4 and Older* Cars, Pickups, Vans and SUV's						
In Fatal Crashes	43.0%	33.3%	44.3%	37.6%	34.6%	-3.2%
In Serious Injury Crashes	65.8%	63.2%	64.2%	66.8%	69.3%	1.4%
Self Reported Child Restraint Use* in Cars, Pickups, Vans and SUV's	75.5%	79.3%	80.4%	80.3%	96.4%	6.6%

*The child restraint law was modified in 2005 to include children under the age of 7. As of 2005, seat belt use is for persons age 7 and older and child restraint use if or children 6 and younger.

Impaired Driving

Definition

- Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

The Problem

- In 2016, 88 fatalities resulted from impaired driving crashes. This represents 35 percent of all fatalities. Only 17 (or 25 percent) of the 65 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 6 motorcyclists, 10 pedestrians, 4 ATV riders, 2 commercial vehicle occupants, and 1 bicyclist killed in impaired driving crashes.
- Of the 88 people killed in impaired driving crashes in 2016, 80 (or 91%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.
- Nine percent of the impaired drivers involved in crashes were under the age of 21 in 2016, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans over \$1 billion in 2016. This represents 24 percent of the total economic cost of crashes.

Impaired Driving in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Impaired Driving Crashes	1,454	1,425	1,378	1,367	1,535	1.5%
Fatalities	73	96	72	87	88	7.1%
Serious Injuries	241	228	227	219	223	-1.9%
Visible Injuries	399	362	383	350	397	0.3%
Possible Injuries	535	445	443	477	482	-2.1%
Impaired Driving Crashes as a % of All Crashes	6.8%	6.4%	6.2%	5.7%	6.1%	-2.7%
Impaired Driving Fatalities as a % of All Fatalities	39.7%	45.1%	38.7%	40.3%	34.8%	-2.5%
Impaired Driving Injuries as a % of All Injuries	10.7%	9.1%	8.9%	7.9%	8.1%	-6.6%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	1.98	2.04	1.85	1.84	1.81	-2.1%
Annual DUI Arrests by Agency*						
Idaho State Police	1,659	1,304	1,197	1,089	1,305	-4.7%
Local Agencies	7,482	6,825	6,248	6,298	6,015	-5.2%
Total Arrests	9,141	8,129	7,445	7,387	7,320	-5.3%
DUI Arrests per 100 Licensed Drivers	0.84	0.73	0.66	0.65	0.63	-6.8%

*Source: Bureau of Criminal Identification, Idaho State Police

Youthful Drivers

The Problem

- Drivers, ages 15 to 19, represented just fewer than 6 percent of licensed drivers in Idaho in 2016, yet they represented 12 percent of the drivers involved in fatal and serious injury crashes.
- In 2016, drivers ages 15 to 19 constituted 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.
- National and international research indicates youthful drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective, and are less likely to wear seat belts.
- Of the 27 people killed in crashes with youthful drivers, 9 were the youthful drivers themselves. Of the 7 youthful drivers killed that were in passenger motor vehicles, 3 were wearing a seat belt. Of the other 2 drivers, 1 was on a motorcycle and 1 was on an ATV. Crashes involving youthful drivers cost Idahoans nearly \$664 million in 2016. This represents 16 percent of the total economic cost of crashes.

Crashes Involving Youthful Drivers in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Crashes Involving Drivers 15-19	4,796	4,825	4,668	5,374	5,622	4.3%
Fatalities	14	26	20	34	27	28.0%
Serious Injuries	230	214	198	270	238	2.5%
Visible Injuries	782	785	812	997	1,011	7.0%
Possible Injuries	1,541	1,524	1,547	1,903	1,986	6.9%
Drivers 15-19 in Fatal & Serious Injury Crashes	211	197	182	232	232	3.3%
% of all Drivers involved in Fatal and Serious Injury Crashes	11.2%	10.5%	9.4%	12.0%	12.0%	2.7%
Licensed Drivers 15-19	62,094	62,398	62,895	65,264	65,940	1.5%
% of Total Licensed Drivers	5.7%	5.6%	5.6%	5.7%	5.7%	-0.1%
Fatal & Injury Crash Involvement*	1.98	1.87	1.69	2.11	2.13	2.6%
Drivers 15-19 - Fatal Crashes	12	22	19	32	25	29.1%
Impaired Drivers 15-19 - Fatal Crashes	3	5	4	7	4	19.7%
% of Youthful Drivers that were Impaired in Fatal Crashes	25.0%	22.7%	21.1%	21.9%	16.0%	-9.9%

*Fatal & Injury Crash Involvement is the percent of fatal and injury crashes divided by the percent of licensed drivers. Over-representation occurs when the value is greater than 1.0, Under-Representation when the value is less than 1.

Mature Drivers

The Problem

- Mature drivers, drivers age 65 and older, were involved in 4,214 crashes in 2016. This represents 17 percent of the total number of crashes. Fatalities resulting from crashes involving mature drivers represented 20 percent of the total number of fatalities in 2016. Of the 51 people killed in crashes with mature drivers, 39 (76 percent) were the mature drivers themselves.
- Mature drivers are under-represented in fatal and injury crashes. Mature drivers represent 19 percent of licensed drivers, but represent 11 percent of drivers involved in fatal and injury crashes.

- National research indicates drivers and passengers over the age of 75 are more likely than younger persons to sustain injuries or death in traffic crashes due to their physical fragility.
- Crashes involving drivers, age 65 and older, cost Idahoans nearly \$845 million in 2016. This represents 20 percent of the total economic cost of crashes.

Crashes Involving Mature Drivers in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Mature Driver Crashes	3,255	3,605	3,682	3,992	4,214	6.7%
Fatalities	38	35	46	42	51	9.1%
Serious Injuries	220	215	263	269	287	7.3%
Visible Injuries	566	598	642	719	784	8.5%
Possible Injuries	1,059	1,097	1,176	1,372	1,476	8.8%
Mature Drivers in Fatal & Injury Crashes	1,329	1,388	1,536	1,711	1,833	8.4%
% of All Drivers in Fatal & Injury Crashes	10.2%	11.2%	11.1%	10.4%	10.8%	1.5%
Licensed Drivers 65 & Older	187,274	197,457	207,824	216,423	226,067	4.8%
% of Total License d Drivers	17.1%	17.8%	18.4%	18.9%	19.4%	3.2%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes	0.60	0.63	0.60	0.55	0.56	-1.6%
Mature Drivers-Fatal Crashes	37	35	43	41	53	10.5%
Mature Drivers-Impaired Fatal Crashes	1	4	2	3	1	58.3%
% Fatal Impaired Crashes	2.7%	14.3%	6.7%	7.3%	1.9%	77.7%

* Representation (or Involvement) is percent of fatal and injury crashes divided by percent of licensed drivers.
Over-representation occurs when the value is greater than 1.0., Under-Representation when the value is less than 1.

Motorcycles

The Problem

- In 2016, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for 12 percent of the total number of fatalities and serious injuries.
- Almost half of all motorcycle crashes (45 percent) and more than half of fatal motorcycle crashes (52 percent) involved just the motorcycle (no other vehicles were involved) in 2016.
- Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2016, 9 of the 12 (75 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.
- The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2016, only 36 percent of motorcyclists killed in crashes were wearing helmets.
- Motorcycle crashes cost Idahoans nearly \$325 million in 2016. This represents 8 percent of the total economic cost of crashes.

Motorcycle Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Motorcycle Crashes	545	517	510	546	528	-0.7%
Fatalities	22	26	25	28	22	1.2%
Serious Injuries	158	150	146	174	164	1.4%
Visible Injuries	253	221	207	225	223	-2.8%
Possible Injuries	105	95	87	131	123	6.6%
Motorcyclists in Crashes	621	584	562	611	591	-1.1%
Registered Motorcycles	62,964	54,813	60,160	51,219	55,865	-2.2%
Motorcyclists Wearing Helmets	351	306	328	347	329	-1.3%
% Motorcyclists Wearing Helmets	56.5%	52.4%	58.4%	56.8%	55.7%	-0.1%

Pedestrians and Bicyclists

The Problem

- In 2016, 18 pedestrians and 6 bicyclists were killed in traffic crashes. The 18 pedestrians killed represented 7 percent of all fatalities in Idaho.
- Children, ages 4 to 14, accounted for 12 percent of the fatalities and injuries sustained in pedestrian crashes and 25 percent of the fatalities and injuries sustained in bicycle crashes.
- Crashes involving pedestrians and bicyclists cost Idahoans over \$332 million in 2016. This represents 8 percent of the total economic cost of crashes.

Pedestrians and Bicyclists Involved in Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Pedestrian Crashes	229	206	232	207	236	1.5%
Fatalities	13	14	14	8	18	22.5%
Serious Injuries	53	53	55	51	66	6.5%
Visible Injuries	102	88	87	103	102	0.6%
Possible Injuries	69	53	78	66	80	7.5%
Pedestrians in Crashes	242	218	245	224	249	1.3%
Pedestrian Fatal and Serious Injuries	66	67	69	59	81	6.8%
% of All Fatal and Serious Injuries	4.5%	4.5%	4.7%	3.8%	5.1%	5.2%
Impaired Pedestrian F&SI	9	10	7	6	17	37.5%
% of Pedestrian F&SI - Impaired	13.6%	14.9%	10.1%	10.2%	21.0%	21.0%
Bicycle Crashes	389	334	296	286	319	-4.3%
Fatalities	2	3	2	0	6	41.7%
Serious Injuries	51	51	41	36	52	3.2%
Visible Injuries	206	167	152	149	158	-6.0%
Possible Injuries	117	104	100	101	109	-1.5%
Bicyclists in Crashes	399	341	305	353	322	-4.5%
Bicycle Fatal and Serious Injuries	53	54	43	36	57	5.9%
% of All Fatal and Serious Injuries	3.6%	3.7%	2.9%	2.3%	3.6%	4.1%
Bicyclists Wearing Helmets in Collisions	97	69	82	63	76	-3.1%
% of Bicyclists Wearing Helmets	24.3%	20.2%	26.9%	17.8%	23.6%	3.7%
Impaired Bicyclist F&SI	2	1	2	0	2	-25.0%
% of Bicycle F&SI - Impaired	3.8%	1.9%	4.7%	0.0%	3.5%	-13.1%

Crash Response (Emergency Medical Services)

The Problem

- The availability and quality of services provided by local EMS agencies may mean the difference between life and death for someone injured in a traffic crash. Improved post-crash victim care reduces the severity of trauma incurred by crash victims. The sooner someone receives appropriate medical care, the better the chances of recovery. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital.

Crash Response (EMS) in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Crashes	21,402	22,347	22,134	24,018	25,328	4.4%
EMS Response to Fatal & Injury Crashes	5,150	5,342	5,602	6,142	6,476	5.9%
% of Fatal & Injury Crashes	66.0%	66.4%	66.8%	66.4%	67.7%	0.6%
Persons Injured in Crashes	11,172	11,557	11,954	13,423	13,917	5.7%
Injured Transported from Rural Areas	2,214	2,272	2,278	2,589	2,755	5.7%
Injured Transported from Urban Areas	2,288	2,189	2,288	2,321	2,503	2.4%
Total Injured Transported by EMS	4,502	4,461	4,566	4,910	5,258	4.0%
% of Injured Transported	40.3%	38.6%	38.2%	36.6%	37.8%	-1.6%
Trapped and Extricated	439	424	459	504	491	3.0%
Fatal and Serious Injuries Transported by Helicopter	147	142	110	173	178	8.6%

Commercial Motor Vehicles

Definition

- Commercial motor vehicles are buses, truck tractors, truck-trailer combinations, trucks with more than two axles, trucks with more than two tires per axle, or trucks exceeding 8,000 pounds gross vehicle weight that are primarily used for the transportation of property.

The Problem

- In 2016, 37 people died in crashes with commercial motor vehicles. This represents 15 percent of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 70 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.

- In 2016, 48 percent of all crashes and 94 percent of fatal crashes involving commercial motor vehicles occurred on rural roadways. Rural roadways are defined as any roadway located outside the city limits of cities with a population of 5,000 or more.
- Local roadways had the most commercial motor vehicle crashes at 47 percent, while U.S. and State highways had the most fatal commercial motor vehicle crashes at 54 percent.
- Commercial motor vehicles crashes cost Idahoans over \$502 million in 2016. This represents 12 percent of the total economic cost of crashes.

Commercial Motor Vehicle Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total CMV Crashes	1,521	1,681	1,613	1,768	2,009	7.4%
Fatalities	15	36	25	34	37	38.6%
Serious Injuries	111	120	114	125	137	5.6%
Visible Injuries	207	217	248	249	284	8.4%
Possible Injuries	355	436	436	498	512	10.0%
Commercial AVMT (millions)	2,741	2,820	2,859	2,933	3,080	3.0%
% of Total AVMT	17.3%	17.8%	17.7%	17.6%	18.0%	0.9%
Fatalities per 100 Million CAVMT	0.55	1.28	0.87	1.16	1.20	34.5%
Injuries per 100 Million CAVMT	24.56	27.41	27.91	29.73	30.29	5.5%

Drowsy Driving Crashes

The Problem

- In 2016, 9 fatalities resulted from drowsy driving crashes. This represents 4 percent of all fatalities. Of the 8 passenger vehicle occupants killed in drowsy driving crashes, 2 were properly restrained.
- In 2016, 77 percent of the drowsy driving crashes involved a single vehicle, while 67 percent of the fatal drowsy driving crashes involved a single vehicle.
- In 2016, only 7 percent of the drowsy driving crashes also involved impaired driving.
- In 2016, 31 percent of the drowsy driving crashes occurred between 5 AM and 10 AM, while 25 percent occurred between 1 PM and 6 PM and 19 percent occurred between 12 AM and 5 AM.
- Drowsy driving crashes cost Idahoans nearly \$152 million in 2016. This represents 4 percent of the total economic cost of crashes.

Drowsy Driving Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Drowsy Driving Crashes	537	534	569	650	700	7.0%
Fatalities	3	8	4	17	9	98.7%
Serious Injuries	55	52	52	64	57	1.7%
Visible Injuries	126	126	150	161	169	7.8%
Possible Injuries	166	169	189	209	247	10.6%

Single-Vehicle Run-Off-Road Crashes

The Problem

- In 2016, 17 percent of all crashes involved a single-vehicle leaving the roadway. The majority of these crashes (74 percent) occurred on rural roadways.
- Single-vehicle run-off-road crashes resulted in 49 percent of all fatalities in Idaho. Aggressive driving was a factor in 24 percent of the 112 fatal single-vehicle run-off-road crashes and impaired driving was a factor in 43 percent of the 112 fatal single-vehicle run-off-road crashes.
- Overturning was attributed as the most harmful event in 70 percent of the fatal single-vehicle run off road crashes. Rollovers were responsible for 68 percent of the single-vehicle run-off road fatalities and more than one-third (34 percent) of all fatalities in 2016. Of the 81 passenger motor vehicle occupants killed in single-vehicle run-off-road rollovers, 64 (79 percent) were not wearing a seat belt.
- Single-vehicle run-off-road crashes cost Idahoans nearly \$1.6 billion in 2016. This represents 37 percent of the total economic cost of crashes.

Crashes on Idaho Highways Involving One Vehicle that Ran Off the Road, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Run-Off-Road Crashes	4,606	4,779	4,545	4,412	4,338	-1.4%
Fatalities	92	104	102	110	125	8.1%
Serious Injuries	415	404	339	405	361	-2.5%
Visible Injuries	842	905	954	943	920	2.3%
Possible Injuries	1,156	1,148	1,220	1,214	1,284	2.7%
Most Harmful Events of Fatal and Serious Injury Ran Off Road Crashes						
Overturn	227	248	223	270	249	3.1%
Ditch/Embankment	63	42	25	33	29	-13.5%
Tree	44	36	35	43	49	4.0%
Poles/Posts	21	33	15	21	13	1.1%
Fence/Building/ Wall	13	11	19	12	9	-1.1%
Guardrail, Traffic Barrier	16	17	11	10	7	-17.0%
Other Fixed Object	7	11	8	6	11	22.1%
Immersion	6	4	5	4	4	-7.1%
Culvert	1	3	2	3	1	37.5%
Bridge Rail/Abutment/End	4	2	5	3	3	15.0%
All Other Most Harmful Events	17	22	28	27	28	14.2%

Intersection Crashes

The Problem

- In 2016, 43 percent of all crashes occurred at or were related to an intersection, while 18 percent of fatal crashes occurred at or were related to an intersection.
- The majority of all intersection-related crashes (84 percent) occurred on urban roadways in 2016, while 55 percent of the fatal intersection-related crashes occurred on rural roadways.
- While total intersection related crashes were evenly split among intersections with signals (40 percent) and stop signs (40 percent), 79 percent of fatal intersection crashes occurred at intersections with stop signs, 12 percent at intersections with traffic signals, and 10 percent at intersections with no control.
- Of the 45 people killed in crashes at intersections, 31 were passenger motor vehicle occupants, 7 were pedestrians, 3 were bicyclists, 2 were motorcyclists, 1 was on an ATV, and 1 was a commercial motor vehicle. Of the 31 passenger motor vehicle occupants, 13 (41 percent) were not restrained.
- Intersection related crashes cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Intersection-Related Crashes on Idaho Highways, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Intersection Crashes	8,472	9,037	8,876	9,753	10,965	6.8%
Fatalities	39	43	31	44	45	6.6%
Serious Injuries	493	467	499	495	545	2.7%
Visible Injuries	1,517	1,552	1,484	1,830	1,897	6.2%
Possible Injuries	2,933	3,131	3,218	3,627	4,064	8.6%
Traffic Control Device at Intersection						
Signal	3,421	3,521	3,585	3,994	4,419	6.7%
%	40%	39%	40%	41%	40%	0.0%
Stop Sign	3,328	3,663	3,565	3,946	4,433	7.6%
%	39%	41%	40%	40%	40%	0.7%
None	1,445	1,544	1,458	1,516	1,807	6.1%
%	17%	17%	16%	16%	16%	-0.8%
Yield	158	190	166	183	192	5.7%
%	2%	2%	2%	2%	2%	-1.2%
All Other	120	119	102	114	114	-0.8%
%	1%	1%	1%	1%	1%	-7.3%

Head-On and Side Swipe Opposite Direction Crashes

The Problem

- In 2016, just 4 percent of all crashes were a head-on or side swipe opposite direction crash, while 13 percent of fatalities were the result of a head-on or side swipe opposite direction.
- While 48 percent of all head-on and sideswipe opposite crashes occurred on rural roadways in 2016, 100 percent of the fatal head-on and sideswipe opposite crashes occurred on rural roadways.
- Drivers involved in a head-on or side swipe opposite crash were primarily just driving straight (58 percent), while another 15 percent were negotiating a curve.
- Of the 32 people killed in head on or side swipe opposite crashes, 30 were passenger motor vehicle occupants, and 2 were motorcyclists. Of the 30 passenger motor vehicle occupants, 10 (33 percent) were not restrained.
- Head-on and side swipe opposite direction crashes cost Idahoans more than \$430 million in 2016. This represents 10 percent of the total economic cost of crashes.

Head-On and Side Swipe Opposite Crashes on Idaho Highways, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Head-On/Side Swipe Opposite Crashes	536	627	689	661	942	16.3%
Fatalities	23	33	33	28	32	10.7%
Serious Injuries	92	147	133	125	135	13.1%
Visible Injuries	171	184	204	180	236	9.5%
Possible Injuries	259	263	292	304	374	9.9%

Work Zone Crashes

The Problem

- Work zone crashes are fairly rare, yet can often be severe when they occur. Of particular concern is the vulnerability of the workers in work zones.
- Single-vehicle crashes comprised 22 percent of the crashes in work zones in 2016. Overturn was the predominant most harmful event for single vehicle crashes, while rear end was the predominant most harmful event for multiple vehicle crashes.
- Crashes in work zones cost Idahoans nearly \$25 million in 2016. This represents just under 1 percent of the total economic cost of crashes.

Work Zone Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Work Zone Crashes	342	332	407	444	324	0.4%
Fatalities	1	3	1	2	0	33.3%
Serious Injuries	23	12	34	27	19	21.3%
Visible Injuries	34	50	108	95	59	28.3%
Possible Injuries	104	109	204	222	96	11.0%
% All Crashes	1.6%	1.5%	1.8%	1.8%	1.3%	-3.4%
Workers Injured	1	1	0	1	0	-25.0%

Crashes with Trains

The Problem

- Train-vehicle crashes are rare, yet are often very severe when they occur: Of the 17 crashes in 2016, 5 resulted in an injury.
- The majority of train-vehicle crashes occur in rural areas. Rural railroad crossings typically do not have crossing arms or flashing lights to indicate an approaching train. In 2016, 59 percent of the train-vehicle crashes occurred in rural areas.
- Crashes with trains cost Idahoans just over \$1 million in 2016. This represents less than 1 percent of the total economic cost of crashes.

Vehicle Crashes with Trains in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Train Crashes	8	13	16	14	17	23.6%
Fatalities	2	4	1	3	0	31.3%
Serious Injuries	2	1	2	0	1	12.5%
Visible Injuries	1	2	1	2	1	25.0%
Possible Injuries	2	4	3	1	5	102.1%
Location of Crashes						
Rural Roads	6	12	11	11	10	20.6%
Urban Roads	2	1	5	3	7	110.8%

Cross Median Crashes

Definition

- Cross-median crashes are those where a vehicle crosses the raised or depressed median, separating the direction of travel, and results in a head-on or side swipe opposite crash. Cross-median crashes are a subset of head-on or sideswipe opposite crashes. Cross Median was added as an event in 2012 to better capture these types of crashes.

The Problem

- Cross-median crashes are extremely rare, yet are often very severe when they occur. Of the 56 cross-median crashes in 2016, 36 (64 percent) resulted in an injury.

- Cross-median crashes cost Idahoans just nearly \$46 million in 2016. This represents just more than 1 percent of the total economic cost of crashes.

Cross-Median Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Cross Median Crashes	47	51	49	54	56	4.6%
Fatalities	2	5	5	1	4	92.5%
Serious Injuries	4	16	8	17	8	77.4%
Visible Injuries	14	20	28	18	19	13.2%
Possible Injuries	24	20	17	21	19	-4.4%

School Bus Crashes

The Problem

- School bus crashes are rare, but when they occur they have the potential of producing many injuries. Typically, the occupants of vehicles that collided with the school buses sustain most of the severe injuries and fatalities.
- In 2016, 97 percent of the school bus occupants on buses involved in crashes sustained no injuries.
- Crashes with school buses cost Idahoans over \$6 million in 201. This represents less than 1 percent of the total economic cost of crashes.

School Bus Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total School Bus Crashes	66	87	81	89	78	5.6%
Fatalities	0	1	0	1	0	0.0%
Serious Injuries	5	10	1	6	0	102.5%
Visible Injuries	13	10	15	10	20	23.4%
Possible Injuries	16	24	25	35	21	13.5%

Law Enforcement / Adjudication Process

To complete the evidence based traffic enforcement, Idaho is growing increasingly stronger in its adjudication process. There is a strong data driven partnership between the judiciary and law enforcement: prosecutors, Idaho Supreme Court, Administrative Licensing Suspension (ITD), Alcohol Beverage Control, Idaho State Police and local law enforcement statewide.

Idaho’s Traffic Safety Resource Prosecutor (TSRP) has served as a liaison between prosecutors, judiciary, law enforcement, and other stakeholders in the fight against impaired driving. Prior to the start of this program, the communication between law enforcement and prosecutors was in need of stronger relationships and communication. The TSRP provides training and technical assistance to law enforcement officers and prosecutors, delivering the critical support to enhance successful prosecution of traffic safety violations.

Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).

The Office of Highway Safety (OHS) partners with individuals within our Highway Safety community and externally, to score and evaluate all applications that are submitted for approval the following fiscal year. The Program Team within Highway Safety has a very strategic review, analysis and scoring process that is followed, weighing several factors, before determining which projects will be recommended for funding in the following fiscal year.


Project Selection and Development

The annual project selection process begins by notifying state and local public agencies involved in traffic related activities of the availability of grant funds. A Grant Application notice, reflecting the focus areas considered for funding, is released in December. The Grant Application notice invites applicants to submit grant applications by the end of January. Copies of the Grant Application notice and instructions are provided in the Appendix C.

Analysis of the crash data for all counties and cities with a population of 2,000 people or greater is used to solicit agencies for grants, evaluate grant applications, and solicit participation in the mobilizations. This analysis is done for each focus area and includes the number of fatal and injury crashes over the last three years and the 3year fatal and injury crash rate per 100,000 population. Fatal and serious injury crashes are also used if the number of crashes is large enough to provide guidance of areas that may have a more severe crash problem. A more complete description and examples of the tables and graphs used can be found in this document, The Data Driven Process, Appendix D.

