IDAHO HIGHWAY SAFETY PLAN
FFY 2023

OFFICE OF HIGHWAY SAFETY
IDAHO TRANSPORTATION DEPARTMENT
3311 West State St., Boise, ID 83703

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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 targets, 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) 2023 serves as the State of Idaho's application to NHTSA for federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program.

Mission Statement

To eliminate traffic deaths, serious injuries, and economic losses from motor vehicle crash through funding programs and activities that promote safe travel on Idaho's transportation systems, and through data 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 Target

Target the 5-year average number of traffic deaths to 244 or fewer by 2023.

Establishing Targets and Performance Measures

The primary focus of the highway safety program has been, and will continue to be, the elimination of traffic-related fatalities, serious injuries, and economic losses. The Office of Highway Safety (OHS) uses the problem identification process to assure that resources ensurerected to areas most appropriate for achieving the primary target and showing the greatest return on investment. Performance measures and targets are consistent with both NHTSA requirementNHTSA requirements and the Strategic Highway Safety Plan (SHSP) targets and ay Safety Improvement Plan (HSIP).

The SHSP helps coordinate targets 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 severe injuries on Idaho roadways.

The SHSP links to all 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 include the HSP and the Commercial Motor Vehicle Safety Program (CVSP), funded through the Federal Motor Carrier Safety Administration (FMCSA). The shared data between the plans enable the plans to have the same core targets.

The targets are determined by examining the trend of past data to assess likely future performance. The OHS tries to set targets that are reasonable. An updated set of targets with the most current values were presented to and approved by the Idaho Traffic Safety Commission (ITSC) meeting.

Primary Performance Measures, Benchmarks, and Strategy

Targets are set and performance is measured using five-year averages and five-year rates. For example, the 2016-2020 benchmark is comprised of five years of crash data and exposure data for the years 2016 through 2020. 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 targets 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 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 targets 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 on the State Traffic Safety Information website:
https://cdan.nhtsa.gov/STSI.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 targets were presented to the ITSC in the November 2021 Performance Planning meeting and are the same targets and performance measures presented in the Idaho Strategic Highway Safety Plan.

Targets 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 2016-2020 Benchmark, that would be for the years 2016 through 2020). 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 value,s and averaging them negates the weights (i.,e. each year is not equal because the Annual Vehicle Miles Traveled (AVMT) changes).

While using 5-year averages and rates flatten the trend lines by reducing the effect a randomly high or low year has on the 5-year value, the trend lags behind when consistent changes are occurring. The number of fatalities began decreasing in 2008 and between 2010 and 2015 were much lower (ranging from 167 to 214) than they had been in the past (usually around 270 prior to 2008). While there were no changes to Idaho's highway safety programs or spending amounts from 2008-2015 when the decreases were taking place, the nation was experiencing an economic recession. In the past few years, as the economy has improved, the number of traffic fatalities has increased. As such, we are seeing an increasing trend in our performance measures. Idaho's targets will reflect that increasing trend and seek to keep values from increasing back anywhere near to prior values.

ORGANIZATION and STAFFING

The Office of Highway Safety (OHS), which is in the Division of External Affairs 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 people's lives.