Once the application period has closed, potential projects are sorted according to the focus area that most closely fits the project. OHS evaluates each project's potential to eliminate death and injury from motor vehicle crashes. For a new application (i.e., those which are not continuation grants from prior years), one of the Program Managers take a lead in order to get the application reviewed and scored based on the relevance of the application narrative/funding request and the overall merit of the project (i.e., whether the project implementation is part of SHSP strategies and whether the problem presented is data driven or supported by research or other relevant documentation). Funding decisions are based on where the crash data indicates a traffic safety problem that grant funds may be able to reduce. Project Applications that fail to meet the selection criteria will not be recommended for the HSP.

In Idaho, the project selection process for NHTSA funded grants is guided by data analysis supporting the effective countermeasures for specific emphasis areas. In the case of a few established proven effective countermeasures, innovative countermeasures are utilized on those areas that demonstrate evidence of potential success. Sources that guide Idaho's HSP project selection include:

- **Countermeasures That Work (CTW)**, A Highway Safety Countermeasure Guide for State Highway Safety Offices – USDOT 
- **Written plan/reports** such as the SHSP, Impaired Driving Task Force published document, emphasis areas or program specific assessment reports
- **Uniform Guidelines** for State Highway Safety Programs (USDOT)
- **Highway Safety related research recommendations** from trusted sources such as the Transportation Research Board (TRB), and the NCHRP Report 500 series.
- **Funding recommendations** for the individual projects are incorporated into the HSP and are presented to the ITSC in the spring meeting, for acceptance. The HSP is then presented to the Idaho Transportation Board for approval and sent to NHTSA for final approval. A flow chart depicting the entire process is contained on page seven.
- **Strategic Highway Safety Plan (SHSP) team meetings:** Besides seeking guidance and approval from ITSC, OHS coordinates SHSP team meetings for guidance in implementing programs funded with NHTSA funds, Section 402 and 405, and with FHWA HSIP (behavioral safety portion) funds.
- **Grant Applicant prior performance evaluation**

Enter list of information and data sources consulted.

Sources that are used in our Highway Safety Plan (HSP) process are: 1) Idaho Annual Crash Report, 2) SHSP 2015-2023 Goals and Data, 3) FARS 5 Year Performance Measure Data, 4) Idaho's Problem Identification Report, 5) GHSA's 2017 Guidance for Developing Highway Safety Plans.

Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).

Primary Performance Measures, Benchmarks and Strategy

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 2014 benchmark is comprised of five years of crash data and exposure data for the years 2010 through 2014. NHTSA has instituted a set of eleven core outcome performance measures (C1 through C11) and one core behavioral performance measure (B1) for which the States shall set goals and report progress. There are three additional activity measures (A1 through A3) for which the states are required to report progress on. For more information, see "Traffic Safety Performance Measures for States and Federal Agencies (DOT HS 811 025)", link:

<http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf>. In addition, states are required to have performance measures which for state specific focus areas that fall outside of the core measures. In Idaho these focus areas and corresponding measures include Distracted Driving (I1), Mature Drivers (I2), Commercial Motor Vehicles (I3), Run-Off-Road (I4), Head-On/Side-Swipe Opposite (I5), and Intersections (I6).

The data to be used in determining goals for the required performance measures (C1, and C3 through C11) is provided to every State by the National Center for Statistics and Analysis (NCSA) and can be found at the State Traffic Safety Information website:

http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/I6_ID/2010/I6_ID_2010.htm. The other performance measures are calculated using the yearly observed seat belt use rate (B1) which is determined from the observational seat belt survey and the state crash data (C2, and I1 through I5). The goals were presented to the Idaho Traffic Safety Commission in the October Performance Planning meeting and are the same goals and performance measures presented in the Idaho Strategic Highway Safety Plan.

Goals are set and performance will be measured using five-year averages and five-year rates. For example, the 5-Year Average Number of Fatalities is comprised of the sum of the number of fatalities over 5 years divided by 5 (for the 2010-2014 Benchmark, that would be for the years 2010 through 2014). The 5-Year Fatality Rate is the sum of the number of fatalities over the 5 year period divided by the sum of the annual vehicle miles of travel over the same 5 year period. Averaging the rates over the 5 year period is mathematically incorrect, the rates are weighted values and averaging them negates the weights (i.e. each year is not equal because the Annual Vehicle Miles Traveled (AVMT) changes).

PERFORMANCE PLAN

Performance Measures: Goals and Actual Values

The following table presents the goals and actual values for each performance measure in a simple, one-page format

		Benchmark						
		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
Primary Goal								
C1	5-Year Ave Fatalities - Goals		192	191	190	188	187	185
	Actual Values	192	193	211				
Secondary Goals								
C2	5-Year Ave Serious Injuries - Goals		1,278	1,263	1,250	1,239	1,230	1,221
	Actual Values	1,303	1,294	1,298				
C3	5-Year Fatality Rate - Goals		1.19	1.17	1.17	1.14	1.12	1.10
	Actual Values	1.20	1.19	1.29				
FHWA-1	5-Year Serious Injury Rate - Goals		7.98	7.74	7.63	7.49	7.36	7.27
	Actual Values	8.12	7.98	7.89				
Aggressive Driving								
C6	5-Year Ave Speeding Fatalities - Goals		53	52	51	51	50	49
	Actual Values	54	51	52				
Distracted Driving								
I1	5-Year Ave Distracted Fatalities - Goals		43	42	41	40	39	38
	Actual Values	45	43	48				
Safety Restraint Use in Passenger Motor Vehicles (PMV)								
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		75	74	73	72	70	69
	Actual Values	76	81	89				
B1	Yearly Observed Seat Belt Use - Goals		81.6%	82.2%	82.5%	83.0%	83.3%	83.8%
	Actual Values	80.2%	81.1%	82.9%	81.2%			
Impaired Driving								
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		55	54	53	53	52	52
	Actual Values	57	56	62				
Vulnerable Users (Bike, Pedestrian, Mature)								
C11	5-Year Ave Bicyclist Fatalities - Goals		2	2	2	2	2	2
	Actual Values	2	1	3				
C10	5-Year Ave Pedestrian Fatalities - Goals		11	11	11	11	11	10

	Actual Values	12	11	13				
I2	5-Year Ave Drivers >=65 in Fatal Crashes - Goals		37	36	35	35	34	33
	Actual Values	38	39	42				
FHWA-2	5-Year Ave Non-Motorist Fatalities & Serious Injures		120	120	120	120	120	120
	Actual Values	112	111	117				
Youthful Driver								
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		28	27	27	26	25	24
	Actual Values	29	29	28				
Motorcycle (MC)								
C7	5-Year Ave Motorcycle Fatalities - Goals		22	22	21	21	21	20
	Actual Values	23	24	25				
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		12	12	11	11	11	11
	Actual Values	12	13	14				
Commercial Motor Vehicle (CMV)								
I3	5-Year Ave CMV Fatalities - Goals		23	22	21	21	20	20
	Actual Values	23	26	29				
Lane Departure								
I4	5-Year Ave Single Vehicle Run-Off-Road Fatalities - Goals		100	99	98	97	95	94
	Actual Values	101	101	107				
I5	5-Year Ave Head-On/SS Opposite Fatalities - Goals		28	27	26	25	24	23
	Actual Values	30	27	30				
Intersections								
I6	5-Year Ave Intersection-Related Fatalities - Goals		36	36	35	35	33	32
	Actual Values	36	38	40				
Items for Reporting								
		2014	2015	2016	2017	2018	2019	2020
	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				
			FFY2015	FFY2016	FFY2017	FFY2018	FFY2019	FFY2020
A1	Seat Belt Citations Issued during Grant Funded Activities		11,780	12,067	5,574			
A2	DUI Arrests made during Grant Funded Activities		861	687	557			
A3	Speeding Citations Issued during Grant Funded Activities		7,853	6,908	10,239			
Updated:	12/18/2017							

3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	Not Met
C-2) Number of serious injuries in traffic crashes (State crash data files)	Not Met
C-3) Fatalities/VMT (FARS, FHWA)	Not Met
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Not Met
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Not Met
C-6) Number of speeding-related fatalities (FARS)	Met
C-7) Number of motorcyclist fatalities (FARS)	Not Met
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Not Met
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Not Met
C-10) Number of pedestrian fatalities (FARS)	Not Met
C-11) Number of bicyclists fatalities (FARS)	Not Met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Met
FHWA-1 Serious Injury Rate	Not Met
FHWA-2 Non-Motorist Fatalities & Serious Injuries	Met
I1 - Distracted Driving Fatalities	Not Met
I2- Drivers >= 65 in Fatal Crashes	Not Met
I3 - CMV Fatalities	Not Met
I4 - Single Vehicle Run Off Road Fatalities	Not Met
I5 - Head On/SS Opposite Fatalities	Not Met
I6 - Intersection Related Fatalities	Not Met

C-1) Number of traffic fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

C-7) Number of motorcyclist fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-10) Number of pedestrian fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-11) Number of bicyclists fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Progress: Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

FHWA-1 Serious Injury Rate

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

FHWA-2 Non-Motorist Fatalities & Serious Injuries

Progress: Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I1 - Distracted Driving Fatalities

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I2- Drivers >= 65 in Fatal Crashes

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I3 - CMV Fatalities

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I4 - Single Vehicle Run Off Road Fatalities

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I5 - Head On/SS Opposite Fatalities

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I6 - Intersection Related Fatalities

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

4 Performance plan

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	187.0
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	1,230.0
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.120
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	70.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	52.0
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	50.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	21.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	11.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	25.0
C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	11.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	2.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2015	2019	83.3
I-1) Distracted Driving Fatalities	5 Year	2015	2019	39.0
I-2) Drivers > = 65 Involved in Fatal Crashes	5 Year	2015	2019	34.0
I-3) Reduce CMV Fatalities	5 Year	2015	2019	20.0
I-4) Number of Single Vehicle Run Off Road Fatalities	5 Year	2015	2019	95.0
I-5) Number of Head On/Side Swiped Opposite Direction Fatalities	5 Year	2015	2019	24.0
I-6) Number of Intersection-Related Fatalities	5 Year	2015	2019	33.0

C-1) Number of traffic fatalities (FARS)

Is this a traffic records system performance measure?

No

C-1) Number of traffic fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 187.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019
Target Metric Type: Numeric
Target Value: 1,230.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Numeric
Target Value: 1.120
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Numeric
Target Value: 70.0
Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019

Target Metric Type: Numeric

Target Value: 52.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-6) Number of speeding-related fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 50.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-7) Number of motorcyclist fatalities (FARS)

Is this a traffic records system performance measure?

No

C-7) Number of motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric
Target Value: 21.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Is this a traffic records system performance measure?

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 11.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

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

Is this a traffic records system performance measure?

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019
Target Metric Type: Numeric
Target Value: 25.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-10) Number of pedestrian fatalities (FARS)

Is this a traffic records system performance measure?

No

C-10) Number of pedestrian fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 11.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

C-11) Number of bicyclists fatalities (FARS)**Is this a traffic records system performance measure?**

No

C-11) Number of bicyclists fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 2.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**Is this a traffic records system performance measure?**

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019
Target Metric Type: Percentage
Target Value: 83.3
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-1) Distracted Driving Fatalities

Is this a traffic records system performance measure?

No

I-1) Distracted Driving Fatalities-2019
Target Metric Type: Numeric
Target Value: 39.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-2) Drivers > = 65 Involved in Fatal Crashes

Is this a traffic records system performance measure?

No

I-2) Drivers > = 65 Involved in Fatal Crashes-2019
Target Metric Type: Numeric
Target Value: 34.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-3) Reduce CMV Fatalities

Is this a traffic records system performance measure?

No

I-3) Reduce CMV Fatalities-2019
Target Metric Type: Numeric
Target Value: 20.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began

tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-4) Number of Single Vehicle Run Off Road Fatalities

Is this a traffic records system performance measure?

No

I-4) Number of Single Vehicle Run Off Road Fatalities-2019
Target Metric Type: Numeric
Target Value: 95.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-5) Number of Head On/Side Swiped Opposite Direction Fatalities

Is this a traffic records system performance measure?

No

I-5) Number of Head On/Side Swiped Opposite Direction Fatalities-2019
Target Metric Type: Numeric
Target Value: 24.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

I-6) Number of Intersection-Related Fatalities

Is this a traffic records system performance measure?

No

I-6) Number of Intersection-Related Fatalities-2019
Target Metric Type: Numeric
Target Value: 33.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Goals were determined by examining the trend of the performance measure with emphasis on the most recent data available. Consideration of funding and input from the executive safety team were also factors that influenced the target selection. The current set of goals was established with 2010-2014 data as the benchmark (i.e. the most current data available). The number of fatalities experienced in 2011 was the lowest ever at 167 and the other 4 years in that benchmark were the other 4 lowest years since we began tracking the numbers. Since then, fatalities and serious injuries have drastically increased with the improving economy. The goals were conservatively set in relation to the trend that was occurring at the time, yet are nearly impossible to meet given the increases in the last 3 years. Each program area performance target was evaluated so that it was an appropriate target in relation to the overall goal of the total motor vehicle fatalities. A new set of goals will be established for the FFY 2020 Highway Safety Plan.

State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.	
Check the box if the statement is correct.	Yes
Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.	
A-1) Number of seat belt citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Seat belt citations	5574
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Fiscal year	2017
Impaired driving arrests	557
A-3) Number of speeding citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Speeding citations	10239

5 Program areas

Program Area Hierarchy

1. Police Traffic Services
 - Sustained Enforcement
 - Lewiston STEP Program
 - Supporting Enforcement
 - Twin Falls County Enforcement
 - FAST Act NHTSA 402
 - Idaho Falls Enforcement
 - FAST Act NHTSA 402
 - Short-term, High Visibility Seat Belt Law Enforcement
 - CIOT High Visibility Campaign
 - FAST Act NHTSA 402
 - Public Information Supporting Enforcement
 - Police Traffic SWS
 - FAST Act NHTSA 402
 - PT Program Management
 - Program Management
 - FAST Act NHTSA 402
 - Impaired Driving Task Force
 - DUI Task Force * Special Mobilizations
 - 164 Transfer Funds-AL
 - High Visibility Saturation Patrols
 - High Visibility Enforcement
 - Distracted Driving HVE and Mini-Grants
 - FAST Act NHTSA 402
 - Aggressive Driving HVE and Mini Grants
 - FAST Act NHTSA 402
 - HVE - Impaired Labor Day Mobilization
 - FAST Act 405d Impaired Driving Mid
 - HVE - Impaired 4th of July Mobilization

FAST Act 405d Impaired Driving Mid
 HVE - Impaired Dec/Jan Mobilization
 FAST Act 405d Impaired Driving Mid
 High Visibility Cellphone/Text Messaging Enforcement
 Idaho State Police
 FAST Act NHTSA 402
 Communications and Outreach: Distracted Driving
 Police Traffic - Training Support
 FAST Act NHTSA 402
 2. Impaired Driving (Drug and Alcohol)
 Zero-Tolerance Law Enforcement
 DUI Step Officer Grant
 FAST Act 405d Impaired Driving Mid
 Underage Drinking Enforcement
 Impaired Driving Statewide Services
 FAST Act 405d Impaired Driving Mid
 Traffic Safety Resource Prosecutor
 TSRP
 FAST Act 405d Impaired Driving Mid
 SFST training for Law Enforcement Officers
 State Impaired Driving Coordinator
 FAST Act 405d Impaired Driving Mid
 Prosecutor Training
 Other Minimum Legal Drinking Age 21 Law Enforcement
 Mass Media Campaigns
 Impaired Driving Paid Media
 FAST Act 405d Impaired Driving Mid
 Law Enforcement Training
 Highway Safety Summit
 FAST Act NHTSA 402
 Judicial Education
 Impaired Driving Task Force
 DUI Task Force * Special Mobilizations
 164 Transfer Funds-AL
 High-BAC Sanctions
 High Visibility Enforcement
 Enforcement of Drug-Impaired Driving
 Alcohol Statewide Services
 FAST Act NHTSA 402
 DWI Courts
 Idaho Impaired Driving Advisory Committee
 Impaired Driving Advisory Committee
 164 Transfer Funds-AL
 Drug Recognition Expert (DRE) Training
 Communication Campaign
 Paid Media
 164 Transfer Funds-AL
 Breath Test Devices
 BAC Test Refusal Penalties
 AL Program Administration
 (405d) Impaired Driving Program Administration
 FAST Act 405d Impaired Driving Mid
 (402) Impaired Driving Program Administrator
 FAST Act NHTSA 402
 24/7 Sobriety Program
 3. Vulnerable Users
 Highway Safety Office Program Management
 Bicycle and Pedestrian Safety Program Management
 FAST Act NHTSA 402
 4. Occupant Protection (Adult and Child Passenger Safety)
 Short-term, High Visibility Seat Belt Law Enforcement
 CIOT High Visibility Campaign
 FAST Act NHTSA 402
 SB Program Management
 (405) Program Management - Seat Belt
 FAST Act 405b OP Low
 Communications and Outreach: Strategies for Low Belt Use Groups
 CPS Statewide Coordinator Program
 FAST Act 405b OP Low
 Annual Occupant Protection Observational Survey
 FAST Act 405b OP Low
 Communications & Outreach: Supporting Enforcement
 Occupant Protection Outreach

- FAST Act 405b OP Low
- Communications & Outreach: Strategies for Older Children
 - CPS Educational Opportunities and Materials
 - FAST Act NHTSA 402
- Comm & Outreach: Strategies for Child Restraint Use
 - CPS Paid and Earned Media
 - FAST Act 405b OP Low
 - Child Passenger Safety Restraints
 - FAST Act 405b OP Low
 - CPS Statewide Program
 - FAST Act NHTSA 402
- (402) Program Management
 - (402) Program Management SB
 - FAST Act NHTSA 402
 - (402) Program Management CR
 - FAST Act NHTSA 402
- 5. Community Traffic Safety Program
 - Post Licensure Driver Education
 - Alive at 25
 - FAST Act NHTSA 402
 - Media Supporting Enforcement
 - Paid Media
 - FAST Act NHTSA 402
 - Law Enforcement Training
 - Highway Safety Summit
 - FAST Act NHTSA 402
 - Law Enforcement Outreach Liason
 - Law Enforcement Liason Program
 - FAST Act NHTSA 402
 - Highway Safety Office Program Management
 - Community Traffic Program Area Management
 - FAST Act NHTSA 402
 - Education and Outreach
 - St. Lukes Youth Action Team
 - FAST Act NHTSA 402
 - Behavioral Safety Education
 - Public Opinion Survey
 - FAST Act NHTSA 402
 - Coalition Activities
 - FAST Act NHTSA 402
- 6. Traffic Records
 - TR Highway Safety Program Management
 - Program Area Management (Traffic Records)
 - FAST Act NHTSA 402
 - Improves uniformity of a core highway safety database
 - Improves timeliness of a core highway safety database
 - E Citation (statewide)
 - FAST Act 405c Data Program
 - Improves integration between one or more core highway safety databases
 - Traffic Records Statewide Services
 - FAST Act NHTSA 402
 - Improves completeness of a core highway safety database
 - Improves accuracy of a core highway safety database
 - TRCC Data Improvement
 - FAST Act 405c Data Program
 - Improves accessibility of a core highway safety database
- 7. Non-motorized (Pedestrians and Bicyclist)
 - Pedestrian Safety Zones
 - Bicycle and Pedestrian Statewide Services
 - FAST Act NHTSA 402
 - Highway Safety Office Program Management
 - Bicycle and Pedestrian Safety Program Management
 - FAST Act NHTSA 402
 - Bike/Ped Communication Campaign
- 8. Motorcycle Safety
 - Other Driver Awareness of MC's
 - Motorcycle Awareness Paid Media
 - FAST Act 405f Motorcycle Programs
 - Motorcyclist Licensing
 - Motorcycle Rider Training
 - Motorcycle Safety Training and Education
 - FAST Act NHTSA 402
 - MC Helmet Use Promotion

Highway Safety Office Program Management
 MC Program Management
 FAST Act NHTSA 402
 Driver Awareness of Motorcyclists
 Motorcycle Awareness Paid Media
 FAST Act 405f Motorcycle Programs
 Communications and Outreach: Driver Awareness of MC's
 Idaho Coalition for Motorcycle Safety Awareness Rally grant
 FAST Act NHTSA 402
 Alcohol Impairment: Detection, Enforcement and Sanctions
 Alcohol Impairment: Communications
 Impaired Motorcyclist: Paid Media
 FAST Act 405d Impaired Driving Mid

9. Planning & Administration

(none)

Planning and Administration

FAST Act NHTSA 402

5.1 Program Area: Police Traffic Services

Program area type Police Traffic Services

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Police Traffic Services

The Office of Highway Safety (OHS) implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national high-visibility law enforcement mobilizations, mini-grants, and sustained enforcement addressing impaired, aggressive, and distracted driving, and occupant protection.

Aggressive Driving

Aggressive driving was a contributing factor in 51 percent of all crashes in Idaho during 2016.

Aggressive driving behaviors include: failure to yield right of way, fail to obey stop sign, exceeded posted speed, driving too fast for conditions, following too close, and fail to obey signal. While 76 percent of aggressive driving crashes occur in urban areas, 71 percent of the fatal aggressive driving crashes occur in rural areas.

Drivers ages 19 and younger were 4.2 times as likely to be involved in aggressive driving crashes as all other drivers, while drivers ages 20-24 are 2.2 times as likely as all other drivers to be involved in these types of crashes.

Speed played the biggest role in single-vehicle crashes, contributing to 22% of single-vehicle crashes. Failure to Maintain Lane was the second most prevalent contributing circumstance for single-vehicle crashes at 16% as well as contributing to 3% of multiple vehicle crashes.

Failure to Yield was the most prevalent contributing circumstance for multiple vehicle crashes, with Inattention/Distraction and Follow too Close with just slightly fewer occurrences. Each of the three as a contributing factor to 1 in 5 multiple vehicle crashes.

Distracted Driving

Distracted driving is inattention that occurs when drivers divert their attention away from the driving task to focus on other activity instead. The distracting tasks can affect drivers in different ways and can be categorized into one of the following types: visual, manual and cognitive distractions.

Distracted driving made up 20% of all crashes in 2016 and was responsible for 25% of all fatalities.

While 72% of all distracted driving crashes occurred on urban roadways, 71% of fatal distracted driving crashes occurred on rural roadways. While only 20% of all distracted driving crashes involved a single vehicle, 45% of fatal distracted driving crashes involved a single vehicle.

Impaired Driving

Impaired driving contributed to 9% of single vehicle crashes and 3% of multiple vehicle crashes.

Occupant Protection

Of the 80 passenger motor vehicle occupants killed in single vehicle rollovers, only 16% were wearing seatbelts or in child safety seats. Of the 64 passenger motor vehicle occupants who were killed in single-vehicle rollovers and not wearing seatbelts, 91% were totally or partially ejected from their vehicle.

Youthful Drivers

In 2016, more than one in every five crashes involved a youthful driver. There were 9 teens passengers and 7 youthful drivers aged 15 to 19 years, drivers killed in automobile crashes. Only 22 percent of the teen passengers killed were wearing seatbelts, and only 43 percent of the youthful drivers were wearing seatbelts.

Goals:

Reduce the five-year average number of fatalities from 211 (2012-2016) to 187 (2015-2019).

Reduce the five-year average number of serious injuries from 1,298 (2012-2016) to 1,230 (2015-2019).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Reduce the five-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 from 62 (2012-2016) to 52 (2015-2019).

Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 89 (2012-2016) to 70 (2015-2019).

Reduce the five-year average number of speed related fatalities from 52 (2012-2016) to 50 (2015-2019).

Reduce the five year average number of distracted driving fatalities from 48 (2012-2016) to 39 (2015-2019).

Reduce the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 28 (2012-2016) to 25 (2015-2019).

Aggressive Driving

The Definition

Aggressive driving behaviors include: Failure to Yield Right of Way, Driving Too Fast for Conditions, Exceeding the Posted Speed, Passed Stop Sign, Disregarded Signal, and Following Too Close. Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.

The Problem

Aggressive driving was a factor in 51 percent of all crashes and 36 percent of all fatalities in 2016.

Drivers, ages 19 and younger, are 4.2 times as likely to be involved in an aggressive driving collision as all other drivers.

Aggressive driving crashes cost Idahoans more than \$1.7 billion in 2016. This represented 41 percent of the total economic cost of crashes.

Distracted Driving

The Definition

Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.

The Problem

In 2016, 64 fatalities resulted from distracted driving crashes. This represents 25 percent of all fatalities. Of the 50 passenger vehicle occupants killed in distracted driving crashes, 23 (46 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2016 were 4 motorcyclists, 2 bicyclists, 7 pedestrians, and 1 farm equipment operator.

In 2016, drivers under the age of 25 comprised 37 percent of the drivers involved in all distracted driving crashes and 27 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 14 percent of the licensed drivers.

Distracted driving crashes cost Idahoans just over \$1.1 billion in 2016. This represents 26 percent of the total economic cost of crashes

Safety Restraints

The Problem

In 2016, 83 percent of Idahoans were using seat belts, based on seat belt survey observations.

In 2016, seat belt usage varied by region around the state from a high of 90 percent in District 3 (Southwestern Idaho) to a low of 66 percent in District 4 (South-Central Idaho).

Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2016. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 65 lives were saved in Idaho in 2016 because they were wearing a seat belt and an additional 57 lives could have been saved if everyone had worn their seat belt.

There were 4 children under the age of 7 killed (1 was restrained) and 17 seriously injured (11 were restrained) while riding in passenger vehicles in 2016. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 2 lives in 2016. If all of the children under 7 had been properly restrained, an additional 2 lives may have been saved. Furthermore, 24 serious injuries were prevented and 3 of the 5 unrestrained serious injuries may have been prevented if they had all been properly restrained.

Unrestrained passenger motor vehicle occupants cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Impaired Driving

Definition

Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

The Problem

In 2016, 88 fatalities resulted from impaired driving crashes. This represents 35 percent of all fatalities. Only 17 (or 25 percent) of the 65 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 6 motorcyclists, 10 pedestrians, 4 ATV riders, 2 commercial vehicle occupants, and 1 bicyclist killed in impaired driving crashes.

Of the 88 people killed in impaired driving crashes in 2016, 80 (or 91%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.

Nine percent of the impaired drivers involved in crashes were under the age of 21 in 2016, even though they are too young to legally purchase alcohol.

Impaired driving crashes cost Idahoans over \$1 billion in 2016. This represents 24 percent of the total economic cost of crashes.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	187.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,230.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.120
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	70.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	52.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	50.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.3

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement
2019	Supporting Enforcement

2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Public Information Supporting Enforcement
2019	PT Program Management
2019	Impaired Driving Task Force
2019	High Visibility Saturation Patrols
2019	High Visibility Enforcement
2019	High Visibility Cellphone/Text Messaging Enforcement
2019	Communications and Outreach: Distracted Driving

5.1.1 Countermeasure Strategy: Sustained Enforcement

Program area Police Traffic Services

Countermeasure strategy Sustained Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to see a significant reduction in the number of injury crashes by 5 percent in a specific city/county jurisdiction. STEP Officer Grant positions are funded under this Counter Measure Strategy.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Please refer to Problem ID for Police Traffic Services. The goal of the planned activity under this Countermeasure is to see a 5 percent reduction of injury crashes compared to previous STEP grant year.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The planned activity for STEP Officer Grant, most of the project activity is ongoing, sustained enforcement. This is why this CM was selected, based on the primary nature of these projects.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPT1903	Lewiston STEP Program	Sustained Enforcement

5.1.1.1 Planned Activity: Lewiston STEP Program

Planned activity name	Lewiston STEP Program
Planned activity number	SPT1903
Primary countermeasure strategy	Sustained Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a

majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Enter intended subrecipients.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
No records found.						

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.2 Countermeasure Strategy: Supporting Enforcement

Program area Police Traffic Services

Countermeasure strategy Supporting Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and

maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

See a reduction in Impaired, Distracted, Aggressive Driving, and Occupant Protection related crashes in specific jurisdictions. OHS will partner with select law enforcement agencies to fund enforcement and traffic related activities that address specific traffic challenges.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The

collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Funding is based on the specific activities that the grantee will be focusing on during the grant cycle.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPT1907	Twin Falls County Enforcement	Supporting Enforcement
SPT1908	Idaho Falls Enforcement	Supporting Enforcement

5.1.2.1 Planned Activity: Twin Falls County Enforcement

Planned activity name	Twin Falls County Enforcement
Planned activity number	SPT1907
Primary countermeasure strategy	Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will be used for overtime hours to address aggressive driving, specifically speeding and to educate the public regarding enhanced aggressive driving enforcement.

Encourage seat belt enforcement and child passenger safety essential components of all patrol activities.

Use each traffic stop as opportunity to educate the public by addressing safety restraint usage whether or not occupants are restrained.

Enter intended subrecipients.

Twin Falls County Sheriff.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities**Fiscal Year Countermeasure Strategy Name**

2019 Supporting Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$10,500.00	\$2,625.00	\$4,200.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.2.2 Planned Activity: Idaho Falls Enforcement

Planned activity name Idaho Falls Enforcement

Planned activity number SPT1908

Primary countermeasure strategy Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Increase motorist traffic law compliance through increased enforcement activity within the city, strong emphasis on enforcing the traffic laws. Grant activity will also include public education of good driving habits.

Enter intended subrecipients.

Idaho Falls Police Department.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Supporting Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Police Traffic Services (FAST)	\$10,000.00	\$2,500.00	\$4,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.3 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Short-term, High Visibility Seat Belt Law Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact would be to see an increase in the seat belt use rate, statewide. Planned Activity to be funded is our yearly Click it or Ticket Mobilization, in May 2019.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned

in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is a routine strategy used for all of our mobilizations, this one specifically is to address seat belt usage/enforcement in the state during our CIOT campaign.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SSB19EB	CIOT High Visibility Campaign	Short-term, High Visibility Seat Belt Law Enforcement

5.1.3.1 Planned Activity: CIOT High Visibility Campaign

Planned activity name	CIOT High Visibility Campaign
Planned activity number	SSB19EB
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Increase law enforcement agency participation in enforcement campaign from 56 agencies to 59 agencies. Also, to encourage agencies statewide to participate in mobilization and enforce Idaho OP laws in communities in which the majority of Idaho's unrestrained passenger fatalities and/or serious injuries occurred.

Enter intended subrecipients.

Law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$150,000.00	\$37,500.00	\$60,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.4 Countermeasure Strategy: Public Information Supporting Enforcement

Program area	Police Traffic Services
Countermeasure strategy	Public Information Supporting Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through active partnerships and collaboration, we hope to see a significant decrease in the number of fatal and serious injury crashes that are happening, as a result of distracted driving, aggressive driving, lack of seat belt restraints and impairment.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

4.1 Public Information Supporting Enforcement was selected since a majority of the planned activities that relate to this countermeasure are public information related and have a strong outreach component tied to it as well.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPT1901	Police Traffic SWS	Public Information Supporting Enforcement

5.1.4.1 Planned Activity: Police Traffic SWS

Planned activity name	Police Traffic SWS
Planned activity number	SPT1901
Primary countermeasure strategy	Public Information Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Education and outreach efforts that support education and awareness efforts to address aggressive and distracted behaviors.

Enter intended subrecipients.

Funding will be used to develop and disseminate both distracted and aggressive driving related public information materials to community safety partners and stakeholders, for distribution through HVE and community safety partners. Sub Recipients will be a variety of LE agencies, and other highway safety partners, schools, etc.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Public Information Supporting Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$10,000.00	\$2,500.00	\$4,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.5 Countermeasure Strategy: PT Program Management

Program area	Police Traffic Services
Countermeasure strategy	PT Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk

populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is consistent with the other Police Traffic Services countermeasures: reduce all fatal and serious injury related crashes that involve: distraction, aggressive driving, lack of seat belts among Idaho drivers. Planned Activity - primarily costs and time associated with managing all of the programs under Police Traffic Services.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Funding for this planned activity is determined by the linkage that we determine with the SHSP, problem identification, performance targets and countermeasures. Depending on what the greatest challenges are for the fiscal year, will determine how and where we spend our time and resources.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Highway Safety Program Management is identified by NHTSA for all of the Highway Safety Program Areas.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019PT	Program Management	PT Program Management

5.1.5.1 Planned Activity: Program Management

Planned activity name	Program Management
Planned activity number	S0019PT
Primary countermeasure strategy	PT Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations

and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Planned Activity will provide funding to effectively develop and coordinate all of the programs directly related to Police Traffic Services.

Enter intended subrecipients.

OHS.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	PT Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$60,200.00	\$15,050.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.6 Countermeasure Strategy: Impaired Driving Task Force

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Impaired Driving Task Force

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to see an increase in the number of impaired related fatal and serious injury crashes, in select locations where there has been an ongoing impairment issue. Special mobilizations and DUI Task Force activity will be included under this CM.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This is a very specific countermeasure for DUI Task Force activity, and all of the planned activities under this CM will relate directly to Task Force and Special Mobilization activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641901	DUI Task Force * Special Mobilizations	Impaired Driving Task Force

5.1.6.1 Planned Activity: DUI Task Force * Special Mobilizations

Planned activity name	DUI Task Force * Special Mobilizations
Planned activity number	S641901
Primary countermeasure strategy	Impaired Driving Task Force

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding is for overtime hours of DUI Task Force and Special Mobilizations across Idaho, and will also provide DUI enforcement for special events outside of our yearly scheduled Traffic Enforcement Mobilizations. Funding will also provide project supported tools to aid in effective enforcement.

Idaho is a rural state but in the summer months, there are some areas of the state that can be impacted by an increase of tourist population due to concerts, rodeos, boat shows, festivals and other types of summer events.

The Office of Highway Safety has recognized the need for more impaired enforcement in areas around the State during these events which may include, but are not limited to the following: Raspberry Days, Lewiston Round Up, Mountain Home Music Festival, Snake River Stampede, and the Idaho State Fair.

Enter intended subrecipients.

Sub-Recipients will be law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Impaired Driving Task Force

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		164 Transfer Funds-AL	164 Alcohol	\$200,000.00		\$80,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.1.7 Countermeasure Strategy: High Visibility Saturation Patrols

Program area Police Traffic Services

Countermeasure strategy High Visibility Saturation Patrols

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier Planned Activity Name Primary Countermeasure

No records found.

5.1.8 Countermeasure Strategy: High Visibility Enforcement

Program area Police Traffic Services

Countermeasure strategy High Visibility Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to see a significant reduction in the five year average number of speed related fatalities, distracted driving fatalities, impaired driving fatalities, unrestrained passenger motor vehicle occupants killed, and also those fatal crashes involving a driver with a BAC greater than or equal to .08.

All of our planned HVE mobilizations will be included as part of this Countermeasure, for FY 19.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Funding for each of the HVE's is based on the specific Problem ID for that focus area, and the crash trends that we are seeing overall in Idaho. Because of the increase of fatal and serious injury crashes in Idaho that we are seeing, OHS has dedicated additional funds also for Mini Grant Activities that target specific areas, at specific times during the year. This gives agencies another option for targeted enforcement, in addition to their participation in our yearly HVE's.

Please refer to the opening description for Police Traffic Services, where OHS has identified the goals and Problem ID for each focus area that falls under the umbrella of Police Traffic Services: Aggressive, Distracted, Impaired, and Occupant Protection.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

High Visibility Enforcement was selected as a Countermeasure since all of our planned activities under this umbrella relate specifically to HVE.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SDD1901	Distracted Driving HVE and Mini-Grants	High Visibility Enforcement
SPT1902	Aggressive Driving HVE and Mini Grants	High Visibility Enforcement
SID19EC	HVE - Impaired Labor Day Mobilization	High Visibility Enforcement
SID18EB	HVE - Impaired 4th of July Mobilization	High Visibility Enforcement
SID19EA	HVE - Impaired Dec/Jan Mobilization	High Visibility Enforcement

5.1.8.1 Planned Activity: Distracted Driving HVE and Mini-Grants

Planned activity name Distracted Driving HVE and Mini-Grants

Planned activity number SDD1901

Primary countermeasure strategy High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

There was an increase of 25 percent in distracted driving fatalities, while the number of overall crashes decreased. OHS will continue to solicit and review mini-grant applications for projects that support distracted driving initiatives that help increase local community awareness about the dangers of distracted driving, thus eliminating DD crashes at locations where data supports it. Idaho law enforcement agencies can issue texting citations only when they witness the violation that clearly shows either transmitting or reading a written message on a cellular device.

Project Objective will be to conduct a high visibility enforcement campaign (during Distracted Driving Awareness Month), using best practices for Distracted Driving enforcement.

Enter intended subrecipients.

Sub Recipients will be participating law enforcement agencies.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Distracted Driving (FAST)	\$100,000.00	\$25,000.00	\$40,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.8.2 Planned Activity: Aggressive Driving HVE and Mini Grants

Planned activity name	Aggressive Driving HVE and Mini Grants
Planned activity number	SPT1902
Primary countermeasure strategy	High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct statewide aggressive driving enforcement during high-crash times at high crash locations. Support local agencies equipment (lidar, radars, portable speed trailers, in-car video camaras,) needs for traffic enforcement through statewide mobilizations and mini-grants. Agencies participating in HVE will generate a minimum of one local public outreach activity per agency.

Funding will be used to support overtime to target aggressive drivers through statewide HVE, equipment support, and mini-grants.

Enter intended subrecipients.

Intended sub-recipients will be law enforcement statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$280,000.00	\$70,000.00	\$112,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.1.8.3 Planned Activity: HVE - Impaired Labor Day Mobilization

Planned activity name HVE - Impaired Labor Day Mobilization

Planned activity number SID19EC

Primary countermeasure strategy High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct a two week HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.

Enter intended subrecipients.

Sub Recipients will be participating law enforcement agencies.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
-------------	------------------------------

2019	High Visibility Enforcement
------	-----------------------------

Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$150,000.00		\$37,500.00

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.1.8.4 Planned Activity: HVE - Impaired 4th of July Mobilization

Planned activity name HVE - Impaired 4th of July Mobilization

Planned activity number SID18EB

Primary countermeasure strategy High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct a 10 day HVE Impaired Driving campaign used best practices and lessons learned from previous mobilizations.

Enter intended subrecipients.

Participating law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$125,000.00		\$31,250.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.8.5 Planned Activity: HVE - Impaired Dec/Jan Mobilization

Planned activity name	HVE - Impaired Dec/Jan Mobilization
Planned activity number	SID19EA
Primary countermeasure strategy	High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to

reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for all three Impaired mobilizations will be used for law enforcement agencies to participate, with the goal being to eliminate impaired driving related traffic fatalities, serious injuries, and economic losses. There are a total of 3 statewide mobilizations with Impaired Driving focus. f

The December/January campaign: OHS will conduct a 2 week HVE Impaired Driving Campaign used best practices and lessons learned from previous mobilizations.

Enter intended subrecipients.

Intended sub-recipients will be participating law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	\$175,000.00		\$43,750.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.9 Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

Program area: Police Traffic Services

Countermeasure strategy: High Visibility Cellphone/Text Messaging Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to see a significant reduction in the number of fatal and serious injury crashes in our state (Idaho). Project funding will be primarily for overtime/traffic enforcement focused on aggressive driving, distracted driving, seatbelt use, and impaired driving.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

1.3 High Visibility Cell Phone and Text Messaging Enforcement, for Distracted and Drowsy Driving is a key countermeasure identified to curb distracted drivers. This is a strong emphasis for law enforcement in our state.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPT1909	Idaho State Police	High Visibility Cellphone/Text Messaging Enforcement

5.1.9.1 Planned Activity: Idaho State Police

Planned activity name	Idaho State Police
Planned activity number	SPT1909
Primary countermeasure strategy	High Visibility Cellphone/Text Messaging Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Participate in each of the High Visibility Enforcement (HVE) Campaigns. Sustained enforcement in each of the 6 Districts based on data driven efforts.

Enter intended subrecipients.

Idaho State Police, Regions 1-6.

Countermeasure strategies**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.****Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Cellphone/Text Messaging Enforcement

Funding sources**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$400,000.00	\$100,000.00	\$160,000.00

Major purchases and dispositions**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.10 Countermeasure Strategy: Communications and Outreach: Distracted Driving

Program area	Police Traffic Services
Countermeasure strategy	Communications and Outreach: Distracted Driving

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Overall Traffic Safety Impact would be to see a significant decrease in the number of speed, aggressive and distracted driving related crashes in Idaho. There will be planned outreach and enforcement activities as part of this countermeasure strategies.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Please see above.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPT1906	Police Traffic - Training Support	Communications and Outreach: Distracted Driving

5.1.10.1 Planned Activity: Police Traffic - Training Support

Planned activity name	Police Traffic - Training Support
Planned activity number	SPT1906
Primary countermeasure strategy	Communications and Outreach: Distracted Driving

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

This project will support training and travel support for safety partners to avail of training to learn about innovations in community based traffic safety enforcement and education programs, which will help further the goal of reducing aggressive and distracted driving related fatal and serious injury crashes in Idaho.

Enter intended subrecipients.

Law Enforcement Safety Partners and Agencies. Possibly other safety partners as well.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach: Distracted Driving

Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$20,000.00	\$5,000.00	\$8,000.00

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2 Program Area: Impaired Driving (Drug and Alcohol)

Program area type Impaired Driving (Drug and Alcohol)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Impaired Driving PROGRAM

Driving while impaired refers to operating a motor vehicle while under the influence of alcohol, drugs, or both. Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

Goals:

Reduce the five-year average number of fatalities by 11 percent from 211 (2012-2016) to 187 (2015-2019).

Reduce the five-year average number of serious injuries by 5 percent from 1,298 (2012-2016) to 1,230 (2015-2019).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 52 or fewer by 2020

Impaired Driving

Definition

Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

The Problem

In 2016, 88 fatalities resulted from impaired driving crashes. This represents 35 percent of all fatalities. Only 17 (or 25 percent) of the 65 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 6 motorcyclists, 10 pedestrians, 4 ATV riders, 2 commercial vehicle occupants, and 1 bicyclist killed in impaired driving crashes.

Of the 88 people killed in impaired driving crashes in 2016, 80 (or 91%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.

Nine percent of the impaired drivers involved in crashes were under the age of 21 in 2016, even though they are too young to legally purchase alcohol.

Impaired driving crashes cost Idahoans over \$1 billion in 2016. This represents 24 percent of the total economic cost of crashes.

Impaired Driving in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Impaired Driving Crashes	1,454	1,425	1,378	1,367	1,535	1.5%
Fatalities	73	96	72	87	88	7.1%
Serious Injuries	241	228	227	219	223	-1.9%
Visible Injuries	399	362	383	350	397	0.3%
Possible Injuries	535	445	443	477	482	-2.1%
Impaired Driving Crashes as a % of All Crashes	6.8%	6.4%	6.2%	5.7%	6.1%	-2.7%
Impaired Driving Fatalities as a % of All Fatalities	39.7%	45.1%	38.7%	40.3%	34.8%	-2.5%
Impaired Driving Injuries as a % of All Injuries	10.7%	9.1%	8.9%	7.9%	8.1%	-6.6%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	1.98	2.04	1.85	1.84	1.81	-2.1%
Annual DUI Arrests by Agency*						
Idaho State Police	1,659	1,304	1,197	1,089	1,305	-4.7%
Local Agencies	7,482	6,825	6,248	6,298	6,015	-5.2%
Total Arrests	9,141	8,129	7,445	7,387	7,320	-5.3%
DUI Arrests per 100 Licensed Drivers	0.84	0.73	0.66	0.65	0.63	-6.8%

*Source: Bureau of Criminal Identification, Idaho State Police

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	187.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,230.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.120
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	52.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Zero-Tolerance Law Enforcement
2019	Underage Drinking Enforcement
2019	Traffic Safety Resource Prosecutor

2019	SFST training for Law Enforcement Officers
2019	Prosecutor Training
2019	Other Minimum Legal Drinking Age 21 Law Enforcement
2019	Mass Media Campaigns
2019	Law Enforcement Training
2019	Judicial Education
2019	Impaired Driving Task Force
2019	High-BAC Sanctions
2019	High Visibility Enforcement
2019	Enforcement of Drug-Impaired Driving
2019	DWI Courts
2019	Drug Recognition Expert (DRE) Training
2019	Communication Campaign
2019	Breath Test Devices
2019	BAC Test Refusal Penalties
2019	AL Program Administration
2019	24/7 Sobriety Program

5.2.1 Countermeasure Strategy: Zero-Tolerance Law Enforcement

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Zero-Tolerance Law Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation,

partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

See a significant decrease in the number of impaired drivers, specifically in Region 1. OHS will fund special projects, that are targeted specifically at Impaired Driving. One project will be the funding of a DUI Step Grant in Coeur d' Alene.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure has been selected because of the primary nature of the projects and activities that will fall under this countermeasure. Refer to Planned Activity section.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

SID1904

DUI Step Officer Grant Zero-Tolerance Law Enforcement

5.2.1.1 Planned Activity: DUI Step Officer Grant

Planned activity name DUI Step Officer Grant
Planned activity number SID1904
Primary countermeasure strategy Zero-Tolerance Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The Coeur d'Alene Police Department will use the funding to support year one of the DUI STEP Officer position. The DUI STEP project goal is to target impaired driving through on-going public education, awareness and enforcement in the City of Coeur d'Alene as well as participate and coordinate multi-jurisdictional enforcement efforts. The department will maintain a data base of traffic citations/contacts and compare it with pre and post project data.

Grantee will fund Year I (one) for a DUI STEP Officer grant, with the Coeur d' Alene PD.

Enter intended subrecipients.

Coeur d' Alene Police Department.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year **Countermeasure Strategy Name**

2019 Zero-Tolerance Law Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$120,000.00	\$30,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.2 Countermeasure Strategy: Underage Drinking Enforcement

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Underage Drinking Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through our education and outreach efforts, OHS hopes that these programs for youthful drivers will have a significant impact on the number of young drivers involved in fatal and serious injury impaired crashes.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. **Commitment:** Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under the umbrella of the Impaired Driving program, Underage Drinking is a focus area identified as a successful countermeasure.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SID1901	Impaired Driving Statewide Services	Underage Drinking Enforcement

5.2.2.1 Planned Activity: Impaired Driving Statewide Services

Planned activity name Impaired Driving Statewide Services
Planned activity number SID1901
Primary countermeasure strategy Underage Drinking Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Fund training for judicial, law enforcement, probation and prosecutorial professionals, consultant fees, equipment, education materials to help eliminate traffic crashes and fatalities. Produce updated and relevant newer educational materials.

Enter intended subrecipients.

judicial, law enforcement agencies, probation professionals, prosecution, consultant companies, etc.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405d Impaired Driving Mid		\$215,000.00	\$53,750.00	

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.2.3 Countermeasure Strategy: Traffic Safety Resource Prosecutor

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Traffic Safety Resource Prosecutor

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities

during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Overall traffic safety impact is to reduce the number of impaired driving fatal and serious injury crashes in Idaho. Planned activities will fund the Traffic Resource Prosecutor position.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

NHTSA has identified in the Effective Countermeasures manual (2015) that the TSRP position is a highly effective countermeasure. The TSRP works closely with our office and the State of Idaho to implement the strategies of the SHSP through education, enforcement, and prosecution of Idaho's impaired driving laws.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SID1902	TSRP	Traffic Safety Resource Prosecutor

5.2.3.1 Planned Activity: TSRP

Planned activity name	TSRP
Planned activity number	SID1902
Primary countermeasure strategy	Traffic Safety Resource Prosecutor

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The TSRP Program in Idaho will educate, train and assist 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.

The TSRP works 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 provides 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 provides 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.

Grantee to provide fully funded Traffic Resource Safety Prosecutor position.

Enter intended subrecipients.

Idaho Prosecuting Attorney Association.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Safety Resource Prosecutor

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$275,000.00	\$68,750.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.2.4 Countermeasure Strategy: SFST training for Law Enforcement Officers

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy SFST training for Law Enforcement Officers

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Officers who are trained under the SIDC program, have a direct impact on all of our Idaho communities, to enforce and educate people about laws, to create effective awareness. Funding will cover all activities under SIDC position. (See Planned Activity)

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

- DataDriven Decisions:** To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.
- Culture Change:** Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.
- Partnerships:** Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.
- Evaluation:** The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

SFST Training for Law Enforcement officers is a countermeasure that has been identified under the umbrella of the Impaired Driving program. This countermeasure was selected since this is one of the many areas of training that our SIDC provides in his role.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SID1903	State Impaired Driving Coordinator	SFST training for Law Enforcement Officers

5.2.4.1 Planned Activity: State Impaired Driving Coordinator

Planned activity name	State Impaired Driving Coordinator
Planned activity number	SID1903
Primary countermeasure strategy	SFST training for Law Enforcement Officers

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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.

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.

Grantee will fully fund the State Impaired Driving Coordinator position.

Enter intended subrecipients.