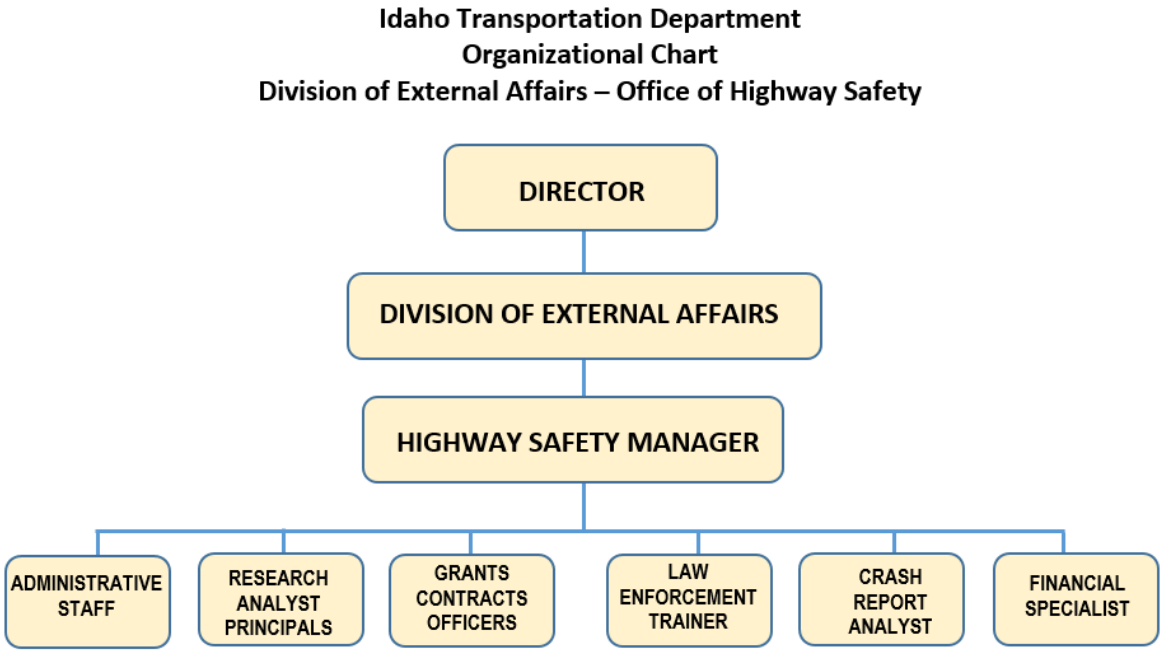
ITD Director Scott Stokes is the Governor's Highway Safety Representative for Idaho. Josephine Middleton is currently the acting Highway Safety Manager for Idaho's OHS.

The Highway Safety staff consists of two research analyst principals, five grants/contracts officers who manage the highway safety grants, one law enforcement trainer and five and a half crash analysts. The communication specialist, financial specialist and administrative staff are managed by their respective departments within the Idaho Transportation Department.

The continuation and expansion of state and local partnerships are essential to our success. The primary mission is to identify existing and emerging traffic safety trends through statistically-based problem identification efforts, and to efficiently provide decision makers with 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 injurie, 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



Josephine Middleton	Acting Highway Safety Manager
Steve Rich	Research Analyst Principal-Annual Traffic Crash report, Seat Belt Survey
Kelly Campbell	Research Analyst Principal-Traffic Records/Roadway Safety Program, TRCC, E-Citation Program
Denise Dinnauer	Bicycle/Pedestrian Program, Year-Long Police Traffic Safety Grants, Materials Management
Bill Kotowski	OHS Communications & Outreach, Law Enforcement Liaisons, Community Traffic Safety Programs
Lisa Losness	Impaired Driving Program, TSRP, SIDC, Highway Safety Planning, Financial and Compliance Specialist
Josephine Middleton	Distracted Driving Program, Aggressive Driving Program, OHS HVE Mobilizations & Mini Grants
Tabitha Smith	Occupant Protection and Child Passenger Safety Programs, Seat Belt Survey, Alive @ 25, Motorcycle Safety
Carrie Akers	FARS (Fatality Analysis Reporting System) Analyst and Crash Analyst
Julie Whistler	Crash Analyst and Backup FARS Analyst
Leslie De La Cruz	Crash Analyst
David Prosser	Crash Analyst
Madeleine Fletcher	Crash Analyst
Jill Young	ITD Financial Specialist
Kirstin Weldin	Program Planning and Development Specialist, Law Enforcement Trainer

PLANNING PROCESS

The Office of Highway Safety (OHS) administers the Federal Highway Safety Grant Program, funded by formula through the transportation act titled Bipartisan Infrastructure Law (BIL) 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 levels 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 eight NHTSA 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 SHSP. The 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 seat belt use. Population data from the Census Bureau, violation and license suspension data from the Idaho Transportation Department Economics and Research section, and arrest information from the Bureau of Criminal Identification and the Idaho State Police (ISP) was also used in the problem identification.

The focus areas were selected on the basis of the severity of the problem, economic costs, availability of grantee agencies to conduct successful programs, and other supportable conclusions drawn from the traffic safety problem identification process.

Each October, the problem identification analysis is presented to the ITSC to identify the recommended focus areas. The ITSC votes to accept the Idaho focus areas anticipated to be programmed for the next 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 January. The Grant Application notice solicits applicants to submit grant applications by the end of February.

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 3-year 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.

Once the application period has closed, potential projects are categorized 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), the applications are 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, an effective countermeasure, and whether the problem presented is data driven or supported by research or other relevant documentation). Funding decisions are based on agency need, supporting planned activities, performance evaluation and budget. 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 Advisory Committee (IDAC), Seat Belt Committee and Traffic Records 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, and the NCHRP Report 500 series.
- **Funding recommendations** for the individual projects are incorporated into the HSP and 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.
- **Strategic Highway Safety Plan** 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 funds.
- **Grant Applicant prior performance evaluation**

Linking with the Strategic Highway Safety Plan

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 "Toward Zero Deaths" vision within Idaho's safety community. Through the SHSP, Idaho's safety community uses the pillars of safety, which are:

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

- **Culture Change:** Safety advocates 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 stays 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 target, the SHSP is a fundamental guiding document that along with the HSP, link the program area problem identification data, performance targets, identified countermeasure strategies and allocation of funds to planned activities. The SHSP and participants integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's target 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 targets and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with eleven Focus Areas.

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

Timeline: Annual Highway Safety Planning Calendar

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

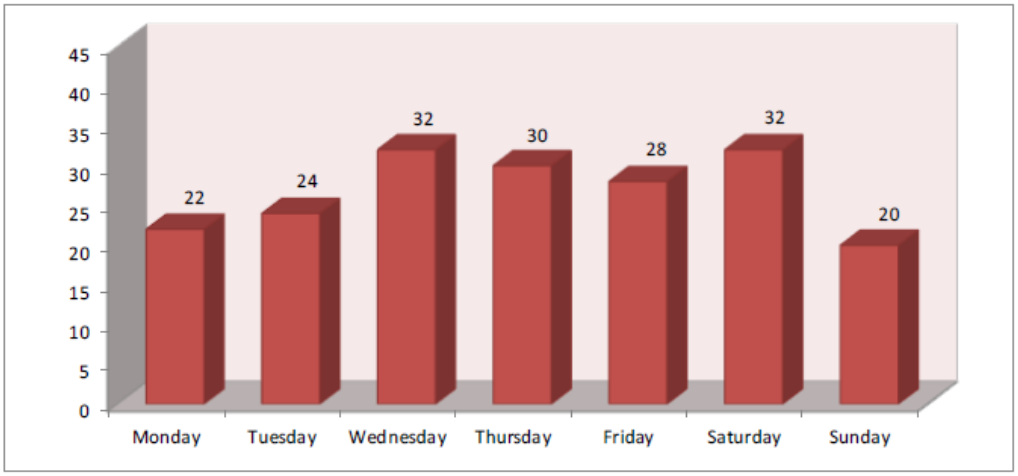
Evidence-Based Traffic Safety Enforcement Program

Idaho state and local law enforcement (LE) agencies are the greatest advocates for highway safety. Our LE partners are instrumental in helping Idaho achieve our targets. Traffic enforcement mobilizations are a format for the Idaho OHS to fund HVE's during specified emphasis periods, special events, or corridor enforcement in support of the OHS HSP focus areas.