Sub-recipient for this award will be Idaho State Police, ISP Region 3.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	SFST training for Law Enforcement Officers

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
--------	-------------	----------------	-----------------------	--------------------------	--------------	---------------

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.2.5 Countermeasure Strategy: Prosecutor Training

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Prosecutor Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.6 Countermeasure Strategy: Other Minimum Legal Drinking Age 21 Law Enforcement

Program area	Impaired Driving (Drug and Alcohol)
--------------	-------------------------------------

Countermeasure strategy	Other Minimum Legal Drinking Age 21 Law Enforcement
-------------------------	---

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.7 Countermeasure Strategy: Mass Media Campaigns

Program area	Impaired Driving (Drug and Alcohol)
--------------	-------------------------------------

Countermeasure strategy	Mass Media Campaigns
-------------------------	----------------------

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

TS Impact would be to see a significant decrease in alcohol/drug related fatal and serious injury crashes in Idaho. Planned activities will be public media campaigns ran in conjunction with high visibility statewide impaired mobilizations.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The

collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under Section 5. Prevention, Intervention, Communications and Outreach, 5.2 Mass Media is listed as an affective countermeasure when planned in conjunction with high visibility mobilizations.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SID19PM	Impaired Driving Paid Media	Mass Media Campaigns

5.2.7.1 Planned Activity: Impaired Driving Paid Media

Planned activity name	Impaired Driving Paid Media
Planned activity number	SID19PM
Primary countermeasure strategy	Mass Media Campaigns

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for development and placement of media 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 SHSP.

The purchases support the scheduled Impaired Traffic Enforcement Mobilization program and may coincide with nationally designated safety weeks/months. Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods. Message recognition and penetration of target audience will be measured through the annual public opinion survey as well as media buy demographic reports. OHS will fund, at minimum, 3 HVE media campaigns during FFY2019, and sustained impaired driving messages on social media throughout the year.

Enter intended subrecipients.

Media marketing firms, law enforcement, and statewide partners.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities**Fiscal Year Countermeasure Strategy Name**

2019 Mass Media Campaigns

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid		\$150,000.00	\$37,500.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.8 Countermeasure Strategy: Law Enforcement Training

Program area Community Traffic Safety Program

Countermeasure strategy Law Enforcement Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

By conducting training for all of our LE officers, we believe this will make a significant impact in our state by reducing fatalities and serious injuries. Funding will cover all costs needed for the annual Highway Safety Summit.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The

collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is part of the Impaired Driving program strategies, just structured differently under our Community Traffic Safety Program. Funding is based on the number of participants we anticipate, based on the designated location each year.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SCP1901	Highway Safety Summit	Law Enforcement Training

5.2.8.1 Planned Activity: Highway Safety Summit

Planned activity name	Highway Safety Summit
Planned activity number	SCP1901
Primary countermeasure strategy	Law Enforcement Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations

and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Objective is to conduct the Annual Highway Safety Summit in April 2019 in Lewiston, Idaho. The Summit will include training and education opportunities for highway safety 4E partners and stakeholders. Funding will provide contractor technical fees and services to produce and support the Idaho Highway Safety Summit. The Summit will also include training and education opportunities for highway safety 4E partners, EMS and first responders and stakeholders.

Enter intended subrecipients.

Sub-recipients will be law enforcement (state, city, county) represented statewide, and a variety of other highway safety advocates (injury prevention, safety, prosecution, education, etc.)

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Law Enforcement Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.9 Countermeasure Strategy: Judicial Education

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Judicial Education

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impacts will be to reduce the number of Impaired Driving fatal and serious injury crashes in Idaho. Planned Activities will include: education, support and training of prosecutors, law enforcement and the judiciary to improve the investigation, prosecution and adjudication of Impaired Driving cases.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Grantee	Idaho Prosecuting Attorneys Association	
Grant Amount, Funding Source	\$275,000.00	405d
Grant Start-up	October 1, 2018	
SHSP Strategy I-1	Continue the education, support and training of prosecutors, law enforcement and the judiciary to improve the investigation, prosecution and adjudication of impaired driving cases. This includes, but is not limited to, continued support of the Idaho Traffic Safety Resource Prosecutor (ITSRP) and the Idaho State Impaired Driving Coordinator (SIDC).	
SHSP Strategy I-2	Strengthen the use of DUI Courts that operate in compliance with the Idaho Adult Court Standards and Guidelines for Effectiveness and Evaluation, through broadened training opportunities for court system providers (including judiciary, prosecutors, law enforcement officers) and expanded opportunities for client offenders to enter the DUI Court process.	
Project Objective	Grantee to provide fully funded Traffic Safety Resource Prosecutor position.	
NHTSA Countermeasures That Work Edition	7th Edition Chapter I. Alcohol and Drug-Impaired Driving 3.2, 3.3, 3.4, 7.2, 7.3	

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under the Impaired Driving umbrella, NHTSA has identified judicial training and education as an effective countermeasure. Our partnership with our local Traffic Safety Resource Prosecutor (TSRP), is instrumental in the success of his program.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641903	Impaired Driving Advisory Committee	DWI Courts

5.2.10 Countermeasure Strategy: Impaired Driving Task Force

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	Impaired Driving Task Force

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to see an increase in the number of impaired related fatal and serious injury crashes, in select locations where there has been an ongoing impairment issue. Special mobilizations and DUI Task Force activity will be included under this CM.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of

safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This is a very specific countermeasure for DUI Task Force activity, and all of the planned activities under this CM will relate directly to Task Force and Special Mobilization activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641901	DUI Task Force * Special Mobilizations	Impaired Driving Task Force

5.2.10.1 Planned Activity: DUI Task Force * Special Mobilizations

Planned activity name	DUI Task Force * Special Mobilizations
Planned activity number	S641901
Primary countermeasure strategy	Impaired Driving Task Force

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding is for overtime hours of DUI Task Force and Special Mobilizations across Idaho, and will also provide DUI enforcement for special events outside of our yearly scheduled Traffic Enforcement Mobilizations. Funding will also provide project supported tools to aid in effective enforcement.

Idaho is a rural state but in the summer months, there are some areas of the state that can be impacted by an increase of tourist population due to concerts, rodeos, boat shows, festivals and other types of summer events.

The Office of Highway Safety has recognized the need for more impaired enforcement in areas around the State during these events which may include, but are not limited to the following: Raspberry Days, Lewiston Round Up, Mountain Home Music Festival, Snake River Stampede, and the Idaho State Fair.

Enter intended subrecipients.

Sub-Recipients will be law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Impaired Driving Task Force

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164	Transfer Funds-AL	164 Alcohol	\$200,000.00		\$80,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.11 Countermeasure Strategy: High-BAC Sanctions

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy High-BAC Sanctions

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.12 Countermeasure Strategy: High Visibility Enforcement

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy High Visibility Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.13 Countermeasure Strategy: Enforcement of Drug-Impaired Driving

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Enforcement of Drug-Impaired Driving

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

In Idaho, we are seeing an increasing trend in impaired driving. The Traffic Safety impact is to reduce the five-year average number of fatalities and serious injuries of impaired drivers in Idaho.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

There are several countermeasure strategies that tie to our Statewide Services project. Enforcement of Drug-Impaired Driving is one of the new strategies that we are implementing due to an increase in crashes involving drugged driving.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SAL1901	Alcohol Statewide Services	Enforcement of Drug-Impaired Driving

5.2.13.1 Planned Activity: Alcohol Statewide Services

Planned activity name Alcohol Statewide Services
 Planned activity number SAL1901
 Primary countermeasure strategy Enforcement of Drug-Impaired Driving

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Fund training for judicial, law enforcement, probation and prosecutorial professionals; consultant fees, equipment, educational materials to help eliminate traffic crashes and fatalities.

Enter intended subrecipients.

Not known at this time.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Enforcement of Drug-Impaired Driving

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402		\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.2.14 Countermeasure Strategy: DWI Courts

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy DWI Courts

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

With the implementation of the DWI/DUI Courts, our goal is to see a significant reduction in the five (5) year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 52 or less by 2020.

Planned Activities will be mainly focused on activities conducted through the Impaired Driving Task Force.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

DUI/DWI courts appear to be very effective at reducing recidivism. This is mainly because there is a strong partnership between the judge, prosecutor, probation staff, and treatment staff that are working together as a solid team to assure that alcohol treatment and other sentencing requirements are satisfied for offenders on a regular basis.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641903	Impaired Driving Advisory Committee	DWI Courts

5.2.14.1 Planned Activity: Impaired Driving Advisory Committee

Planned activity name	Impaired Driving Advisory Committee
Planned activity number	S641903
Primary countermeasure strategy	DWI Courts

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct a minimum of 2 Impaired Driving Task Force Meetings which may include but are not limited to Task Force Subcommittee Meetings. In addition OHS will implement Idaho Impaired Driving Programs as identified by the Idaho Impaired Driving Task Force.

Enter intended subrecipients.

To Be Determined by the Task Force.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Judicial Education
2019	DWI Courts

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	164 Transfer Funds-AL	164 Alcohol	\$20,000.00		\$8,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.2.14.2 Planned Activity: Idaho Impaired Driving Advisory Committee

Planned activity name Idaho Impaired Driving Advisory Committee

Planned activity number S641903

Primary countermeasure strategy DWI Courts

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Enter intended subrecipients.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
-------------	------------------------------

No records found.

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year Funding Source Eligible Use of Funds Estimated Funding Amount Match Amount Local Benefit

No records found.

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.15 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Drug Recognition Expert (DRE) Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.16 Countermeasure Strategy: Communication Campaign

Program area	Impaired Driving (Drug and Alcohol)
--------------	-------------------------------------

Countermeasure strategy	Communication Campaign
-------------------------	------------------------

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to:

Reduce the five-year average number of fatalities by 11 percent from 211 (2012-2016) to 187 (2015-2019).

Reduce the five-year average number of serious injuries by 5 percent from 1,298 (2012-2016) to 1,230 (2015-2019).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 52 or fewer by 2020. Planned activities include: Paid Media, Impaired Advisory Committee, SWS for Impaired, Traffic Safety Resource Prosecutor, DUI STEP Grant, and State Impaired Driving Coordinator.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In 2015 Countermeasures that Work document, Section 5. lists Communication/Mass Media campaigns as an effective countermeasure. Media campaigns such as these are associated with a 13% reduction in alcohol related crashes. These campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641902	Paid Media	Communication Campaign

5.2.16.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	S641902
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for development and placement of media 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 area as determined by the SHSP. Additional funds will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods in support of the scheduled Impaired Traffic Enforcement Mobilization program and may coincide with nationally designated safety weeks/months.

These grant funds will only be used to address Impairment related specifically to alcohol.

Enter intended subrecipients.

Law Enforcement Agencies statewide and additional highway safety partners.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		164 Transfer Funds-AL	164 Alcohol	\$50,000.00		\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.17 Countermeasure Strategy: Breath Test Devices

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy Breath Test Devices

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.2.18 Countermeasure Strategy: BAC Test Refusal Penalties

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy BAC Test Refusal Penalties

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier Planned Activity Name Primary Countermeasure

No records found.

5.2.19 Countermeasure Strategy: AL Program Administration

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy AL Program Administration

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when

applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Reduce the number of Fatal and Serious Injury crashes, involving some level of impairment. Objective will be to support the cost of Program Administration to implement the Impaired Driving program.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Highway Safety Program Management is an effective countermeasure identified by NHTSA.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SI999ID	(405d) Impaired Driving Program Administration	AL Program Administration
S0019AL	(402) Impaired Driving Program Administration	AL Program Administration

5.2.19.1 Planned Activity: (405d) Impaired Driving Program Administration

Planned activity name	(405d) Impaired Driving Program Administration
Planned activity number	SI999ID
Primary countermeasure strategy	AL Program Administration

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Support the cost of Program Management to implement and manage the highway safety program - specifically Impaired Driving.

Enter intended subrecipients.

OHS staff.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	AL Program Administration

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405d Impaired Driving Mid		\$70,000.00	\$17,500.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.19.2 Planned Activity: (402) Impaired Driving Program Administratoin

Planned activity name	(402) Impaired Driving Program Administratoin
Planned activity number	S0019AL
Primary countermeasure strategy	AL Program Administration

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will be used to support the cost of Program Administration to implement and manage the highway safety programs.

Enter intended subrecipients.

OHS.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 AL Program Administration

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Alcohol (FAST)	\$27,000.00		\$10,800.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.20 Countermeasure Strategy: 24/7 Sobriety Program

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy 24/7 Sobriety Program

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.3 Program Area: Vulnerable Users

Program area type Other

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Vulnerable Roadway Users Program was created as an umbrella for all of the programs that are associated with those using our public roadways, that are the most exposed as relates to crash situation. These programs include bicyclists, pedestrians, motorcycles, and teen drivers.

Motorcycles

The number of motorcycle crashes decreased in 2016 by 3 percent, while the number of motorcycle fatalities decreased 21 percent. Of all motorcyclists in crashes in 2016, 85 percent received some degree of injury. Of all motorcycle crashes, 9 percent involved impaired motorcyclists. Roughly four out of every nine motorcycle crashes were single vehicle crashes and 52 percent of fatal motorcycle crashes involved only a single motorcycle. Of the motorcyclists killed in 2016, 68 percent were 40 years of age or older.

Only 56 percent of riders 18 and older involved in motorcycle crashes were wearing a helmet. In 2016, the economic cost of crashes involving motorcyclists was \$325 million dollars, which represents 8 percent of the total cost of Idaho crashes.

Goals:

- Reduce the five-year average of fatalities from 193 (2011-2015) to 188 (2014-2018).
- Reduce the five-year average of serious injuries from 1,294 (2011-2015) to 1,239 (2017-2018).
- Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1,019 (2011-2015) to 1,014 (2014-2018).
- Reduce the five-year average number of motorcyclists killed from 24 (2011-2015) to 21 (2014-2018).
- Reduce the five-year average of number of motorcyclist killed that were not wearing helmets from 13 (2011-2015) to 11 (2014-2018).

Bicycle and Pedestrian Safety

Crashes involving pedestrians increased by 14 percent in 2016, and the number of pedestrians killed in motor vehicle crashes increased 125 percent. Of all pedestrians involved in crashes in 2016, 97 percent received some degree of injury. Impairment was a factor in a 21 percent pedestrian fatalities and serious injury crashes, of the pedestrians killed in 2016, all were 21 years of age or older. Pedestrians aged 15-19 years, had the highest rate of involvement in pedestrian crashes, over all other age groups.

The number of bicycle crashes increased 12 percent in 2016, and there were 6 bicyclists killed. Of the bicyclists involved in crashes, 97 percent received some degree of injury. The ages of bicyclist involved in crashes in 2016, 25 percent were between the ages of 4 and 14. The percentage of bicyclists wearing helmets involved in crashes remains low at 24 percent. Only 21 percent of riders younger than 35 years of age were wearing helmets in reported crashes.

Goals:

- Reduce the five-year average number of fatalities by 11 percent from 211 (2012-2016) to 187 (2015-2019).
- Reduce the five-year average number of serious injuries by 5 percent from 1,298 (2012-2016) to 1,230 (2015-2019).
- Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Reduce the five-year average of number of bicyclists killed in crashes, from 3(2012-2016) to below 2 (2015-2019).

Reduce the five-year average of number of pedestrians killed in crashes, from 13 (2012-2016) to below 11 (2015-2019).

Reduce the five-year average number of drivers, 20 years old and younger, involved in fatal crashes from 28 (2012-2016) to 25 (2015-2019).

Please refer to the Motorcycle Safety section for more detail on Countermeasures, Planned Activities, and Budget.

Motorcycles

The Problem

In 2016, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for 12 percent of the total number of fatalities and serious injuries. Almost half of all motorcycle crashes (45 percent) and more than half of fatal motorcycle crashes (52 percent) involved just the motorcycle (no other vehicles were involved) in 2016.

Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2016, 9 of the 12 (75 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.

The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2016, only 36 percent of motorcyclists killed in crashes were wearing helmets.

Motorcycle crashes cost Idahoans nearly \$325 million in 2016. This represents 8 percent of the total economic cost of crashes.

Motorcycle Crashes in Idaho, 2012-2016



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	21.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	11.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	25.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	11.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	2.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

5.3.1 Countermeasure Strategy: Highway Safety Office Program Management

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impacts:

Planned Activities:

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^{1}

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD = Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

When selecting projects for Bicycle/Pedestrian strategies, OHS primarily uses NHTSA's 2015 Countermeasures that Work reference guide. We determined specific countermeasures based on the specific problem ID for that focus area. Projects are implemented within those countermeasures.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019PS	Bicycle and Pedestrian Safety Program Management	Highway Safety Office Program Management

5.3.1.1 Planned Activity: Bicycle and Pedestrian Safety Program Management

Planned activity name	Bicycle and Pedestrian Safety Program Management
Planned activity number	S0019PS
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs, directly related to increasing education of bike/ped laws.

Enter intended subrecipients.

Office of Highway Safety.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$20,000.00	\$5,000.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4 Program Area: Occupant Protection (Adult and Child Passenger Safety)

Program area type Occupant Protection (Adult and Child Passenger Safety)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Safety Restraints

The Problem

In 2016, 83 percent of Idahoans were using seat belts, based on seat belt survey observations.

In 2016, seat belt usage varied by region around the state from a high of 90 percent in District 3 (Southwestern Idaho) to a low of 66 percent in District 4 (South-Central Idaho).

Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2016. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 65 lives were saved in Idaho in 2016 because they were wearing a seat belt and an additional 57 lives could have been saved if everyone had worn their seat belt.

There were 4 children under the age of 7 killed (1 was restrained) and 17 seriously injured (11 were restrained) while riding in passenger vehicles in 2016. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 2 lives in 2016. If all of the children under 7 had been properly restrained, an additional 2 lives may have been saved. Furthermore, 24 serious injuries were prevented and 3 of the 5 unrestrained serious injuries may have been prevented if they had all been properly restrained.

Unrestrained passenger motor vehicle occupants cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Occupant Protection in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Observational Seat Belt Survey						
District 1	72%	72%	76%	74%	77%	1.8%
District 2	86%	85%	80%	79%	78%	-2.3%
District 3	93%	86%	91%	89%	90%	-0.7%
District 4	66%	74%	67%	58%	66%	0.8%
District 5	64%	81%	80%	87%	86%	8.1%
District 6	71%	77%	71%	66%	67%	-1.3%
Statewide Average	79%	82%	80%	81%	83%	1.2%
Seat Belt Use - Age 4 and Older*						
Cars, Pickups, Vans and SUV's						
In Fatal Crashes	43.0%	33.3%	44.3%	37.6%	34.6%	-3.2%
In Serious Injury Crashes	65.8%	63.2%	64.2%	66.8%	69.3%	1.4%
Self Reported Child Restraint Use*						
In Cars, Pickups, Vans and SUV's	75.5%	79.3%	80.4%	80.3%	96.4%	6.6%

*The child restraint law was modified in 2005 to include children under the age of 7. As of 2005, seat belt use is for persons age 7 and older and child restraint use if or children 6 and younger.

OCCUPANT PROTECTION

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices. Idaho consistently experiences a percentage higher than the national percentage (50%) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

Goals:

- Increase the yearly observed seat belt use rate from 82.9% (2016) to 83.3% (2019).
- Reduce the five-year average number of unrestrained passenger motor vehicle occupants killed from 89 (2012-2016) to 70 (2015-2019).
- Increase youthful driver and high school participation in statewide activity to evaluate and promote increase of their local communities' seat belt use rate by December 31, 2019.
- Increase seat belt and child passenger safety education and training activities in Hispanic and refugee communities, and Idaho Tribal nations by December 31, 2019.
- Increase child passenger safety education and training from four tribal nations to all Idaho tribal nations (five) by December 31, 2019.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	70.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.3

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

2019	SB Program Management
2019	Communications and Outreach: Strategies for Low Belt Use Groups
2019	Communications & Outreach: Supporting Enforcement
2019	Communications & Outreach: Strategies for Older Children
2019	Comm & Outreach: Strategies for Child Restraint Use
2019	(402) Program Management

5.4.1 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Short-term, High Visibility Seat Belt Law Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities

during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact would be to see an increase in the seat belt use rate, statewide. Planned Activity to be funded is our yearly Click it or Ticket Mobilization, in May 2019.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is a routine strategy used for all of our mobilizations, this one specifically is to address seat belt usage/enforcement in the state during our CIOT campaign.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SSB19EB	CIOT High Visibility Campaign	Short-term, High Visibility Seat Belt Law Enforcement

5.4.1.1 Planned Activity: CIOT High Visibility Campaign

Planned activity name	CIOT High Visibility Campaign
Planned activity number	SSB19EB
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Increase law enforcement agency participation in enforcement campaign from 56 agencies to 59 agencies. Also, to encourage agencies statewide to participate in mobilization and enforce Idaho OP laws in communities in which the majority of Idaho's unrestrained passenger fatalities and/or serious injuries occurred.

Enter intended subrecipients.

Law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$150,000.00	\$37,500.00	\$60,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4.2 Countermeasure Strategy: SB Program Management

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy SB Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Overall traffic safety impact is to reduce the five year average number of unrestrained passenger motor vehicle occupants. Planned activities will focus specifically on development and coordination of the Seat Belt program.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Highway Safety Program Management is a key strategy for implementing successful programs. The SB and Child Passenger Program Management activity is part of that countermeasure.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S1999OP	(405) Program Management - Seat Belt	SB Program Management

5.4.2.1 Planned Activity: (405) Program Management - Seat Belt

Planned activity name	(405) Program Management - Seat Belt
Planned activity number	S1999OP
Primary countermeasure strategy	SB Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on

impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's occupant protection laws, and reducing unrestrained crash fatalities, serious injuries and economic losses in Idaho.

Enter intended subrecipients.

Not Applicable.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	SB Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act 405b OP Low	405b OP Low (FAST)	\$46,350.00	\$11,588.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.4.3 Countermeasure Strategy: Communications and Outreach: Strategies for Low Belt Use Groups

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	Communications and Outreach: Strategies for Low Belt Use Groups

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact for this Countermeasure as well as the others identified in this Program Area is to ultimately increase the yearly observed seat belt use rate. Planned Activities will be specifically for the Observational Survey.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. **Commitment:** Idaho will stay the course, leaving no stone unturned

in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communications and Outreach campaigns directed at low belt use groups have been determined to be effective, per NHTSA's Effective Countermeasures, version 2015.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SOP192L	CPS Statewide Coordinator Program	Communications and Outreach: Strategies for Low Belt Use Groups
SOP192S	Annual Occupant Protection Observational Survey	Communications and Outreach: Strategies for Low Belt Use Groups

5.4.3.1 Planned Activity: CPS Statewide Coordinator Program

Planned activity name	CPS Statewide Coordinator Program
Planned activity number	SOP192L
Primary countermeasure strategy	Communications and Outreach: Strategies for Low Belt Use Groups

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to

reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Host statewide coordinator position.

Coordinator:

1. Implement and oversee administration, continuity and consistency of CPST courses.
2. Oversee educational and training programs to raise awareness of occupant protection, specifically child passenger safety.
3. Administer sub/grantee participation in program; secure and compile monthly reports and data.
4. Expand program to include and educate Hispanic community.
5. Maintain and increase active network of child restraint inspection stations.
6. Increase number of CPST training courses from 7 in FFY2017 to 8 in FFY2019.
7. Increase number of CPS technicians and instructors statewide; focus on those communities with zero or insignificant numbers. Increase technicians from 248 (FFY17) to 290 (FFY19).
8. Increase seat belt and child passenger safety education and training activities in Hispanic and refugee communities, and Idaho's tribal nations.
9. Increase child passenger safety education and training from four tribal nations to five tribal nations.

Enter intended subrecipients.

Lemhi County Sheriff's Office.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach: Strategies for Low Belt Use Groups

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$75,000.00	\$18,750.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.4.3.2 Planned Activity: Annual Occupant Protection Observational Survey

Planned activity name	Annual Occupant Protection Observational Survey
Planned activity number	SOP192S
Primary countermeasure strategy	Communications and Outreach: Strategies for Low Belt Use Groups

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Objective is to conduct quality control monitoring at a minimum of nine survey sites in an effort to ensure survey accuracy.

Enter intended subrecipients.

State of Idaho Public Health Districts are the intended sub-recipients.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach: Strategies for Low Belt Use Groups

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low OP Information System (FAST)	\$40,000.00	\$10,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4.4 Countermeasure Strategy: Communications & Outreach: Supporting Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Communications & Outreach: Supporting Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to increase the yearly observed seat belt use rate by 1 percent, increase seat belt and child passenger safety education and training activities in Hispanic and refugee communities, and all Idaho Tribal nations.