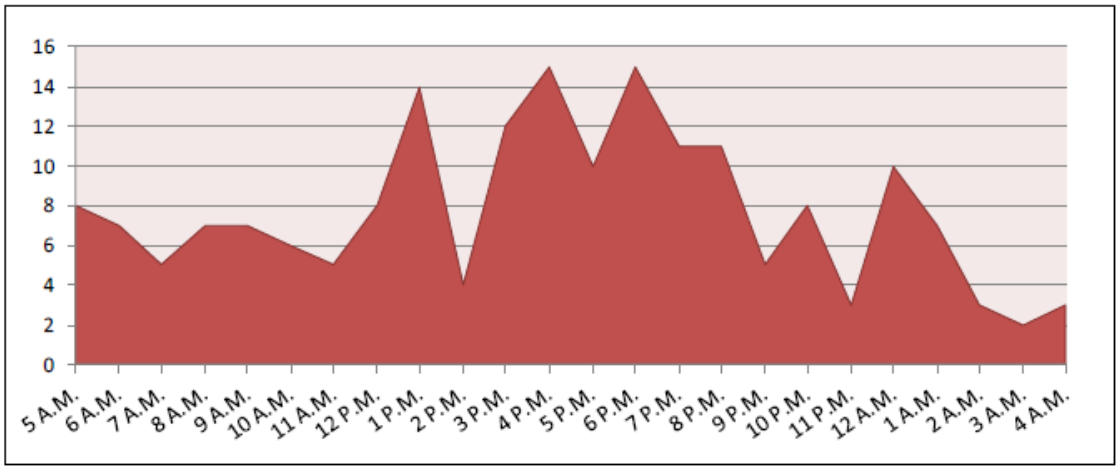
Executing an effective HVE requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The OHS's evidence-based traffic safety enforcement program outlines a three-step strategy to ensure effectiveness: Data Analysis, 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, which in turn drives the allocation of resources to the areas of greatest need. Following analysis and resource allocation, the ITD-OHS staff works 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.

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.

Fatal Crashes by Day of the Week: 2020



Fatal Crashes by Time of Day: 2020



Comparison of Crashes by Roadway Classification: 2016-2020

	2016	2017	2018	2019	2020	Change 2019-2020	Avg. Change 2016-2019
Fatal Crashes	232	224	215	201	188	-6.5%	-4.7%
Urban	50	54	59	52	44	-15.4%	1.8%
Rural	182	170	156	149	144	-3.4%	-6.4%
Injury Crashes:	9,327	8,818	9,083	9,153	7,922	-13.4%	-0.6%
Urban	6,209	5,957	6,118	6,285	5,124	-18.5%	0.5%
Rural	3,118	2,861	2,965	2,868	2,798	-2.4%	-2.6%
Total Crashes:	25,328	25,851	24,031	27,015	22,528	-16.6%	2.5%
Urban	16,492	17,153	16,217	18,478	14,653	-20.7%	4.2%
Rural	8,836	8,698	7,814	8,537	7,875	-7.8%	-0.8%

Urban roadways are defined as those within city limits of cities with 5,000 people or more. Urban roadways tend to carry higher volumes of traffic at lower speeds, while rural roads carry lower traffic volumes at higher speeds.

In 2020, 77% of fatal crashes occurred on rural roads, whereas 35% of all crashes occurred on rural roads. In Idaho in 2020, 87% of the total road mileage was classified as rural roadway. Rural roads tend to have higher speed limits. Crashes at higher impact speeds have a greater probability of resulting in a fatality.