Planned Activities will include: all costs associated with outreach and grassroots efforts which will be completed statewide to raise awareness about Occupant Protection.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communications and Outreach is an area identified by NHTSA in the 2015 Countermeasures that Work publication.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SOP192T	Occupant Protection Outreach	Communications & Outreach: Supporting Enforcement

5.4.4.1 Planned Activity: Occupant Protection Outreach

Planned activity name	Occupant Protection Outreach
Planned activity number	SOP192T
Primary countermeasure strategy	Communications & Outreach: Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection.

Expand program to include and educate Hispanic and refugee communities, and Idaho's tribal nations

Enter intended subrecipients.

There will be a variety of subrecipients, specifics are unknown at this time.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications & Outreach: Supporting Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$100,000.00	\$25,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4.5 Countermeasure Strategy: Communications & Outreach: Strategies for Older Children

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	Communications & Outreach: Strategies for Older Children

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Impact is to hopefully see an increase in the number of CPS education and training activities, specifically in Hispanic and refugee communities, and Idaho Tribal Nations by December 2019. Please refer to Planned Activity Unique Identifier SCR1901 for additional information.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of

safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure has been selected, since a majority of planned activities that we will be conducting will fall under Communication and Outreach, older children more specifically. Please refer to SCR1901 for more detail.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SCR1901	CPS Educational Opportunities and Materials	Communications & Outreach: Strategies for Older Children

5.4.5.1 Planned Activity: CPS Educational Opportunities and Materials

Planned activity name	CPS Educational Opportunities and Materials
Planned activity number	SCR1901
Primary countermeasure strategy	Communications & Outreach: Strategies for Older Children

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection.

Develop and/or purchase educational outreach opportunities and materials to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection.

Expand program to include and educate Hispanic and refugee communities, and Idaho's tribal nations.

Distribute educational materials to general public at multiple safety outreach events; primary focus during National Child Passenger Safety Week.

Enter intended subrecipients.

A variety of Child Passenger Safety partners and agencies will be sub-recipients of this funding.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications & Outreach: Strategies for Older Children

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Child Restraint (FAST)	\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.4.6 Countermeasure Strategy: Comm & Outreach: Strategies for Child Restraint Use

Program area Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy Comm & Outreach: Strategies for Child Restraint Use

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Projected traffic safety impact is to see an increase in education and training for Child Passenger Safety. All media during National Child Passenger Safety week will be funded under this Countermeasure.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under Countermeasures Targeting youth and Children, Communication and Outreach:Strategies for Child Restraint and Booster Seat Belt Use is identified as an effective strategy.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SOP192P	CPS Paid and Earned Media	Comm & Outreach: Strategies for Child Restaint Use
SOP192R	Child Passenger Safety Restraints	Comm & Outreach: Strategies for Child Restaint Use
SCR190L	CPS Statewide Program	Comm & Outreach: Strategies for Child Restaint Use

5.4.6.1 Planned Activity: CPS Paid and Earned Media

Planned activity name	CPS Paid and Earned Media
Planned activity number	SOP192P
Primary countermeasure strategy	Comm & Outreach: Strategies for Child Restaint Use

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct media campaigns during National Child Passenger Safety Week. Also to review, update demographics based on crash injuries and fatalities, and to focus media campaigns and venues in those communities primarily affected by crash data.

Enter intended subrecipients.

statewide communities in Idaho.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Comm & Outreach: Strategies for Child Restaint Use

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$25,000.00	\$6,250.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
No records found.						

5.4.6.2 Planned Activity: Child Passenger Safety Restraints

Planned activity name	Child Passenger Safety Restraints
Planned activity number	SOP192R
Primary countermeasure strategy	Comm & Outreach: Strategies for Child Restaint Use

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of Occupant Protection. OHS will ensure funds are expended for economical child restraints, and used to educate and distribute CR's to financially-disadvantaged parents and caregivers.

Enter intended subrecipients.

Specifics not determined yet.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Comm & Outreach: Strategies for Child Restraint Use

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$14,192.00		\$3,548.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.4.6.3 Planned Activity: CPS Statewide Program

Planned activity name CPS Statewide Program
Planned activity number SCR190L
Primary countermeasure strategy Comm & Outreach: Strategies for Child Restraint Use

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Distribute funding to sub/grantees proportionate to local community child population and demographics.

Increase distribution of funding to ensure multiple communities are capable of educating parents and caregivers regarding the importance of properly restraining children.

Increase local community participation in National Child Passenger Safety Week from 4 (FFY17) to 6 (FFY19).

Increase number of CPST training courses statewide from 7 (FFY17) to 8 (FFY19). Majority of courses to be held in counties and demographic communities at risk for zero or insignificant numbers

of technicians to conduct car seat checks and verify community children are properly restrained.

Increase number of CPS Inspection stations statewide from 37 (FFY17) to 45 (FFY19).

Review counties for technician and instructor numbers, and address those communities with zero or insignificant amount of technicians and/or instructors.

Enter intended subrecipients.

To Be Determined.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Comm & Outreach: Strategies for Child Restraint Use

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Child Restraint (FAST)	\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4.7 Countermeasure Strategy: (402) Program Management

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy (402) Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the

State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through the implementation of the Seat Belt program, our traffic safety impact goal is to increase the yearly observed seat belt use rate and to reduce the five year average number of unrestrained passenger motor vehicle occupants who have been killed from 89 to less than 70.

Activities will be solely Program Administration costs for OHS staff dedicated to this program.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In 2015 version of NHTSA's Effective Countermeasures document, Program Administration is highlighted as a countermeasure for every behavioral safety program.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019SB	(402) Program Management SB	(402) Program Management
S0019CR	(402) Program Management CR	(402) Program Management

5.4.7.1 Planned Activity: (402) Program Management SB

Planned activity name	(402) Program Management SB
Planned activity number	S0019SB
Primary countermeasure strategy	(402) Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's Occupant Protection laws, and reducing unrestrained crash fatalities, serious injuries and economic losses in Idaho.

Enter intended subrecipients.

Office of Highway Safety (ITD) will be the direct recipient.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 (402) Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$29,870.00	\$0.00	\$11,948.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.4.7.2 Planned Activity: (402) Program Management CR

Planned activity name (402) Program Management CR

Planned activity number S0019CR

Primary countermeasure strategy (402) Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's occupant protection/child passenger restraint laws, and to reduce the unstrained crash fatalities, serious injuries and economic losses in Idaho.

Enter intended subrecipients.

N/A.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management
2019	(402) Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$18,540.00		\$7,416.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5 Program Area: Community Traffic Safety Program

Program area type Community Traffic Safety Program

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Problem

In 2016, 253 people were killed and 13,664 people were injured in traffic crashes.

The fatality rate was 1.48 fatalities per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2016. The US fatality rate was estimated to be 1.18 fatalities per 100 million AVMT in 2016.

Motor vehicle crashes cost Idahoans nearly \$4.3 billion in 2016. Fatal and serious injuries represented 70 percent of these costs.

Idaho Crash Data and Measures of Exposure, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Crashes	21,402	22,347	22,134	24,018	25,328	4.4%
Fatal Crashes	169	200	175	198	232	9.0%
Total Deaths	184	214	186	216	253	9.1%
Injury Crashes	7,630	7,850	8,217	9,050	9,327	5.2%
Total Injured	10,988	11,344	11,768	13,207	13,664	5.7%
Property-Damage-Only Crashes (Severity >\$1,500)	13,603	14,298	13,742	14,770	15,769	3.9%
Idaho Population (thousands) ¹	1,596	1,612	1,634	1,655	1,683	1.3%
Licensed Drivers (thousands) ²	1,093	1,111	1,128	1,144	1,165	1.6%
Vehicle Miles Of Travel (millions) ²	15,838	15,877	16,145	16,662	17,152	2.0%
Registered Vehicles (thousands) ³	1,555	1,445	1,480	1,489	1,491	-1.0%

Sources: 1: U.S. Census Bureau, 2: Economics and Research Section, Idaho Transportation Department
3: Traffic Survey and Analysis Section, Idaho Transportation Department

Economic Costs* of Idaho Crashes, 2016

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	187.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,230.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.120
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	52.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	25.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Post Licensure Driver Education
2019	Media Supporting Enforcement
2019	Law Enforcement Training
2019	Law Enforcement Outreach Liason
2019	Highway Safety Office Program Management
2019	Education and Outreach
2019	Behavioral Safety Education

5.5.1 Countermeasure Strategy: Post Licensure Driver Education

Program area Community Traffic Safety Program

Countermeasure strategy Post Licensure Driver Education

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Traffic Safety Impact would be reduce the number of youthful driver/post high school fatal and serious injury crashes. Funding will support the research and evaluation of youthful driver post-driver training defensive driver instruction, and provide training and LE instructors to conduct the presentations.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under the umbrella of Young Drivers, NHTSA has identified 2.1 Post-licensure driver education as an effective countermeasure. Since this has a strong outreach component, this project is organized under our Community Traffic Safety Programs.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SYD1902	Alive at 25	Post Licensure Driver Education

5.5.1.1 Planned Activity: Alive at 25

Planned activity name	Alive at 25
Planned activity number	SYD1902

Primary countermeasure strategy Post Licensure Driver Education

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Through a combination of education and enforcement-based programs, the focus will be on reducing youth-involved fatal crashes, serious injuries and economic losses in Idaho. Positive class evaluations from participating young adults and parental feedback will be part of demonstrating and measuring value. A majority of project activities are funded by state dollars.

Enter intended subrecipients.

Sub-recipients unknown at this time.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Post Licensure Driver Education

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402		\$5,000.00	\$1,250.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.5.2 Countermeasure Strategy: Media Supporting Enforcement

Program area Community Traffic Safety Program

Countermeasure strategy Media Supporting Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through paid media, oHS will use all resources to educate the public about all of our highway safety programs, with the goal of reducing the overall fatality and injury rates in Idaho.

Funding will cover media for the following programs/HVE's: Occupant Protection, Aggressive Driving, Impaired Driving, Distracted Driving, Motorcycle, and Bicycle/Pedestrian.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In NHTSA's 2015 Countermeasures that Work, Public Information Supporting Enforcement (Paid Media) is identified as a highly effective countermeasure. Effective, high visibility communications and outreach are an essential part of all our enforcement programs.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPM1901	Paid Media	Media Supporting Enforcement

5.5.2.1 Planned Activity: Paid Media

Planned activity name	Paid Media
Planned activity number	SPM1901
Primary countermeasure strategy	Media Supporting Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Develop, produce and disseminate public information materials to be used to educate the public regarding all of our behavioral safety programs. In addition, OHS will support outreach efforts including the use of educational materials. OHS will undertake communication campaigns using all media sources to educate the public.

Funding for the development and placement of media for the general public or focused audiences and demographics to raise awareness and change behavior in an effort to reduce fatalities, injuries and economic losses in traffic crashes in all focus areas as determined by OHS's SHP.

402 Paid Media	Budget
Occupant Protection	\$50,000
Aggressive Driving	\$50,000
Impaired Driving	\$50,000
Distracted Driving	\$50,000
Motorcycle	\$25,000
Bicycle and Pedestrian Safety	\$25,000

Enter intended subrecipients.

Sub-recipients not yet determined.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Media Supporting Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Paid Advertising (FAST)	\$250,000.00	\$62,500.00	\$100,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5.3 Countermeasure Strategy: Law Enforcement Training

Program area	Community Traffic Safety Program
Countermeasure strategy	Law Enforcement Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

By conducting training for all of our LE officers, we believe this will make a significant impact in our state by reducing fatalities and serious injuries. Funding will cover all costs needed for the annual Highway Safety Summit.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is part of the Impaired Driving program strategies, just structured differently under our Community Traffic Safety Program. Funding is based on the number of participants we anticipate, based on the designated location each year.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier Planned Activity Name Primary Countermeasure

5.5.3.1 Planned Activity: Highway Safety Summit

Planned activity name Highway Safety Summit
Planned activity number SCP1901
Primary countermeasure strategy Law Enforcement Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Objective is to conduct the Annual Highway Safety Summit in April 2019 in Lewiston, Idaho. The Summit will include training and education opportunities for highway safety 4E partners and stakeholders. Funding will provide contractor technical fees and services to produce and support the Idaho Highway Safety Summit. The Summit will also include training and education opportunities for highway safety 4E partners, EMS and first responders and stakeholders.

Enter intended subrecipients.

Sub-recipients will be law enforcement (state, city, county) represented statewide, and a variety of other highway safety advocates (injury prevention, safety, prosecution, education, etc.)

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Law Enforcement Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.5.4 Countermeasure Strategy: Law Enforcement Outreach Liason

Program area Community Traffic Safety Program

Countermeasure strategy Law Enforcement Outreach Liason

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will

implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Our LEL Program in Idaho offers such a great support system for LE agencies statewide, and we strongly feel that their presence is key to getting us towards zero. This is one avenue that helps us reduce our overall fatal and serious injury crashes.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. **Commitment:** Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Law Enforcement Outreach Liason has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. Our LEL program is influential and interfaces with all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SCP1902	Law Enforcement Liason Program	Law Enforcement Outreach Liason

5.5.4.1 Planned Activity: Law Enforcement Liason Program

Planned activity name	Law Enforcement Liason Program
Planned activity number	SCP1902

Primary countermeasure strategy Law Enforcement Outreach Liason

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The goal of this planned activity is to increase law enforcement agency HVE participation for each district. One Law Enforcement Liason for each of the 6 Transportation Districts to promote NHTSA priority programs and to provide technical assistance at the community level. LEL outreach will be measured by an increase in participation on statewide HVE's.

Enter intended subrecipients.

Intended sub-recipients will be LEL's in each district, their respective agencies, and also law enforcement agencies statewide.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Law Enforcement Outreach Liason

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402		\$60,000.00	\$15,000.00	\$24,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.5.5 Countermeasure Strategy: Highway Safety Office Program Management

Program area Community Traffic Safety Program

Countermeasure strategy Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Community Traffic Safety Programs will serve as the cornerstone for all community interaction and education. This structure allows for a variety of educational outreach opportunities to those areas or populations within the State of Idaho that the Office of Highway Safety (OHS) finds challenging to reach. With such a small staff, it is vitally important for the OHS program team to utilize all of the collaborative, outreach and partnering opportunities that are available. Projects that fall under the umbrella of Community Traffic Safety Programs are set up to address very specific initiatives and goals.

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. Press releases promoting enforcement activities, highway safety awareness, and community events are coordinated through the Idaho Transportation Department (ITD) communications department. The OHS also initiates and coordinates public service announcement, interview opportunities, and press conferences. The OHS maintains a Twitter, Facebook, Pinterest, LinkedIn, and Instagram account. The ITD maintains a YouTube channel that includes numerous traffic safety videos and our media buy videos.

Traffic Safety Impact is to reduce the five year average number of fatalities and serious injuries. Planned Activities to be funded are Highway Safety Summit, Law Enforcement Liason Program, Idaho Highway Safety Coalition, St Lukes Youth Action Team (Youth project), Alive at 25 activities, Media Survey, Public Opinion Poll, and Paid Media (402).

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD= Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Funding will support the cost of Program Management to implement all activities under the umbrella of Community Traffic Programs.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019CP	Community Traffic Program Area Management	Highway Safety Office Program Management

5.5.5.1 Planned Activity: Community Traffic Program Area Management

Planned activity name Community Traffic Program Area Management

Planned activity number S0019CP

Primary countermeasure strategy Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will support the cost of Program Management to implement and manage the highway safety program.

Enter intended subrecipients.

N/A.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$60,000.00	\$15,000.00	\$24,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5.6 Countermeasure Strategy: Education and Outreach

Program area	Community Traffic Safety Program
Countermeasure strategy	Education and Outreach

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through outreach and education we anticipate seeing a reduction in the number of youthful driver involved fatal and serious injury crashes.

Planned Activities will be determined by the sub-grantee.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The

collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Outreach and Driver Education have been identified as Countermeasures for the Young Drivers, according to NHTSA's 2015 Effective Countermeasures document. Outreach for this project will cover a wide range of ages, mostly pre-licensure drivers.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SCP1904	St. Lukes Youth Action Team	Education and Outreach

5.5.6.1 Planned Activity: St. Lukes Youth Action Team

Planned activity name	St. Lukes Youth Action Team
Planned activity number	SCP1904
Primary countermeasure strategy	Education and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will provide development and support to implement and manage youthful driver projects as set forth by the ST Luke's team in unison with staff participation at OHS. The St. Luke's team will educate teens on the importance of seat belt use, the dangers of driving impaired, the dangers of aggressive driving, and inattentive/distracted driving prevention outreach.

Enter intended subrecipients.

St. Luke's will be the direct recipient.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Education and Outreach

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402		\$8,500.00	\$2,125.00	\$3,400.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5.7 Countermeasure Strategy: Behavioral Safety Education

Program area	Community Traffic Safety Program
Countermeasure strategy	Behavioral Safety Education

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Through education and outreach programs, we hope to see a significant reduction in the number of overall fatal and serious injury crashes.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Funds will support Education and Outreach Programs which are a vital component of statewide traffic safety efforts. Funding for these activities is based on the number of outreach activities we have planned for the fiscal year.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPM1902	Public Opinion Survey	Behavioral Safety Education
SCP1903	Coalition Activities	Behavioral Safety Education

5.5.7.1 Planned Activity: Public Opinion Survey

Planned activity name	Public Opinion Survey
Planned activity number	SPM1902
Primary countermeasure strategy	Behavioral Safety Education

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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 affecting behavioral changes to eliminate death and serious injuries in traffic crashes.

Enter intended subrecipients.

Sub recipients will be citizens from Idaho, OHS will contract with local university to conduct the survey.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Behavioral Safety Education

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$25,000.00	\$6,250.00	\$10,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5.7.2 Planned Activity: Coalition Activities

Planned activity name Coalition Activities

Planned activity number SCP1903

Primary countermeasure strategy Behavioral Safety Education

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

OHS will coordinate no less than 10 educational programs with the stakeholders regarding priority safety focus areas. Part of our efforts will be to sustain a statewide highway safety coalition. Funds will support Education and outreach programs which are a vital component of statewide traffic safety efforts. They will lead or assist with educational programs targeted to all ages and groups to raise awareness of traffic safety laws, available resources and training, and general driver instruction. Outreach programs will be directed to schools, community groups, businesses, police departments, EMS providers, and the judicial community to increase the knowledge of traffic safety campaigns throughout the year and to provide opportunities for collaboration to enhance program effectiveness, gathering feedback for future program modifications, and to standardize messaging among safety partners.

Enter intended subrecipients.

There will be a variety of sub-recipients, as mentioned above.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

Fiscal Year	Countermeasure Strategy Name
2019	Behavioral Safety Education

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402		\$20,000.00	\$5,000.00	\$8,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.6 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

TRAFFIC RECORDS and ROADWAY SAFETY

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.

Reduce the five-year average number of fatalities by 11 percent from 211 (2012-2016) to 187 (2015-2019).

Reduce the five-year average number of serious injuries by 5 percent from 1,298 (2012-2016) to 1,230 (2015-2019).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	187.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	TR Highway Safety Program Management
2019	Improves uniformity of a core highway safety database
2019	Improves timeliness of a core highway safety database
2019	Improves integration between one or more core highway safety databases
2019	Improves completeness of a core highway safety database
2019	Improves accuracy of a core highway safety database
2019	Improves accessibility of a core highway safety database

5.6.1 Countermeasure Strategy: TR Highway Safety Program Management

Program area Traffic Records
Countermeasure strategy TR Highway Safety Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to reduce the five-year average number of fatalities and serious injuries by 7 percent, and to also reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT).

Planned Activities will include all of costs of Program Management needed and associated with the Traffic Records Program.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Highway Safety Program Management is a countermeasure identified by NHTSA. This project will allow OHS to support the full cost of Program Management needed to implement and manage our Traffic Records/Roadway Safety behavioral safety programs.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019TR	Program Area Management (Traffic Records)	TR Highway Safety Program Management

5.6.1.1 Planned Activity: Program Area Management (Traffic Records)

Planned activity name	Program Area Management (Traffic Records)
Planned activity number	S0019TR
Primary countermeasure strategy	TR Highway Safety Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

To Support the Cost of Program Management to implement and manage the Highway Safety programs through OHS. Funding will also include development.

Enter intended subrecipients.

Not determined at this time.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	TR Highway Safety Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Traffic Records (FAST)	\$40,000.00	\$0.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.6.2 Countermeasure Strategy: Improves uniformity of a core highway safety database

Program area	Traffic Records
Countermeasure strategy	Improves uniformity of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.6.3 Countermeasure Strategy: Improves timeliness of a core highway safety database

Program area	Traffic Records
--------------	-----------------

Countermeasure strategy	Improves timeliness of a core highway safety database
-------------------------	---

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Goal:

Improve timeliness for the reducing the average number of days from a citation issuance to the date the citation is available in the database by implementing a statewide electronic citation system.

C/A-T-I: Calculate the baseline mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database to determine the average number of days from citation issuance to the date it is available in the database..

After implementation of the statewide electronic citation system, the lead agency will calculate the mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database.

Divide the baseline calculated by the after-implementation calculated to determine the percentage of decrease or increase on the average number of days from citation issuance to when the citation is available in the database.

Project Objective

Implement the E-citation software platform for the statewide electronic citation system in agencies that have not yet installed a system to improve citation data timeliness and accuracy or in agencies that have existing systems but want to upgrade to the new system which will improve completeness.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.^[1]

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

When selecting projects for Traffic Records and Roadway Safety, the Idaho Office of Highway Safety relies on the Idaho Traffic Record Systems Strategic Plan (ITRSSP), to improve data in the traffic record systems for timeliness, completeness, accuracy, accessibility, uniformity and integration. The Idaho Traffic Records Coordinating (TRCC) Committee created this plan to provide a format to recommend projects for implementation.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SKD1902	E Citation (statewide)	Improves timeliness of a core highway safety database

5.6.3.1 Planned Activity: E Citation (statewide)

Planned activity name	E Citation (statewide)
Planned activity number	SKD1902
Primary countermeasure strategy	Improves timeliness of a core highway safety database

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

OHS will offer funding to law enforcement agencies and other sub-recipients who are interested in implementing a statewide electronic citation system.

Enter intended subrecipients.

Sub-recipients will be law enforcement agencies. Specific agencies participating have not been identified yet.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$1,500,000.00	\$375,000.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.6.4 Countermeasure Strategy: Improves integration between one or more core highway safety databases

Program area	Traffic Records
Countermeasure strategy	Improves integration between one or more core highway safety databases

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network

of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact will be to reduce the five year average number of fatalities by 11 percent and to reduce the five year average number of serious injuries by 5 percent.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

There are six different strategies that have been identified for the Traffic Records Program. Improving Integration is one of them.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
STR1901	Traffic Records Statewide Services	Improves integration between one or more core highway safety databases

5.6.4.1 Planned Activity: Traffic Records Statewide Services

Planned activity name	Traffic Records Statewide Services
Planned activity number	STR1901
Primary countermeasure strategy	Improves integration between one or more core highway safety databases

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding for the development and support to implement, manage, coordinate, and improve the traffic records and roadway safety data projects in the traffic records systems. Funding will also be used to enhance the linkage and timely analysis for citation data use and information reporting.

Enter intended subrecipients.

Sub recipients will be determined closer to the fiscal start date.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves integration between one or more core highway safety databases

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		FAST Act NHTSA 402	Traffic Records (FAST)	\$70,000.00	\$17,500.00	\$28,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.6.5 Countermeasure Strategy: Improves completeness of a core highway safety database

Program area	Traffic Records
Countermeasure strategy	Improves completeness of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.6.6 Countermeasure Strategy: Improves accuracy of a core highway safety database

Program area	Traffic Records
--------------	-----------------

Countermeasure strategy	Improves accuracy of a core highway safety database
--------------------------------	---

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to reduce the number of fatalities and serious injuries through the implementation of efficient and accurate record systems. OHS anticipates that by funding these projects, there will be effective changes and improvement of traffic safety data within the system.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

These projects will provide timeliness and accuracy of data collection, and accessibility for traffic record systems data distribution. These accuracies will show improvement in the system.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The TRCC created the Idaho Traffic Record Systems Strategic Plan (ITRSSP) to improve data in the traffic records systems, and identified accuracy as a countermeasure for projects such as these.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

SKD1901

TRCC Data Improvement Improves accuracy of a core highway safety database

5.6.6.1 Planned Activity: TRCC Data Improvement

Planned activity name TRCC Data Improvement

Planned activity number SKD1901

Primary countermeasure strategy Improves accuracy of a core highway safety database

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The goal is to develop and implement three (3) projects within the six traffic records system for deficiencies noted in the 2016 Traffic Records System. and to show improvement of traffic safety data within the system. The project objective is to Improve timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance.

Enter intended subrecipients.

Intended subrecipient information not complete yet.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves accuracy of a core highway safety database

Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$560,000.00	\$140,000.00	

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.6.7 Countermeasure Strategy: Improves accessibility of a core highway safety database

Program area Traffic Records

Countermeasure strategy Improves accessibility of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.7 Program Area: Non-motorized (Pedestrians and Bicyclist)

Program area type Non-motorized (Pedestrians and Bicyclist)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Pedestrians and Bicyclists

The Problem

In 2016, 18 pedestrians and 6 bicyclists were killed in traffic crashes. The 18 pedestrians killed represented 7 percent of all fatalities in Idaho.

Children, ages 4 to 14, accounted for 12 percent of the fatalities and injuries sustained in pedestrian crashes and 25 percent of the fatalities and injuries sustained in bicycle crashes.

Crashes involving pedestrians and bicyclists cost Idahoans over \$332 million in 2016. This represents 8 percent of the total economic cost of crashes.

Pedestrians and Bicyclists nvolved in Crashes in Idaho, 2012-2016\

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Pedestrian Crashes	229	206	232	207	236	1.5%
Fatalities	13	14	14	8	18	22.5%
Serious Injuries	53	53	55	51	66	6.5%
Visible Injuries	102	88	87	103	102	0.6%
Possible Injuries	69	53	78	66	80	7.5%
Pedestrians in Crashes	242	218	245	224	249	1.3%
Pedestrian Fatal and Serious Injuries	66	67	69	59	81	6.8%
% of All Fatal and Serious Injuries	4.5%	4.5%	4.7%	3.8%	5.1%	5.2%
Impaired Pedestrian F&SI	9	10	7	6	17	37.5%
% of Pedestrian F&SI - Impaired	13.6%	14.9%	10.1%	10.2%	21.0%	21.0%
Bicycle Crashes	389	334	296	286	319	-4.3%
Fatalities	2	3	2	0	6	41.7%
Serious Injuries	51	51	41	36	52	3.2%
Visible Injuries	206	167	152	149	158	-6.0%
Possible Injuries	117	104	100	101	109	-1.5%
Bicyclists in Crashes	399	341	305	353	322	-4.5%
Bicycle Fatal and Serious Injuries	53	54	43	36	57	5.9%
% of All Fatal and Serious Injuries	3.6%	3.7%	2.9%	2.3%	3.6%	4.1%
Bicyclists Wearing Helmets in Collisions	97	69	82	63	76	-3.1%
% of Bicyclists Wearing Helmets	24.3%	20.2%	26.9%	17.8%	23.6%	3.7%
Impaired Bicyclist F&SI	2	1	2	0	2	-25.0%
% of Bicycle F&SI - Impaired	3.8%	1.9%	4.7%	0.0%	3.5%	-13.1%

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	11.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	2.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian Safety Zones
2019	Highway Safety Office Program Management
2019	Bike/Ped Communication Campaign

5.7.1 Countermeasure Strategy: Pedestrian Safety Zones

Program area Non-motorized (Pedestrians and Bicyclist)

Countermeasure strategy Pedestrian Safety Zones

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to bring awareness to the dangers of driving aggressively in pedestrian safety zones. Our SWS Bicycle and Pedestrian Activities will be part of this Countermeasure.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

Data Driven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This Countermeasure Strategy is one of many activities that will be addressed under the Umbrella of our Statewide Services grant for this Program Area.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SPS1901	Bicycle and Pedestrian Statewide Services	Pedestrian Safety Zones

5.7.1.1 Planned Activity: Bicycle and Pedestrian Statewide Services

Planned activity name	Bicycle and Pedestrian Statewide Services
Planned activity number	SPS1901
Primary countermeasure strategy	Pedestrian Safety Zones

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety.

We are all pedestrians at one point, and many of the youngest and oldest members of our population either walk and/or ride a bicycle, because it's their primary mode of transportation. Pedestrians and bicyclists involved in motor vehicle crashes result in high rate of injury. The majority of bicycle fatalities and serious injuries occurred when the bicyclist was crossing the road, at either an intersection or mid-block. OHS will utilize this funding to work with local advocates and safety partners, who have identified a need for enforcement, education, and awareness, about the need for bicycle and pedestrian safety in their own communities.

Enter intended subrecipients.

Possible subrecipients are : Idaho Walk Bike Alliance, Boise Bike Project, among a few others. This is not fully determined yet.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian Safety Zones

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$50,000.00	\$12,500.00	\$20,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.7.2 Countermeasure Strategy: Highway Safety Office Program Management

Program area Non-motorized (Pedestrians and Bicyclist)

Countermeasure strategy Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impacts:

Planned Activities:

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive	CMV = Commercial Motor Vehicles	BP = Bicycle and Pedestrian
D = Distracted Driving	INT = Intersections	MD = Mature Drivers
I = Impaired Drivers	LD = Lane Departure	M = Motorcycle
OP = Occupant Protections		YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

When selecting projects for Bicycle/Pedestrian strategies, OHS primarily uses NHTSA's 2015 Countermeasures that Work reference guide. We determined specific countermeasures based on the specific problem ID for that focus area. Projects are implemented within those countermeasures.

Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019PS	Bicycle and Pedestrian Safety Program Management	Highway Safety Office Program Management

5.7.2.1 Planned Activity: Bicycle and Pedestrian Safety Program Management

Planned activity name	Bicycle and Pedestrian Safety Program Management
Planned activity number	S0019PS
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs, directly related to increasing education of bike/ped laws.

Enter intended subrecipients.

Office of Highway Safety.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$20,000.00	\$5,000.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.7.3 Countermeasure Strategy: Bike/Ped Communication Campaign

Program area Non-motorized (Pedestrians and Bicyclist)

Countermeasure strategy Bike/Ped Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.8 Program Area: Motorcycle Safety

Program area type Motorcycle Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Vulnerable Roadway Users Program was created as an umbrella for all of the programs that are associated with those using our public roadways, that are the most exposed as relates to crash situation. These programs include bicyclists, pedestrians, motorcycles, and teen drivers.

Motorcycles

The number of motorcycle crashes decreased in 2016 by 3 percent, while the number of motorcycle fatalities decreased 21 percent. Of all motorcyclists in crashes in 2016, 85 percent received some degree of injury. Of all motorcycle crashes, 9 percent involved impaired motorcyclists. Roughly four out of every nine motorcycle crashes were single vehicle crashes and 52 percent of fatal motorcycle crashes involved only a single motorcycle. Of the motorcyclists killed in 2016, 68 percent were 40 years of age or older.

Only 56 percent of riders 18 and older involved in motorcycle crashes were wearing a helmet. In 2016, the economic cost of crashes involving motorcyclists was \$325 million dollars, which represents 8 percent of the total cost of Idaho crashes.

Goals:

Reduce the five-year average of fatalities from 193 (2011-2015) to 188 (2014-2018).

Reduce the five-year average of serious injuries from 1,294 (2011-2015) to 1,239 (2017-2018).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1,019 (2011-2015) to 1014 (2014-2018).

Reduce the five-year average number of motorcyclists killed from 24 (2011-2015) to 21 (2014-2018).

Reduce the five-year average of number of motorcyclist killed that were not wearing helmets from 13 (2011-2015) to 11 (2014-2018).

Motorcycles

The Problem

In 2016, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for 12 percent of the total number of fatalities and serious injuries.

Almost half of all motorcycle crashes (45 percent) and more than half of fatal motorcycle crashes (52 percent) involved just the motorcycle (no other vehicles were involved) in 2016.

Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2016, 9 of the 12 (75 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.

The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2016, only 36 percent of motorcyclists killed in crashes were wearing helmets.

Motorcycle crashes cost Idahoans nearly \$325 million in 2016. This represents 8 percent of the total economic cost of crashes.

Motorcycle Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Motorcycle Crashes	545	517	510	546	528	-0.7%
Fatalities	22	26	25	28	22	1.2%
Serious Injuries	158	150	146	174	164	1.4%
Visible Injuries	253	221	207	225	223	-2.8%
Possible Injuries	105	95	87	131	123	6.6%
Motorcyclists in Crashes	621	584	562	611	591	-1.1%
Registered Motorcycles	62,964	54,813	60,160	51,219	55,865	-2.2%
Motorcyclists Wearing Helmets	351	306	328	347	329	-1.3%
% Motorcyclists Wearing Helmets	56.5%	52.4%	58.4%	56.8%	55.7%	-0.1%

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	21.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	11.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Other Driver Awareness of MC's
2019	Motorcyclist Licensing
2019	Motorcycle Rider Training
2019	Motorcycle Rider Training

2019	MC Helmet Use Promotion
2019	Highway Safety Office Program Management
2019	Driver Awareness of Motorcyclists
2019	Communications and Outreach: Driver Awareness of MC's
2019	Alcohol Impairment: Detection, Enforcement and Sanctions
2019	Alcohol Impairment: Communications

5.8.1 Countermeasure Strategy: Other Driver Awareness of MC's

Program area Motorcycle Safety

Countermeasure strategy Other Driver Awareness of MC's

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities

during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to use communication campaign and media sources to educate riders and the public about the importance of mc awareness, with the goal being to reduce fatal and serious injury crashes for riders.

Activities to be funded: media campaign that promotes driver awareness of motorcycles and motorcyclist conspicuity.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive CMV = Commercial Motor Vehicles BP = Bicycle and Pedestrian

D = Distracted Driving INT = Intersections MD= Mature Drivers
 I = Impaired Drivers LD = Lane Departure M = Motorcycle
 OP = Occupant Protections YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In the 2015 Countermeasures that Work document by NHTSA, Communications and Outreach is one of the key areas identified to focus on. Funding allocation is a small amount, based on the overall funding for this program that we receive.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMA1902	Motorcycle Awareness Paid Media	Other Driver Awareness of MC's

5.8.1.1 Planned Activity: Motorcycle Awareness Paid Media

Planned activity name	Motorcycle Awareness Paid Media
Planned activity number	SMA1902
Primary countermeasure strategy	Other Driver Awareness of MC's

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply

with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Education efforts and outreach tht support and promote driver awareness of motorcycles. OHS will implement a communication campaign using media sources to educate the public about the importance of motorcycle awareness and safe operation.

Enter intended subrecipients.

N/A. At this time determined.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Other Driver Awareness of MC's

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405f	Motorcycle Programs	\$35,000.00	\$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

No records found.

5.8.2 Countermeasure Strategy: Motorcyclist Licensing

Program area Motorcycle Safety

Countermeasure strategy Motorcyclist Licensing

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint

enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier Planned Activity Name Primary Countermeasure

No records found.

5.8.3 Countermeasure Strategy: Motorcycle Rider Training

Program area Motorcycle Safety

Countermeasure strategy Motorcycle Rider Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to reduce the number of fatal and serious injury crashes involving a motorcycle rider. Activities will fund and be used to foster partnerships between the motorcycle community and multi agency stakeholders (EMS, law enforcement partners, EMS, military, etc).

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

- A = Aggressive
- CMV = Commercial Motor Vehicles
- BP = Bicycle and Pedestrian
- D = Distracted Driving
- INT = Intersections
- MD= Mature Drivers
- I = Impaired Drivers
- LD = Lane Departure
- M = Motorcycle
- OP = Occupant Protections
- YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcycle Rider Training and Licensing is a countermeasure that has been identified by NHTSA. OHS recognizes that partnering with our rider training groups, is a key factor in reducing fatal and serious injury crashes.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMC1902	Motorcycle Safety Training and Education	Motorcycle Rider Training

5.8.3.1 Planned Activity: Motorcycle Safety Training and Education

Planned activity name Motorcycle Safety Training and Education
Planned activity number SMC1902
Primary countermeasure strategy Motorcycle Rider Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The objective of this planned activity is to continue partnering with motorcycle safety community/advocates to provide education, outreach efforts and projects that support and promote motorcycle safety.

Enter intended subrecipients.

Sub recipients include: local rider groups, law enforcement agencies, coalitions, motorcycle dealerships, and other entities.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Motorcycle Rider Training
2019	Motorcycle Rider Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$2,000.00	\$500.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.8.4 Countermeasure Strategy: Motorcycle Rider Training

Program area Motorcycle Safety

Countermeasure strategy Motorcycle Rider Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will

implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impacts: is to reduce the number of motorcycle fatal and serious injury crashes through outreach, communication, and education.

Planned Activities: we will continue to work with stakeholders to develop and implement a statewide, community-based, grassroots and peer to peer outreach efforts to raise awareness about importance of making better riding choices.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Linking with the Strategic Highway Safety Plan (SHSP)

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas. Each Focus Area has 4-10 priority strategies.

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

In the Highway Safety Plan strategies are referred to in a code with letter and numbers, i.e. D-2 or INT-1. The letters refer to the focus area and the number is the strategy of the particular focus area. Focus area alpha listing is as follows:

A = Aggressive CMV = Commercial Motor Vehicles BP = Bicycle and Pedestrian
 D = Distracted Driving INT = Intersections MD= Mature Drivers
 I = Impaired Drivers LD = Lane Departure M = Motorcycle
 OP = Occupant Protections YD = Youthful Drivers

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

When determining projects for funding, OHS relies on NHTSA's 2015 Effective Countermeasures document to determine funding. We also look at where the key problem areas/counties, are and develop partnerships to target problems in specific regions of the state.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMC1901	Motorcycle Safety Statewide Services	*
SMC1902	Motorcycle Safety Training and Education	Motorcycle Rider Training

5.8.5 Countermeasure Strategy: MC Helmet Use Promotion

Program area Motorcycle Safety
Countermeasure strategy MC Helmet Use Promotion

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk

populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.8.6 Countermeasure Strategy: Highway Safety Office Program Management

Program area	Motorcycle Safety
--------------	-------------------

Countermeasure strategy	Highway Safety Office Program Management
-------------------------	--

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to reduce the five year average number of motorcyclists killed from 24 (2011-2015) to 21 (2014-2018). Funding under this Countermeasure will be specifically to cover time/costs needed for Program Management of the Motorcycle Safety Program.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Highway Safety Program Management is a countermeasure that Idaho uses for all of the behavioral safety programs that we manage.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019MC	MC Program Management	Highway Safety Office Program Management

5.8.6.1 Planned Activity: MC Program Management

Planned activity name	MC Program Management
Planned activity number	S0019MC
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's motorcycle safety laws, and to reduce motorcycle riders killed and/or seriously injured.

Enter intended subrecipients.

OHS.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$17,000.00	\$4,250.00	\$6,800.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.8.7 Countermeasure Strategy: Driver Awareness of Motorcyclists

Program area	Motorcycle Safety
Countermeasure strategy	Driver Awareness of Motorcyclists

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety Impact is to reduce the number of fatal and serious injury motorcyclist rider involved crashes by 5 percent.

Planned Activities will include funding of a media campaign and all educational efforts that promotes driver awareness of motorcycle awareness.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This is a countermeasure identified in the 2015 Countermeasures document by NHTSA.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMA1902	Motorcycle Awareness Paid Media	Driver Awareness of Motorcyclists

5.8.7.1 Planned Activity: Motorcycle Awareness Paid Media

Planned activity name	Motorcycle Awareness Paid Media
Planned activity number	SMA1902
Primary countermeasure strategy	Driver Awareness of Motorcyclists

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Education efforts and outreach that supports and promotes driver awareness of motorcycle's and motorcyclist conspicuity.

Enter intended subrecipients.

Sub-Recipients will be media/marketing firms who are selected to conduct the media buy.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Driver Awareness of Motorcyclists

Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	\$35,000.00		\$8,750.00

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.8.8 Countermeasure Strategy: Communications and Outreach: Driver Awareness of MC's

Program area Motorcycle Safety

Countermeasure strategy Communications and Outreach: Driver Awareness of MC's

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic Safety impact is to bring awareness to the other drivers, when driving around motorcycles. Our goal is to see the number of rider and driver involved crashes reduced significantly.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Section 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists has been identified as a somewhat effective countermeasure by NHTSA.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMC1903	Idaho Coalition for Motorcycle Safety Awareness Rally grant	Communications and Outreach: Driver Awareness of MC's

5.8.8.1 Planned Activity: Idaho Coalition for Motorcycle Safety Awareness Rally grant

Planned activity name Idaho Coalition for Motorcycle Safety Awareness Rally grant

Planned activity number SMC1903

Primary countermeasure strategy Communications and Outreach: Driver Awareness of MC's

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Education efforts and outreach events that support and promote driver awareness of motorcycle awareness.

Enter intended subrecipients.

Intended recipient will be Idaho Coalition for Motorcycle Safety (ICMS).

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach: Driver Awareness of MC's

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$5,000.00	\$1,250.00	\$2,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.8.9 Countermeasure Strategy: Alcohol Impairment: Detection, Enforcement and Sanctions

Program area Motorcycle Safety

Countermeasure strategy Alcohol Impairment: Detection, Enforcement and Sanctions

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

No records found.

5.8.10 Countermeasure Strategy: Alcohol Impairment: Communications

Program area	Motorcycle Safety
--------------	-------------------

Countermeasure strategy	Alcohol Impairment: Communications
-------------------------	------------------------------------

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

In our state, we are continuing to see an increase in the number of riders killed, while riding impaired. Our Traffic Safety impact is to see the number of impaired involved fatal and serious injury crashes reduced significantly.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

As required by FAST ACT, the states must submit a HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its mission "Toward Zero Deaths" within Idaho's safety community. Idaho's safety community is described in the Strategic Highway Safety Plan (SHSP) as implementing four pillars of safety, which are:

DataDriven Decisions: To make effective and efficient use of limited resources, Idaho will invest in safety programs based on need as demonstrated by data. Return on this investment will be maximized by thoroughly studying crash data and other pertinent data, including industry best practices.

Culture Change: Safety advocates will work toward a change in mindset, countering the belief that traffic deaths are just part of life, promoting that every life counts, and that it is no longer acceptable to make poor and irresponsible choices when behind the wheel in Idaho. Commitment: Idaho will stay the course, leaving no stone unturned in the effort to save lives and keep families whole.

Partnerships: Partnerships multiply the message and commitment. The SHSP draws on the strengths and resources of many safety partners and advocates.

Evaluation: The process of reviewing, measuring and evaluating progress allows Idaho to see where change is possible for improvement in the future and to assure that proper investments are made.

To support the overall safety goal, the SHSP is a fundamental guiding document for eleven Focus Area Groups. The SHSP and participants of the eleven Focus Area Groups integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's goal in eliminating highway fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate goals and highway safety programs across the state.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Under Section 2, Alcohol Impairment, 2.2 Communications is listed as a countermeasure for addressing impaired riders.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SID1905	Impaired Motorcyclist: Paid Media	Alcohol Impairment: Communications

5.8.10.1 Planned Activity: Impaired Motorcyclist: Paid Media

Planned activity name Impaired Motorcyclist: Paid Media
Planned activity number SID1905
Primary countermeasure strategy Alcohol Impairment: Communications

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Paid media campaign targeting motorcycle riders through education and outreach efforts designed to promote safe and sober motorcycle riding.

Enter intended subrecipients.

To Be Determined.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Communications

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	\$35,000.00		\$8,750.00

Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

5.9 Program Area: Planning & Administration

Program area type Planning & Administration

Will countermeasure strategies and planned activities be described in this plan to address the program area?

No

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

PLANNING and ADMINISTRATION

Public law 89-564 (Highway Safety Act) requires that a Highway Safety Program be approved by the Federal government. To adequately perform this task and ensure the program is activated in accordance with the NHTSA/FHWA orders, directives, regulations, policies, etc., the Idaho Transportation Department, is responsible for Idaho's Highway Safety Plan, Idaho Statute 40-408. Under Idaho statute 40-408 the Idaho Traffic Safety Commission (ITSC) was created and Idaho statute 40-409 stipulates ITSC duties.

Goals:

Reduce the five-year average number of fatalities from 211 (2012-2016) to 187 (2015-2019).

Reduce the five-year average number of serious injuries from 1,298 (2012-2016) to 1,230 (2015-2019).

Reduce the five-year fatality rate per 100 million Annual Vehicle Miles Traveled (AVMT) from 1.29 (2012-2016) to 1.12 (2015-2019).

Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S0019PA	Planning and Administration	

5.9.1 Planned Activity: Planning and Administration

Planned activity name	Planning and Administration
Planned activity number	S0019PA
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will provide planning, coordination, financial aspects, and general administration of the entire HSP and other areas related to the highway safety process. Provide policy and procedures, program administration, and personnel guidance for the Office of Highway Safety.

Ultimately, funding supports the cost of Program Management to implement and manage the highway safety programs, specifically the Highway Safety Manager and the Planning Program Manager.

Enter intended subrecipients.

N/A

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Planning & Administration

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$145,000.00	\$36,250.00	\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
------	----------	----------------	------------	----------------------	------------------------

No records found.

6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S641901	DUI Task Force * Special Mobilizations	Impaired Driving Task Force
SPT1907	Twin Falls County Enforcement	Supporting Enforcement
SPT1903	Lewiston STEP Program	Sustained Enforcement
SDD1901	Distracted Driving HVE and Mini-Grants	High Visibility Enforcement
SPT1902	Aggressive Driving HVE and Mini Grants	High Visibility Enforcement
SID19EC	HVE - Impaired Labor Day Mobilization	High Visibility Enforcement
SID18EB	HVE - Impaired 4th of July Mobilization	High Visibility Enforcement
SID19EA	HVE - Impaired Dec/Jan Mobilization	High Visibility Enforcement
SID1904	DUI Step Officer Grant	Zero-Tolerance Law Enforcement
SPT1909	Idaho State Police	High Visibility Cellphone/Text Messaging Enforcement
SPT1908	Idaho Falls Enforcement	Supporting Enforcement
SSB19EB	CLOT High Visibility Campaign	Short-term, High Visibility Seat Belt Law Enforcement

Analysis

Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Enclosed is an analysis of crashes, crash fatalities, and injuries in areas of highest risk in Idaho for the following program Areas: Intersection, Distracted, Aggressive, Impaired, and Occupant Protection. These are the program areas that we will focus our time and resources on for FFY 19.

Intersection Crashes

The Problem

In 2016, 43 percent of all crashes occurred at or were related to an intersection, while 18 percent of fatal crashes occurred at or were related to an intersection.

The majority of all intersection-related crashes (84 percent) occurred on urban roadways in 2016, while 55 percent of the fatal intersection-related crashes occurred on rural roadways.

While total intersection related crashes were evenly split among intersections with signals (40 percent) and stop signs (40 percent), 79 percent of fatal intersection crashes occurred at intersections with stop signs, 12 percent at intersections with traffic signals, and 10 percent at intersections with no control.

Of the 45 people killed in crashes at intersections, 31 were passenger motor vehicle occupants, 7 were pedestrians, 3 were bicyclists, 2 were motorcyclists, 1 was on an ATV, and 1 was a commercial motor vehicle. Of the 31 passenger motor vehicle occupants, 13 (41 percent) were not restrained.

Intersection related crashes cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Intersection-Related Crashes on Idaho Highways, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Intersection Crashes	8,472	9,037	8,876	9,753	10,965	6.8%
Fatalities	39	43	31	44	45	6.6%
Serious Injuries	493	467	499	495	545	2.7%
Visible Injuries	1,517	1,552	1,484	1,830	1,897	6.2%
Possible Injuries	2,933	3,131	3,218	3,627	4,064	8.6%
Traffic Control Device at Intersection						
Signal	3,421	3,521	3,585	3,994	4,419	6.7%
%	40%	39%	40%	41%	40%	0.0%
Stop Sign	3,328	3,663	3,565	3,946	4,433	7.6%
%	39%	41%	40%	40%	40%	0.7%
None	1,445	1,544	1,458	1,516	1,807	6.1%
%	17%	17%	16%	16%	16%	-0.8%
Yield	158	190	166	183	192	5.7%
%	2%	2%	2%	2%	2%	-1.2%
All Other	120	119	102	114	114	-0.8%
%	1%	1%	1%	1%	1%	-7.3%

Impaired Driving

Definition

Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.

The Problem

In 2016, 88 fatalities resulted from impaired driving crashes. This represents 35 percent of all fatalities. Only 17 (or 25 percent) of the 65 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 6 motorcyclists, 10 pedestrians, 4 ATV riders, 2 commercial vehicle occupants, and 1 bicyclist killed in impaired driving crashes.

Of the 88 people killed in impaired driving crashes in 2016, 80 (or 91%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.

Nine percent of the impaired drivers involved in crashes were under the age of 21 in 2016, even though they are too young to legally purchase alcohol.

Impaired driving crashes cost Idahoans over \$1 billion in 2016. This represents 24 percent of the total economic cost of crashes.