Single-Vehicle Crashes – Contributing Circumstances: 2020

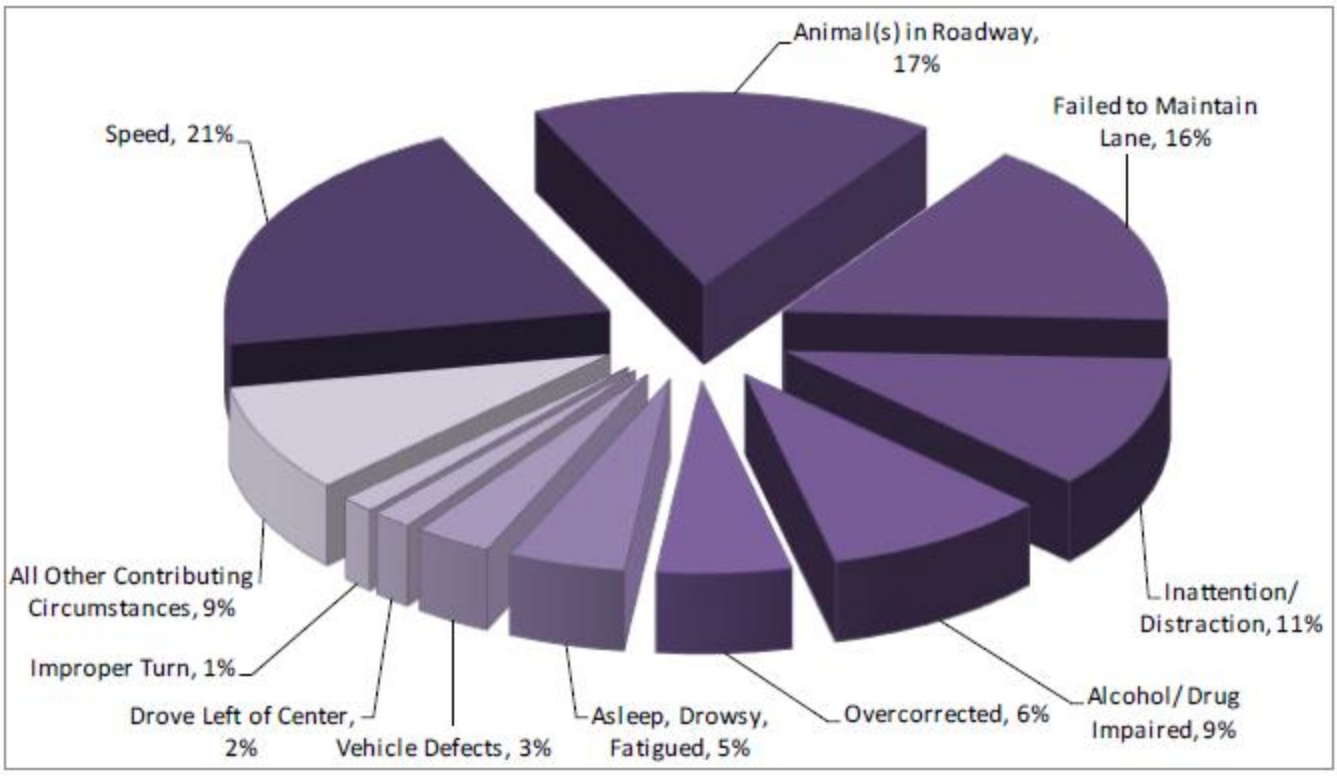
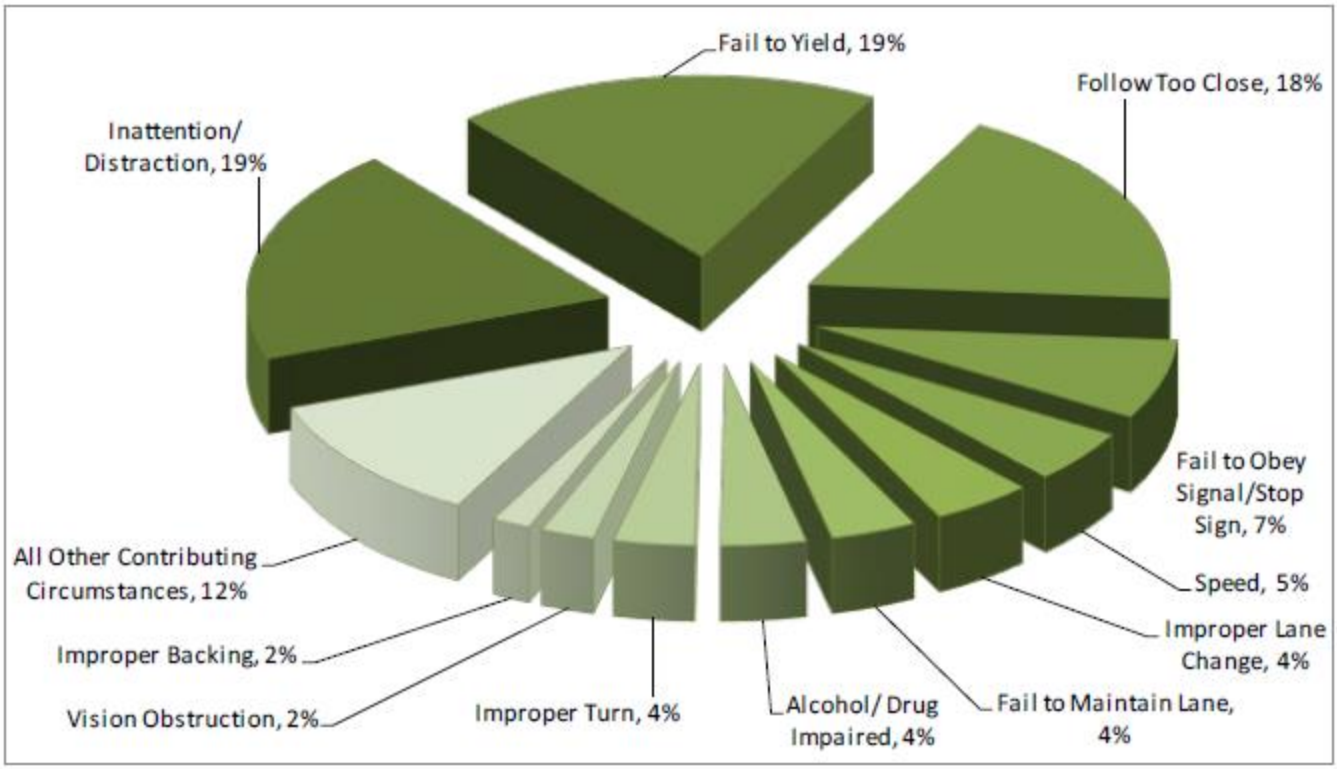