Impaired Driving in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Impaired Driving Crashes	1,454	1,425	1,378	1,367	1,535	1.5%
Fatalities	73	96	72	87	88	7.1%
Serious Injuries	241	228	227	219	223	-1.9%
Visible Injuries	399	362	383	350	397	0.3%
Possible Injuries	535	445	443	477	482	-2.1%
Impaired Driving Crashes as a % of All Crashes	6.8%	6.4%	6.2%	5.7%	6.1%	-2.7%
Impaired Driving Fatalities as a % of All Fatalities	39.7%	45.1%	38.7%	40.3%	34.8%	-2.5%
Impaired Driving Injuries as a % of All Injuries	10.7%	9.1%	8.9%	7.9%	8.1%	-6.6%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	1.98	2.04	1.85	1.84	1.81	-2.1%
Annual DUI Arrests by Agency*						
Idaho State Police	1,659	1,304	1,197	1,089	1,305	-4.7%
Local Agencies	7,482	6,825	6,248	6,298	6,015	-5.2%
Total Arrests	9,141	8,129	7,445	7,387	7,320	-5.3%
DUI Arrests per 100 Licensed Drivers	0.84	0.73	0.66	0.65	0.63	-6.8%

*Source: Bureau of Criminal Identification, Idaho State Police

Safety Restraints

The Problem

In 2016, 83 percent of Idahoans were using seat belts, based on seat belt survey observations.

In 2016, seat belt usage varied by region around the state from a high of 90 percent in District 3 (Southwestern Idaho) to a low of 66 percent in District 4 (South-Central Idaho).

Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2016. Seatbelts are estimated to be 50 percent effective in preventing serious and fatal injuries. By this estimate, we can deduce that 65 lives were saved in Idaho in 2016 because they were wearing a seat belt and an additional 57 lives could have been saved if everyone had worn their seat belt.

There were 4 children under the age of 7 killed (1 was restrained) and 17 seriously injured (11 were restrained) while riding in passenger vehicles in 2016. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate we can deduce that child safety seats saved 2 lives in 2016. If all of the children under 7 had been properly restrained, an additional 2 lives may have been saved. Furthermore, 24 serious injuries were prevented and 3 of the 5 unrestrained serious injuries may have been prevented if they had all been properly restrained.

Unrestrained passenger motor vehicle occupants cost Idahoans nearly \$1.3 billion in 2016. This represents 30 percent of the total economic cost of crashes.

Occupant Protection in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Observational Seat Belt Survey						
District 1	72%	72%	76%	74%	77%	1.8%
District 2	86%	85%	80%	79%	78%	-2.3%
District 3	93%	86%	91%	89%	90%	-0.7%
District 4	66%	74%	67%	58%	66%	0.8%
District 5	64%	81%	80%	87%	86%	8.1%
District 6	71%	77%	71%	66%	67%	-1.3%
Statewide Average	79%	82%	80%	81%	83%	1.2%
Seat Belt Use - Age 4 and Older*						
Cars, Pickups, Vans and SUV's						
In Fatal Crashes	43.0%	33.3%	44.3%	37.6%	34.6%	-3.2%
In Serious Injury Crashes	65.8%	63.2%	64.2%	66.8%	69.3%	1.4%
Self Reported Child Restraint Use*						
in Cars, Pickups, Vans and SUV's	75.5%	79.3%	80.4%	80.3%	96.4%	6.6%

*The child restraint law was modified in 2005 to include children under the age of 7. As of 2005, seat belt use is for persons age 7 and older and child restraint use if or children 6 and younger.

Distracted Driving

The Definition

Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.

The Problem

In 2016, 64 fatalities resulted from distracted driving crashes. This represents 25 percent of all fatalities. Of the 50 passenger vehicle occupants killed in distracted driving crashes, 23 (46 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2016 were 4 motorcyclists, 2 bicyclists, 7 pedestrians, and 1 farm equipment operator.

In 2016, drivers under the age of 25 comprised 37 percent of the drivers involved in all distracted driving crashes and 27 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 14 percent of the licensed drivers.

Distracted driving crashes cost Idahoans just over \$1.1 billion in 2016. This represents 26 percent of the total economic cost of crashes.

Distracted Driving Crashes in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Distracted Driving Crashes	4,890	4,757	4,781	5,470	4,973	0.8%
Fatalities	41	43	39	51	64	13.0%
Serious Injuries	422	389	364	425	367	-2.3%
Visible Injuries	1,005	996	1,033	1,285	1,193	5.0%
Possible Injuries	1,792	1,831	1,846	2,211	2,121	4.7%
Distracted Driving Crashes as a % of All Crashes	22.8%	21.3%	21.6%	22.8%	19.6%	-3.4%
Distracted Driving Fatalities as a % of All Fatalities	22.3%	20.2%	21.0%	23.6%	25.3%	3.6%
Distracted Driving Injuries as a % of All Injuries	29.3%	27.9%	27.6%	29.7%	26.9%	-1.9%
All Fatal and Injury Crashes	7,799	8,049	8,392	9,248	9,559	5.3%
Distracted Fatal/Injury Crashes	2,153	2,096	2,182	2,568	2,355	2.7%
% Distracted Driving	27.6%	26.0%	26.0%	27.8%	24.6%	-2.6%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	2.92	2.41	2.50	2.86	2.51	-2.9%

Aggressive Driving

The Definition

Aggressive driving behaviors include: Failure to Yield Right of Way, Driving Too Fast for Conditions, Exceeding the Posted Speed, Passed Stop Sign, Disregarded Signal, and Following Too Close.

Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.

The Problem

Aggressive driving was a factor in 51 percent of all crashes and 36 percent of all fatalities in 2016.

Drivers, ages 19 and younger, are 4.2 times as likely to be involved in an aggressive driving collision as all other drivers.

Aggressive driving crashes cost Idahoans more than \$1.7 billion in 2016. This represented 41 percent of the total economic cost of crashes.

Aggressive Driving in Idaho, 2012-2016

	2012	2013	2014	2015	2016	Avg. Yearly Change 2012-2016
Total Aggressive Driving Crashes	11,442	12,522	12,366	12,383	12,793	2.9%
Fatalities	66	84	72	77	83	6.9%
Serious Injuries	629	635	649	637	612	-0.7%
Visible Injuries	1,944	2,109	2,077	2,282	2,164	2.9%
Possible Injuries	3,964	4,255	4,356	4,652	4,706	4.4%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	233	244	229	276	266	3.9%
Fail to Yield Right of Way	215	219	205	171	174	-4.8%
Exceeded Posted Speed	63	97	124	115	93	13.9%
Passed Stop Sign	93	95	102	92	89	-0.9%
Disregarded Signal	63	50	60	50	67	4.2%
Following Too Close	100	68	58	49	69	-5.4%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	4.39	4.53	4.47	4.29	4.05	-1.9%

* Three contributing circumstances possible per unit involved in each collision

Enter explanation of the deployment of resources based on the analysis performed.

Idaho state and local law enforcement (LE) agencies are the greatest advocates for highway safety. Our LE partners are instrumental in helping Idaho achieve the goal of zero deaths. Traffic enforcement mobilization is a format for the Idaho Office of Highway Safety to fund High Visibility Enforcement (HVE) during specified emphasis periods, special events, or corridor enforcement in support of the OHS Highway Safety Plan (HSP) focus areas.

Executing effective HVE and mini grant programs requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agency's evidencebased traffic safety enforcement program outlines a threestep strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of serious injury and fatality data to identify problems and ultimately allocate funding to projects through the annual grants process. This in depth analysis produces the HSP and Performance Report contained within each program area, which in turn drives the allocation of resources to the areas of greatest

need. Following analysis and resource allocation, the ITDOHS staff work closely with law enforcement agencies to ensure enforcement efforts are carried out successfully. These efforts, or the statewide traffic enforcement mobilizations, support the national mobilization efforts.

High Visibility Enforcement / Traffic Safety 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 the impaired driving mobilizations, the 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 agency 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 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.

Idaho's Law Enforcement Liaison's (LEL), which are represented by six officers, one from each of the six Idaho Transportation Districts, have provided leadership for the evidence based traffic safety mobilization enforcement statewide. The primary objective of the LEL program is to increase participation and effectiveness of Idaho's law enforcement agencies and officers in statewide mobilizations, serving also as oversight and purveyors of HVE best practices. The result is an evidence based traffic safety HVE project designed to address the areas and locations at highest risk and with the greatest potential for improvement. Data analysis is constantly updated and evaluated providing for continuous and timely revisions to enforcement deployment and resource allocation.

Funding for our mini-grant programs is separate from our HVE Program. In addition to our routine mobilizations, we set aside funding for law enforcement agencies who want to focus their resources on a very specific traffic safety issue, for a specific period. Each mini-grant request that is submitted, is required to submit detailed problem identification and crash analysis in their respective region. Typically agencies apply for: overtime enforcement, training, equipment, and/or educational materials.

Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).

Our automated Web Cars application is where all LE agencies will apply for a mini-grant. Within the system, we can track performance for all agencies as the paperwork submittal process is electronic. We have a specific section for Mini Grant performance, and Performance Report verification. Funding is dependent upon grantee following guidelines, prior performance, and many other factors. Each planning cycle, our Program Team evaluates this mini-grant program and determines the best allocation of resources, based on Problem Identification for that year. For example, some years there may be more of an emphasis on Aggressive that Occupant Protection, and so on.

Our OHS Program Team checks in regularly, for key updates and discussion about the other program areas. If there are significant changes to projects or funding allocation relating to the current year HSP, then the Planning Manager will make those amendments/changes as necessary. The Program Managers track their project activity very closely, and monitor all of the necessary components.

A Program Team member is assigned to each year long grant, that is submitted in our HSP, and there is monthly reporting, monitoring, regular check in with the grantees, and quarterly/final reporting is required as part of the guidelines. Part of our process before partnering with a grantee is to look at their prior performance, staffing/agency changes, and also any potential issues that have happened in past, that will affect their current or future performance. If there is ever a need to update the countermeasure strategies, then our Program Team and Planning Manager, will make those necessary adjustments.

7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Sustained Enforcement

Supporting Enforcement

Short-term, High Visibility Seat Belt Law Enforcement

Short-term, High Visibility Seat Belt Law Enforcement

- SFST training for Law Enforcement Officers
- Public Information Supporting Enforcement
- Media Supporting Enforcement
- Mass Media Campaigns
- High Visibility Saturation Patrols
- High Visibility Enforcement
- Enforcement of Drug-Impaired Driving
- Communication Campaign
- Comm & Outreach: Strategies for Child Restraint Use
- 24/7 Sobriety Program

HVE activities

Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.

HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SDD1901	Distracted Driving HVE and Mini-Grants	High Visibility Enforcement
SPT1902	Aggressive Driving HVE and Mini Grants	High Visibility Enforcement
SID19EC	HVE - Impaired Labor Day Mobilization	High Visibility Enforcement
SID18EB	HVE - Impaired 4th of July Mobilization	High Visibility Enforcement
SID19EA	HVE - Impaired Dec/Jan Mobilization	High Visibility Enforcement
SSB19EB	CIOT High Visibility Campaign	Short-term, High Visibility Seat Belt Law Enforcement

8 405(b) Occupant Protection Grant

Occupant protection information

405(b) qualification status: Lower seat belt use rate State

Occupant protection plan

Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.

Program Area

Occupant Protection (Adult and Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).

Agencies planning to participate in CIOT

Agency

- Coeur d' Alene Police Department
- Post Falls Police Department
- Rathdrum Police Department
- Idaho State Police - Region 1
- Idaho State Police - Region 2

- Idaho State Police - Region 3
- Idaho State Police - Region 4
- Idaho State Police - Region 5
- Moscow Police Department
- Kamiah Marshal Sheriff's Office
- Nez Perce County Sheriff
- Caldwell Police Department
- Emmett Police Department
- Meridian Police Department
- Fruitland Police Department
- Fremont County Sheriff
- Clark County Sheriff
- Madison County Sheriff
- Jefferson County Sheriff
- Bonneville County Sheriff
- Iona Police Department
- St Anthony Police Department
- Rexburg Police Department
- Rigby Police Department
- Franklin County Sheriff
- Bingham County Sheriff
- Caribou County Sheriff
- Bannock County Sheriff
- Inkom Police Department
- Pocatello Police Department
- Chubbuck Police Department
- Blackfoot Police Department
- Montpelier Police Department
- Boise Police Department
- Spirit Lake Police Department
- Idaho State Police - Region 6
- Boise County Sheriff
- Canyon County Sheriff
- Gem County Sheriff
- Owyhee County Sheriff
- Valley County Sheriff
- Rupert Police Department
- Twin Falls Police Department
- Shoshone Police Department
- Jerome County Sheriff
- Twin Falls County Sheriff

Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

Idaho will conduct a Click It or Ticket mobilization in May 2019. Our goal is to increase law enforcement agency participation in the enforcement campaign from 56 to 59 agencies. OHS will encourage agencies statewide to participate in mobilization and to enforce Idaho's OP laws in communities in which the majority of Idaho's unrestrained passenger fatalities and/or serious injuries occur.

Child restraint inspection stations

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Countermeasure Strategy Name

Communications and Outreach: Strategies for Low Belt Use Groups

Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SOP192L	CPS Statewide Coordinator Program	Communications and Outreach: Strategies for Low Belt Use Groups

Enter the total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: 45

Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.

Populations served - urban 20

Populations served - rural 25

Populations served - at risk 45

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Countermeasure Strategy Name

Communications & Outreach: Supporting Enforcement

Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SOP192L	CPS Statewide Coordinator Program	Communications and Outreach: Strategies for Low Belt Use Groups

Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes 10

Estimated total number of technicians 300

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

Qualification criteria for a lower seat belt use rate State

To qualify for an Occupant Protection Grant in a fiscal year, a lower seat belt use rate State (as determined by NHTSA) must submit, as part of its HSP, documentation demonstrating that it meets at least three of the following additional criteria. Select application criteria from the list below to display the associated requirements.

Primary enforcement seat belt use statute	No
Occupant protection statute	No
Seat belt enforcement	Yes
High risk population countermeasure program	No
Comprehensive occupant protection program	Yes
Occupant protection program assessment	Yes

Seat belt enforcement

Submit countermeasure strategies, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred.

***Reminder:** When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Countermeasure Strategy Name

SB Program Management

Submit planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred.

***Reminder:** When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
S1999OP	(405) Program Management - Seat Belt	SB Program Management
SOP192R	Child Passenger Safety Restraints	Comm & Outreach: Strategies for Child Restraint Use

Comprehensive occupant protection program

Enter the date of NHTSA-facilitated program assessment that was conducted within five years prior to the application due date that evaluates the occupant protection program for elements designed to increase seat belt use in the State.

Date of NHTSA-facilitated program assessment 2/21/2016

Upload the multi-year strategic plan based on input from Statewide stakeholders (task force) under which the State developed – (A) Data-driven performance targets to improve occupant protection in the State, at the level of detail required under § 1300.11(c); (B) Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach) designed to achieve the performance targets of the strategic plan, at the level of detail required under § 1300.11(d); (C) A program management strategy that provides leadership and identifies the State official responsible for implementing various aspects of the multi-year strategic plan; and (D) An enforcement strategy that includes activities such as encouraging seat belt use policies for law enforcement agencies, vigorous enforcement of seat belt and child safety seat statutes, and accurate reporting of occupant protection system information on police accident report forms, at the level of detail required under § 1300.11(d)(5).

Documents Uploaded

FFY2016-2020 Stretgic Highway Safety Plan FINAL.pdf

List the page number(s) from your occupant protection multi-year strategic plan that addresses:

Data-driven performance targets	18
Countermeasure strategies	18
Program management strategy	18
Enforcement strategy	18

Enter the name and title of the State's designated occupant protection coordinator responsible for managing the occupant protection program in the State, including developing the occupant protection program area of the HSP and overseeing the execution of the projects designated in the HSP.

Designated occupant protection coordinator name	Sherry Jenkins
Designated occupant protection coordinator title	Grants/Contracts Officer

Enter a list that contains the names, titles and organizations of the Statewide occupant protection task force membership that includes agencies and organizations that can help develop, implement, enforce and evaluate occupant protection programs.

Occupant Protection					
First	Last	Agency/Organization	Profession	email	phone
<i>7/24/2017sjen</i>					
Kyle	Wills	Boise Police Department	Corporal	kjwills@cityofboise.org	208 703 1585
Lisa	Losness	OHS	Program Manager	lisa.losness@itd.idaho.gov	208 334 8103
Paul	Jackson			pjackson@cableone.net	208 794 6218
Sherry	Jenkins	OHS	OP Program Manager	sherry.jenkins@itd.idaho.gov	208 334 4460
Darrin	Stewart	Idaho Power	Project Management	dstewart@idahopower.com	208 388 2241
Carma	McKinnon	Lemhi County Sheriff	CPS Coordinator	carma@lemhicountyidaho.org	208 756 3115 ext 310
Phyllis	Eastepp		Advocate	seatbelt17@msn.com	208 914 4252
Rich	Adamson	ISP District 2	Sargeant	richard.adamson@isp.idaho.gov	208 799 5151
Phylis	King		Representative	pking@house.idaho.gov kingstudio@cableone.net	208 344 0202
Murray	Sturkie	St. Luke's RMC	Physician	msturkie@emidaho.com	
Sheri & Duke	Rogers	Buckle Up for Bobby	Advocate	bobbystrong2012@gmail.com blanketbar@yahoo.com	208 866 4571
Ken	Corder	OHS	Impaired Program Manager	ken.corder@itd.idaho.gov	
Audra	Urie	Dept of Education	Driver Education Director	aurie@sde.idaho.gov	208 332 6984
Ryan	Larrondo	Boise Police Department	Asst. Public Information Officer	rjlarrondo@cityofboise.org	208 570 6180
Lisa	Hills	Safe Kids Magic Valley	CSS Technician, A-EMT	LisaH@slhs.org	208 814 7641, 208 420 5006
Belia	Paz	Radio Rancho LLC		belia@radianrancho.com	C 208 713 7269, O 208 800 0294
Committee Chair					

<i>7/24/2017sjen</i>		
First	Last	Agency/Organizati
Kyle	Wills	Boise Police Depart
Lisa	Losness	OHS
Paul	Jackson	
Sherry	Jenkins	OHS
Darrin	Stewart	Idaho Power
Carma	McKinnon	Lemhi County Sheri
Phyllis	Eastepe	
Rich	Adamson	ISP District 2
Phylis	King	
Murray	Sturkie	St. Luke's RMC
Sheri & Duke	Rogers	Buckle Up for Bobb
Ken	Corder	OHS
Audra	Urie	Dept of Education
Ryan	Larrondo	Boise Police Depart
Lisa	Hills	Safe Kids Magic Val
Belia	Paz	Radio Rancho LLC
Committee Chair		

Submit countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach) designed to achieve the performance targets of the strategic plan, at the level of detail required under § 1300.11(d).

*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Countermeasure Strategy Name
SB Program Management
Communications and Outreach: Strategies for Low Belt Use Groups
Communications & Outreach: Supporting Enforcement
Comm & Outreach: Strategies for Child Restaint Use

Occupant protection program assessment

Enter the date of the NHTSA-facilitated assessment of all elements of its occupant protection program, which must have been conducted within three years prior to the application due date.

Date of the NHTSA-facilitated assessment | 2/21/2016

9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

Meeting Date
11/1/2017
2/7/2018
5/2/2018

Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator:	Kelly Campbell
Title of State's Traffic Records Coordinator:	Research Analyst

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

TRCC Members

First	Last	Title	Organization Representing
John	Tomlinson	Highway Safety Manager - TRCC Chairman	Office of Highway Safety Idaho Transportation Department (ITD)
Pam	Harder	Research Analyst Supervisor (Injury Surveillance)	Vital Statistics Idaho Department of Health & Welfare (IDHW)
Wayne	Denny	Bureau Chief (Injury Surveillance)	Emergency Medical Services Bureau Idaho Department of Health & Welfare (IDHW)
Holly	Skaar	Research Analyst, Sr (Citation/Adjudication)	Commercial Vehicle Safety Idaho State Police (ISP)
Scott	Hanson	Captain (Citation/Adjudication)	Commercial Vehicle Safety Idaho State Police (ISP)
Mark	Snyder	Data Analytics Engineer	Transportation Systems Idaho Transportation Department (ITD)
Pat	Carr	Program Manager (Driver and Vehicle)	Division of Motor Vehicles Idaho Transportation Department (ITD)
Kevin	Iwersen	Chief Information Officer (Citation/Adjudication)	Information Systems Idaho Supreme Court (ISC)
Margaret	Pridmore	HSIP Program Manager (Roadway)	Transportation Systems Idaho Transportation Department (ITD)
David	Coladner	Research Analyst, Principal (Roadway)	Transportation Systems Idaho Transportation Department (ITD)
Steve	Rich	Research Analyst, Principal (Crash)	Office of Highway Safety

			Idaho Transportation Department (ITD)
Chris	Victory	IT Administrator	Enterprise Technology Services Idaho Transportation Department
Kelly	Campbell	Research Analyst, Principal (Crash)-TRCC Coordinator	Office of Highway Safety Idaho Transportation Department (ITD)
Carrie	Akers	FARS Analyst (Crash)	Office of Highway Safety Idaho Transportation Department (ITD)
Kirstin	Weldin	Law Enforcement Trainer/Crash Analyst (Crash)	Office of Highway Safety Idaho Transportation Department (ITD)
Jim	Carr	Project Manager	Enterprise Technology Services Idaho Transportation Department (ITD)
Matthew	Syphus	Database and GIS Analyst (Crash, Roadway)	Local Highway Technical Assistance Council

TRCC Non-Voting Invitees

First	Last	Title	Organization Representing
Gina	Beretta	Regional Program Manager	National Highway Traffic Safety Administration (NHTSA)
Lance	Johnson	Safety and Traffic / ITS Engineer	Federal Highway Administration (FHWA)
Brad	Biskup	IT Systems Integration Analyst, SR	Transportation Systems Idaho Transportation Department (ITD)
John	Cramer	Bureau of Emergency Medical Services & Preparedness Program Manager	Emergency Medical Services Bureau Idaho Department of Health & Welfare (IDHW)
Tyler	Zundel	Service Integration Manager	Enterprise Technology Services Idaho Transportation Department (ITD)
Ruth	Munoz	Financial Specialist	Financial Services Idaho Transportation Department (ITD)

State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State’s core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded

- Supporting Documentation_12 month performance period.docx
- Idaho TRA Final Report.pdf
- 2019 ITRSSP Strategic Plan Draft.docx

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

Enclosed is a list of recommendations from the 2016 Traffic Records Assessment. All of these are highlighted in the 2019 Idaho Traffic Records Strategic Safety Plan, document.

Crash Recommendations

Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

Improve the procedures/ process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation / Adjudication Recommendations

Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

5 | Page

EMS / Injury Surveillance Recommendations

Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
 Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The following is derived from Page 14 of the 2019 Strategic Safety Plan:

Project Identification and Prioritization Process

The TRCC identified 37 objectives (Appendix A) derived from the Traffic Records Assessment, Crash Data Improvement Program and other needs determined by agency members.

The tables below identify which objectives and corresponding performance measures relate to system performance attributes. This categorization will assist the TRCC in prioritization and selection of projects. These tables will be reviewed annually and updated as needed, and performance measures will be assigned to objectives as appropriate to measure progress.

Table 1. Traffic Records Systems Performance Measures and Objectives

System	Timeliness	Accuracy	Completeness	Uniformity	Integration	Accessibility	Other
Crash	C-T-1	CRS06	CRS05	CRS07	CRS05	CRS01	
	C-T-1 a			CRS10			
	C-T-2						
	CRS07						

Roadway	RI01	RI02			
		R-C-4			
Driver	DR02	DR02		DR02	DR02
Vehicle	V-A-1	VEH01			VEH01
		VEH03	VEH02		
Enforcement	CARR04				
Adjudication	CAAR02	CAAR02	C/A-C-1	CAAR02	CAAR02
	CAAR03	CAAR03	CAAR02		
	CAAR04	CAAR04	CAAR03		
			CAAR04		
Injury Surv.		I-C-2	IS02		I-I-1

Table 2. Administrative Objectives

Admin. Area	Timeliness	Accuracy	Completeness	Uniformity	Integration	Accessibility	Other
TRCC		TRCC06		TRCC03	TRCC02		TRCC03
Strategic Plan							
Data Use and Integration			DUAI01		DUAI01		

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

The following recommendations will be addressed in our Traffic Records projects this coming FY '19:

1. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the TR PAA.
3. Improve the data quality control program for the Driver data system to reflect best practices identified.
4. Improve the data dictionary for the Roadway data system to reflect best practices.
5. Improve the data quality control program for the Roadway data system to reflect best practices.
6. Improve the applicable guidelines guidelines for the Citation and Adjudication systems to reflect best practices identified in the TR Assessment.

Note: Three of the projects that will be implemented in the FY '19 Fiscal Year, as part of Project SKD1901, will enhance the six (6) traffic record systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication, and Injury Surveillance. These are the most recent recommendations from the Strategic Plan.

Countermeasure Strategies and Planned Activities that will be addressed in the Fiscal Year 2019, and also are outlined in the Idaho Highway Safety Plan are as follows:

Statewide Services

Project Number		
Benefit to Locals	No	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	\$ 70,000	402
Grant Start-up	October 1, 2018	
SHSP Strategy	Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.	
Project Objective	Provide funding to enhance the linkage and timely analysis for citation data use and information reporting.	

Funding will provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems.

Traffic Records Coordinating Committee (TRCC) Data Improvement Projects:

Goal:

Develop and implement three projects within the six traffic records system for deficiencies noted in the 2016 Traffic Records System, to implement changes and show improvement of traffic safety data within the system(s).

Project Number	M3DA-2019-01	SKD1901
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	\$560,000	405c
Grant Start-up	October 1	
SHSP Strategy	Provide timeliness and accuracy of data collection, analysis processes and accessibility for traffic record systems data distribution.	
Project Objective	Improve timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance.	

Statewide E-Citation (SWET)

Goal:

Improve timeliness for the reducing the average number of days from a citation issuance to the date the citation is available in the database by implementing a statewide electronic citation system.

C/A-T-I: Calculate the baseline mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database to determine the average number of days from citation issuance to the date it is available in the database.

After implementation of the statewide electronic citation system, the lead agency will calculate the mean number of days from (a) the date a citation is issued by the lead agency to (b) the date the citation is entered into the statewide citation repository database.

Divide the baseline calculated by the after-implementation calculated to determine the percentage of decrease or increase on the average number of days from citation issuance to when the citation is available in the database.

Project Number	M3DA-2019-02	SKD1902
Benefit to Locals	Yes	
Grantee	ITD Office of Highway Safety (OHS) and Idaho State Police	
Grant Amount, Funding Source	\$1,500,000	405c
Grant Start-up	October 1, 2018	
SHSP Strategy	Implement a uniform statewide electronic citation system to improve the timeliness of citation availability and accessibility for law enforcement agencies. Priority will be provided to agencies without an electronic citation system.	
Project Objective	Implement the E-citation software platform for the statewide electronic citation system in agencies that have not yet installed a system to improve citation data timeliness and accuracy or in agencies that have existing systems but want to upgrade to the new system which will improve completeness.	

Funding will be provided for equipment and installation costs to implement the Statewide E-Citation software platform electronic citation system.

Program Area Management

Project Number	TR-2019-00-00 (S0019TR State)	
Benefit to Locals	N/A	
Grantee	ITD Office of Highway Safety (OHS)	
Grant Amount, Funding Source	\$40,000	402
Grant Start-up	October 1, 2018	
Project Objective	Support the cost of Program Management to implement and manage the highway safety programs.	

Funding will provide development and support to implement and manage impaired driving proj

Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
SKD1902	E Citation (statewide)	Improves timeliness of a core highway safety database
SKD1901	TRCC Data Improvement	Improves accuracy of a core highway safety database

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

All of the recommendations identified in the strategic plan, will be addressed in FY 2019 projects.

Quantitative improvement

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.

Crash Records

C-T-1 System Performance Measure: The mean number of days from the crash date to the date the crash is completed in the Idaho statewide crash database CIRCA (Crash Information Retrieval Collection and Analysis).

C-T-1 a System Performance Measure: The mean number of days from the date of the Fatal crash to the date the fatal crash is completed in the Idaho statewide crash database CIRCA (Crash Information Retrieval Collection and Analysis).

Progress for 2018 From April 1, 2016 to March 31, 2017, there were 258 fatal crashes received with a total of 42411.56 total days from the crash date received data, (42411.56 divided by 258 equals 164.39 days).

From April 1, 2017 to March 31, 2018, there were 255 fatal crashes received with a total of 38702.51 total days from the crash date received data, (38702.51 divided by 255 equals 151.77 days).

Progress of 12.62 days from date of the fatal crash to the date the crash is completed in CIRCA

C-T-2 System Performance Measure: The mean number of days from the crash date to the date the crash is transmitted to the Idaho statewide crash database CIRCA (Crash Information Retrieval Collection and Analysis). **Progress for 2017:** From April 1, 2015 to March 31, 2016, there were 28722 crashes received with a total of 506325 total days from the crash date received data, (506325 divided by 28722 equals 17.63 days. From April 1, 2015 to March 31, 2016, there were 29306 crashes received with a total of 393809 total days from the crash date received data, (393809 divided by 29306 equals 13.44 days. Progress of 4.19 days from date of crash to date it is received in CIRCA

CRS01. Establish public use versions of the crash database and various linked datasets.

Develop a publicly-accessible website with crash data based on focus area and/or city and county.

Identify focus areas (or, the number of tables) available to provide data to the web site.

Identify scope of project to implement website, potential participants and staffing needs, funding requirements and overall implementation process.

PM01: Number of data tables available to the public.

PM02: Number of visits to web site once it is available to the public.

CRS02. Establish links between the eIMPACT software and law enforcement agency Records Management Systems (RMS).

Make contact with agencies (documenting contacts and substance of interactions) to assess what RMS exist and identify what programming would be required to link the systems.

Track which and how many agencies have eIMPACT linkage, and how many require programming to gain linkage in a uniform manner.

Prepare a summary report to document the number of agency users, ability to access data and programming required to link these systems.

CRS03. Share data from WebCARS back to law enforcement agencies and ensure it can be downloaded to the agencies' RMS.

Identify RMS programs available to law enforcement and determine need for additional formatting options in WebCARS as a necessary first step in assessing which agencies are able to download data.

Document number of agencies able to download data.

Once assessment is complete, identify process to implement downloading capability for agencies not currently participating.

CRS04. Implement smart map location coding technology in eIMPACT so that officers can point and click on the location of a crash, and location information will be automatically populated in the crash report form.

CRS05. Continue efforts to link crash and roadway inventory data and conduct analyses of risk with roadway characteristics and features.

PM01: Number of roadway characteristics and features (such as rumble strips, guard rails, etc., available for selection in drop down menus) available with crash data reporting.

CRS06. Establish error logging capability within the Crash Information Retrieval Collection and Analysis (CIRCA) system.

PM01: Quantify error rates as a comparison of "as submitted" and "as corrected" crash data.

CRS07. Establish appropriate data access permissions for the FARS analyst to obtain data from EMS providers and hospitals.

Enhance existing exchange of data to include the FARS analyst.

PM01: Number of FARS records that have EMS and hospital information noting fatalities.

CRS09. Establish a comprehensive, formal quality control program for crash data to include:

Complete set of operationally-relevant data quality performance measures for timeliness, accuracy, completeness, consistency, integration and accessibility;

Formal counting and tracking method and feedback to law enforcement agencies;

Link between error tracking and training content;

Coordination with key users to ensure errors by users are corrected and addressed in training;

Periodic audits on expert review of sample crash reports;

Oversight by the TRCC and included on the agenda of data quality measurements.

Roadway

RI01. Build a complete public road spatial and linear reference network for Idaho.

For a long time, there has been a desire to be able to relate crash information with other data items having to do with the roadway and its environment. Though crashes are now commonly attributed with a latitude/longitude location, most other roadway data items are collected with respect to a linear reference (segment code and milepost).

Recent MAP21 legislation (CFR 23 Part 924, proposed update to HSIP requirements) is challenging the states to locate *all* public road mileage and report on their location, length, basic geometrics (number of lanes, etc.), and pavement type mainly for crash reporting purposes. Collecting such data items would essentially require the extension of the linear reference system to all these public road miles.

Scope of this specific project is to have a dual-carriageway representation of the road geometry. This contributes to more crashes being linked to the correct segment of road. Much if not most roadway information is collected in a dual carriageway format. The other components of the linear reference network will be funded by other means.

R-C-4: It is estimated about 85% of public roads are currently referenced with a standardized, public Linear Reference System (RS) with route ID. Increase the completeness to nearly 100%.

In the past Idaho has used a LRS system based on segment code and mile point location but it only included the State system and any Federal Aid roads. We are implementing ESRI Roads and Highways as our new LRS and all roadways will be assigned a route ID and mileage. This will allow us to located crashes and MIRE elements easier on all public roadways, not just the State system and Federal Aid roads. It will also improve our ability to pull crash data and roadway data to perform safety analysis on the roadways. Last year the GIS analyst provided a number of centerline miles that had a route ID assigned to it. Throughout the year the GIS unit continued to increase the number of centerline miles that had an established route ID. The information provided was from two separate queries, the first done in May of 2016 and the second done April of 2017. The additional route ID's added between 206 and 2017 amounted to a 9% increase.

Progress for 2017: From April 1, 2015 to March 31, 2016, there were 51,163 centerline miles, and 43,842 line miles had a route ID associated with them (43842 divided by 51163 equals 0.8569) or 85.7%.

From April 1, 2016 to March 31, 2017, there were 51,163 centerline miles, and 48,550 line miles had a route ID associated with them (48,550 divided by 51163 equals 0.9489) or 94.9%.

Progress of 9.2% or rounded to 9.0% toward completeness of centerline miles with an associated route ID.

RI02. Explore a cooperative coalition of county, Highway District, MPO and city transportation officials to assist in collection of local road features for inclusion in TAMS and Roads and Highways.

PM01: Number of interagency partnerships providing data included in TAMS and Roads and Highways.

PM02: Increase the number of centerline miles for federal aid roads that have an AADT attached, to increase completeness. The performance measure is evaluated by calculating the total of federal aid center lane miles in Idaho minus the number of federal aid center lane miles without an associated AADT, divided by the total number of Idaho federal aid center lane miles. Current Value is 97%

Progress for 2016: From April 1, 2014 to March 31, 2015, there were 11,650 federal aid lane miles, and 448 centerline miles did not have an associated AADT (11,650 less 448 divided by 11,650 equals 0.9615) or 96.1%.

From April 1, 2015 to March 31, 2016, there were 11,650 federal aid lane miles, and 345 centerline miles did not have an associated AADT (11,650 less 345 divided by 11,650 equals 0.9703) or 97.0%.

Progress of 0.9% or rounded to 1.0% toward completeness of centerline miles with an associated AADT was accomplished in 2016.

Driver

DRI01. Record adverse driver histories from previous states of record on non-commercial drivers (as required for commercial driver records).

A DL/ID Verification Systems (DIVS) – formerly referred to as Driver Record Information Verification System (DRIVERs) – has been proposed by the American Association of Motor Vehicle Administrators (AAMVA) that would minimally allow states to know when the driver has been licensed in another state. It would also have search functionality between states. Once the system is funded, developed and in place, a national check would prevent issuance of more than one valid license to an individual. When one state issues a license, the prior state cancels. The AAMVA DIVS model does not follow the assessment recommendation for each state to record the adverse driver histories from previous states of record but instead, is a pointer system similar to CDLIS. The following link provides information on DIVS:

<http://www.aamva.org/KnowledgeCenter/Driver/DriverLicensingAutomatedSystems/DRIVERs.htm>

Install DIVS interface when it becomes available through AAMVA.

DRI02. Improve electronic integration quality with the Idaho Supreme Court, Idaho Judiciary, and Idaho Statewide Trial Court Automated Tracking System ISTARs (court system).

Add indicator when DUI suspensions are concurrent with Administrative License Suspensions. Achieved in January, 2014

Install filters for court modifications of specific suspension fields requiring DMV action.

PM01: Number of manual entries reduced for specific suspension fields in the DMV system.

Vehicle

V-A-1 **System Performance Measure:** The number of vehicle records without a customer number, and a goal of having every vehicle linked to a customer number.

VEH01. Gather unique customer information for vehicle records to enable all motor vehicle records for a particular customer to be linked, thus improving the integration of driver and vehicle records.

PM01: Percent of vehicle registration records with customer numbers for each owner.

VEH02. Improve the safety of commercial vehicles by upgrading Weigh in Motion/Automatic Vehicle Identification (WIM/AVI) software and hardware at strategic Ports of Entry in Idaho.

PM01: Number of commercial vehicles required to check in at Ports of Entry to produce proper credentials, and be checked for size, weight and safety ratings.

VEH03. Improve motor carrier vehicle safety by continued partnering with Federal safety program Performance and Registration Information Systems Management (PRISM) developed to reduce commercial vehicle accidents. The PRISM program encompasses two major processes – Registration and Enforcement, which are integrated to identify motor carriers (pre-registration) and hold them responsible for the safety of their operations.

PM01: Number of vehicles Suspended/Revoked on a quarterly/yearly basis.

Citation and Adjudication

C/A-C-1 **System Performance Measure:** Percent of citations with complete party/or defendant address.

CAAR01. Identify the statewide data provided by law enforcement agencies, adjudicated through the courts, and documented in the ISTARs Case Management System.

Examine the data being obtained for its usefulness related to this project.

CAAR02. Review the ISTARs data to identify which local law enforcement agencies are or are not using some form of e-citation to transfer their citation information.

Determine if law enforcement agencies using a form of e-citation demonstrate more complete data and improved timeliness in relationship to the delivery of citation date to the court's ISTARs system.

PM01: Number of law enforcement agencies not using a form of e-citation.

CAAR03. Improve timeliness, completeness or accuracy of data entry and reporting.

Contact law enforcement agencies identified as not yet using a form of e-citation filing to help identify barriers/reasons why they are not using e-citation.

Decrease time of entry for citation into the courts database.

PM01: Average entry time for citation data from 6 Idaho counties that comprise over 60% of the State's population: Time between entry and issuance were calculated by subtracting citation entry date/time from citation issue date/time for each record. An average was then determined for all citations.

System Performance Measure Baseline: There were 145,789 citations issued with an average time of 3.80 days between April 1, 2013 and March 31, 2014. There were 149,440 citations issued with an average time of 3.61 days, with a decrease of 0.19 days and showing progress.

CARR04. For continuous quality improvement, perform a comparison of data by pulling a set number of citation data from a select number of agencies presently using e-citation, and review samples of citation information from pre-e-citation implementation to post-e-citation implementation.

Determine if the data is more complete and accurate.

Determine if there is a more timely process.

Make recommendations based on two performance measures:

PM01: Percentage of records more complete.

PM02: Percentage of records more accurate.

Injury Surveillance

I-C-2 System Performance Measure: The percentage of EMS patient care reports with no missing data elements. Baseline data of 99.3% has been achieved by 6-30-14.

I-I-1 System Performance Measure: The percentage of appropriate EMS records in the EMS file linked to another system or file. Linkage of EMS Response Records to Trauma Registry records where there was an EMS transport.

IS01. Seek support from TRCC to change the Administrative Rules governing EMS data collection and submission.

A proposal for Administrative Rule changes using the NEMSIS 3 Data Dictionary will be recommended by the NEMSIS 3 Taskforce currently convened. It planned for presentation to the Rules Committee during the 2016 legislative session with final implementation in July 2017.

Document proposal for Administrative Rule changes in TRCC meeting minutes.

IS02. Assist EMS Bureau efforts to bring 100 percent of licensed EMS agencies online with PERCS.

PM01: Number of licensed EMS agencies participating in the online PERCS.

PM02: Number of patient care reports entered into the database.

IS03. Support efforts to fully implement the ITR in all hospitals statewide.

Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Documents Uploaded

Supporting Documentation_12 month performance period.docx

Idaho TRA Final Report.pdf

2019 ITRSSP Strategic Plan Draft.docx

State highway safety data and traffic records system assessment

Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.

Date of Assessment: 8/30/2016

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

10 405(d) Impaired Driving Countermeasure Grant

Impaired driving assurances

Impaired driving qualification - Mid-Range State

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Authority to operate

Enter a direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

The Idaho Impaired Driving Task Force represents a cross-agency, collaborative effort to prevent and eliminate impaired driving crashes on Idaho's roads. Members represent the highway safety office; areas of law enforcement and the criminal justice system (including prosecution, adjudication and probation); driver licensing; ignition interlock program; data and traffic records; public advocacy and communication. Since its formation in 2013, the Task Force has overseen, and will continue to be involved with, implementation of Idaho's plan. OHS provides information to the Task Force to measure areas of success annually. This plan is considered a living document and will be reviewed and updated on a yearly basis.

Task Force members representing different perspectives and experiences developed the initial plan, which is updated to reflect priority strategies outlined in additional plans, including the Idaho Strategic Highway Safety Plan (SHSP), Highway Safety Plan (HSP) and Highway Safety Improvement Plan (HSIP). The basis for strategy development lies in analysis of crash data, economic impact of crashes, and priorities established by the National Highway Traffic Safety Administration (NHTSA) and Federal Highways Administration (FHWA); strategies are intentionally designed to encompass multiple future action plans or projects.

The Task Force was formed to accomplish the following:

- Identify specific impaired driving problems In Idaho
- Make recommendations to reduce impaired driving
- Identify ways to overcome obstacles that keep countermeasures from being effective
- Identify and address any unintended consequences that may result from proposed actions
- Build a cooperative communication network among stakeholders
- Develop a plan that sets priorities, outlines strategies and action steps
- Evaluate effectiveness of current DUI laws and recommend improvements

The Idaho Impaired Driving Plan reflects the input and direction provided by the Idaho Impaired Driving Task Force and is based on the following developed by the members:

Mission Statement:

The Idaho Impaired Driving Task Force's mission is to prevent and eliminate impaired driving in Idaho.

The Task Force will develop a plan that sets priorities and action steps, makes recommendations and empowers a cooperative network of stakeholders to eliminate impaired driving in Idaho.

Key challenges that confront the Task Force are:

- Current laws/changes to Idaho code
- Funding
- Momentum
- Time
- Training
- Perceptions (public & legal community)
- Building a coalition of all the organizations
- Being respectful and open to other task force member ideas/perceptions

Expected outcomes for the group include:

- A strategic plan with action steps, specific recommendations and timelines for eliminating impaired driving in Idaho.
- Recommendations for methods to eliminate impaired driving.

Term (Duration) of the Task Force

Following completion and submittal of the Impaired Driving Plan update by July 1, 2017, the Task Force will continue its combine duties as a monitoring and problem-solving body with the SHSP Impaired Driving Focus Area.

The 2016-2020 SHSP was developed by the Office of Highway Safety in cooperation with local, state, federal and private sector safety stakeholders. The primary goal of Idaho's SHSP is to reduce fatalities and serious injuries on all Idaho roads. The collaborative process of developing and implementing the SHSP brings together, and draws on, the strengths and resources of all safety partners. Idaho's SHSP helps safety partners better leverage limited resources and work together to achieve common safety goals.

The SHSP is a data-driven, comprehensive plan that establishes statewide goals, objectives and key focus areas - including impaired driving. These focus areas were identified using data on traffic crashes and contributing circumstances.

The SHSP Impaired Driving Focus Area Group developed strategies to reduce the number of fatalities involving impaired drivers. This group consists of safety partners from around Idaho - many of whom also serve on the Task Force.

As the Task Force has worked to develop a separate Impaired Driving Plan, they acknowledged the importance of SHSP strategies already in place and that it would be beneficial to build upon these. The SHSP strategies are consistent with those In the Impaired Driving Plan.

The following strategies were Identified in the SHSP:

1. Continue the education, support and training of prosecutors, law enforcement and the judiciary to improve the investigation, prosecution and adjudication of impaired driving cases. This includes, but is not limited to, continued support of the Idaho Traffic Safety Resource Prosecutor (TSRP) and the Idaho State Impaired Driving Coordinator (SIDC).

2. Strengthen the use of DUI Courts that operate in compliance with the Idaho Adult Court Standards and Guidelines for Effectiveness and Evaluation, through broadened training opportunities for court system providers (including judiciary, prosecutors, and law enforcement officers) and expanded opportunities for client offenders to enter the DUI Court process.
3. Evaluate the effectiveness of current DUI laws, provide relevant data to inform decision-making, and make recommendations for improvements.
4. Continue to support effective impaired driving repeat offender treatment programs for all repeat offenders.
5. Support enforcement measures that effectively address drug impaired driving.
6. Work with agencies, organizations and other stakeholders statewide to prevent underage drinking, provide education and over-service alcohol service training.
7. Support impaired driving high-visibility enforcement campaigns.
8. Create new and continue to support existing multi-jurisdictional DUI task forces.
9. Fund and support highway safety public media campaigns to run in conjunction with high-visibility statewide impaired mobilizations

Input the date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: 6/9/2017

Task force member information

Enter a direct copy of the list in the statewide impaired driving plan that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from areas such as 24-7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication.

Name	Title/Function	Organization
Dave Bauman	Policy Administrative License Suspension Hearing Officer	Idaho Transportation Department - Motor Vehicles
Dick Beglinger	MADD Citizen Activist/Public Relations	MADD - Idaho Chapter
Kay Bennett	Alcohol Education/Sales	Idaho Liquor Dispensary
Steve Conger	DUI Court Probation Coordinator	Twin Falls DUI Court
Lisa Losness	OHS Impaired Driving Program Coordinator	Idaho Transportation Department
Sgt. Chris Glenn	State Impaired Driving Coordinator	Idaho State Police
Norma Jaeger	Idaho Supreme Court	Problem Solving Courts Technical Assistance Specialist
Christine Starr	City Prosecutor	City of Boise
John Tomlinson	Task Force Oversight	Office of Highway Safety
Brad Selvig	Owner, Alcohol Service Perspective	End Zone Bar & Boise River Catering
Captain Bob Peace	Local Law Enforcement	Elmore County Sheriff's Office
Jared Olson	Idaho Prosecuting Attorneys Association	Task Force Chairman, TSRP for Idaho
Chad Morgan	Deputy, Regional Perspective	Bingham County Sheriff's Office
Dean Matlock	Criminal Justice Professor	Northwest Nazarene University
Amy Kearns	Driver Services Administrative License Suspension	Idaho Transportation Department - Motor Vehicles
Jermaine Galloway	Speaker, Former LE & Alcohol Compliance Officer	Tall Cop Says Stop
Lt Sam Ketchum	Statewide Alcohol Beverage Control, LE, Education	Idaho State Police (Alcohol Beverage Control).

Strategic plan details

Select whether the State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Click link to view Highway Safety Guidelines No. 8

<http://icsw.nhtsa.gov/nhtsa/whatsup/tea21/tea21programs/pages/ImpairedDriving.htm>

Continue to use previously submitted plan

Yes

ASSURANCE: The State continues to use the previously submitted Statewide impaired driving plan.

11 405(d) 24-7 Sobriety Programs

Mandatory license restriction requirement

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

- The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.
 - 18-8004
 - 18-8005
 - 18-8006

24-7 Sobriety program information

Select whether the State will provide legal citation(s) to the State statute or upload State program information that authorizes a Statewide 24-7 sobriety program.

Provide legal citations:	Yes
Upload State program information:	No

Provide legal citations

- State law authorizes a Statewide 24-7 sobriety program.
 - 67-1412
 - 67-1413
 - 67-1414
 - 67-1415

12 405(f) Motorcyclist Safety Grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	Yes
Motorcyclist awareness program	Yes
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	No

Motorcycle rider training course

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency:	Idaho Transportation Department
State authority name/title:	Brian W Ness/Agency Director

Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.

Approved curricula:	(iii) Idaho STAR Basic I
---------------------	--------------------------

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
Ada	16038
Bannock	2728
Bonneville	3170
Canyon	6375
Elmore	1120
Nez Perce	1484
Valley	673
Twin Falls	2425

Enter the total number of registered motorcycles in State.

55865

Motorcyclist awareness program

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency: Idaho Transportation Department

State authority name/title: Brian W Ness/Agency Director

CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.

Select one or more performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	21.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	11.0

Enter the counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle. Such data shall be from the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.

County or Political Subdivision	# of MCC involving another motor vehicle
Ada	150
Bannock	22
Bonneville	29
Canyon	74
Elmore	10
Nez Perce	14
Valley	3
Twin Falls	24

Enter total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.

Total # of MCC crashes involving another motor vehicle: 530

Submit countermeasure strategies that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select countermeasure strategies to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Motorcyclist Licensing

Motorcycle Rider Training

Driver Awareness of Motorcyclists

*

Submit planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select planned activities to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SMA1902	Motorcycle Awareness Paid Media	Driver Awareness of Motorcyclists
SMC1901	Motorcycle Safety Statewide Services	*

13 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded

Final FFY '19_HSP Document_CAwu.pdf

Signed B Ness_Certs_Assurances.pdf