Figure 4
Multiple-Vehicle Crashes – Contributing Circumstances: 2020



High Visibility Enforcement (HVE)/ Traffic Safety Mobilizations

The target 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 during the time and dates established. For the impaired driving mobilizations, the OHS encourages participants to conduct enforcement during time frames that are data driven; often during nighttime hours. Funding for the campaigns are allocated to agencies that meet the criteria based on traffic crash 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 paid and earned media and public education outreach designed to inform the public of the increased enforcement. Idaho closely mirrors the NHTSA timeline model for media. The OHS works closely with their media experts to reach out to the demographics established through data. Outreach efforts include the use of public service announcements (TV, radio, outdoor, and internet marketing), social media, variable message boards, and earned media events.

Upon completion of each mobilization, each participating agency is responsible for reporting their performance. The performance is monitored by the Program Managers to assist with making any adjustments to countermeasures or planned activities.

The OHS Program Managers use this information received from participants as an indicator in evaluating and monitoring performance. The OHS conducts the following targeted HVE/Mobilizations:

- **Impaired Driving Mobilizations:** December - January (to coincide with NHTSA Impaired Driving campaign), June-July (to coincide with July 4th), and August – September (to coincide with NHTSA Impaired Driving campaign, Labor Day weekend).
- **Aggressive Driving:** During the summer, traffic crash fatalities frequency is over-represented. The Aggressive Driving mobilization focusing on speed is conducted during the summer months.
- **Seat Belt Mobilizations:** May- Click It, Don't Risk It (to coincide with NHTSA national campaign).
- **Distracted Driving:** April- Phone in Hand/Ticket in the Other (to coincide with National Distracted Driving month in April).

FFY 2023 HVE Mobilization Schedule	
Seatbelts – Nov Thanksgiving	Nov. 18 – 30, 2022
Impaired Driving - Holidays	Dec. 14, 2022 – Jan. 1, 2023
Distracted Driving - April	Apr. 5 – 19, 2023
Seatbelts - May	May 15 – June 2, 2023
Impaired Driving - 4th of July	June 30 – July 9, 2023
Aggressive Driving - Summer	July 14 – 30, 2023
Impaired Driving - Labor Day	Aug. 18 – Sept. 4, 2023

Law Enforcement / Adjudication Process

To complete 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 critical support to enhance successful prosecution of traffic safety violations.

STRATEGIC PARTNERS and STAKEHOLDERS

Idaho Traffic Safety Commission

The ITSC is an advisory board that reviews traffic safety issues, promotes local and state cooperation, recommends programs for federal aid and supports crash prevention. The commission consists of fifteen members from state and local law enforcement, Emergency Management Services and user groups. By statute, the chairs of the Idaho Senate Transportation Committee and the House Transportation and Defense Committee are on the ITSC. The ITSC has input throughout the development process of our Highway Safety Plan. The following members represent the ITSC:

Idaho Transportation Department

- L. Scott Stokes, Director
- Josephine Middleton, Interim HSM

Law Enforcement

- Lt. Colonel Sheldon Kelley, Idaho State Police
- Chief Jeff Wilson, Orofino Police Department
- Sheriff Craig T. Rowland, Bingham County

Prosecutor/Legal

- Louis Marshall, Bonner County Prosecutor

Medical Services

- Stacey Carson, VP Operations, Idaho Hospital Association

Local Roadways

- Kevin Kuther, LHTAC Safety Manager

Education

- Sunshine Beer, Idaho STAR (Skills Training Advantage for Riders)
- Danielle Taylor, Driver Education Coordinator, Idaho State Department of Education

City Government

- Brian Blad, Pocatello Mayor

Idaho Senate & House

- Senator Lori Den Hartog, Idaho Senate Representative
- Representative Joe Palmer, Idaho House Representative

PERFORMANCE PLAN

Performance Measures: Targets and Actual Values

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

2023 Performance Plan

Performance Measure Name	Target Period	Start Target Year	Target end Year	Target Value
C-1) Number of traffic fatalities	5 Year	2019	2023	244
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	1,279
C-3) Fatality Rate, VMT	5 Year	2019	2023	1.35
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat position (FARS)	5 Year	2019	2023	103
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	5 Year	2019	2023	72
C-6) Number of speeding-related fatalities	5 Year	2019	2023	61
C-7) Number of motorcyclist fatalities	5 Year	2019	2023	32
C-8) Number of unhelmeted motorcyclist fatalities	5 Year	2019	2023	17
C-9) Number of driver age 20 or younger involved in fatal crashes	5 Year	2019	2023	31
C-10) Number of pedestrian fatalities	5 Year	2019	2023	15
C-11) Number of bicyclist fatalities	5 Year	2019	2023	4
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	2023	83.9%
I-1) Distracted Driving fatalities	5 Year	2019	2023	45
I-2) Drivers age 65 or older involved in fatal crashes	5 Year	2019	2023	58
I-3) Reduce CMV fatalities	5 Year	2019	2023	46
I-4) Number of single vehicle run off road fatalities	5 Year	2019	2023	110
I-5) Number of Head-on-side-Swipe-Opposite direction fatalities	5 Year	2019	2023	57
I-6) Number of intersection-related fatalities	5 Year	2019	2023	50

Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities	Met
C-2) Number of serious injuries in traffic crashes (State crash data files)	Met
C-3) Fatality Rate, VMT	Met
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat position (FARS)	Met
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	Met
C-6) Number of speeding-related fatalities	Met
C-7) Number of motorcyclist fatalities	Met
C-8) Number of unhelmeted motorcyclist fatalities	Met
C-9) Number of driver age 20 or younger involved in fatal crashes	Not Met
C-10) Number of pedestrian fatalities	Met
C-11) Number of bicyclist fatalities	Met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Met
I-1) Distracted Driving fatalities	Met
I-2) Drivers age 65 or older involved in fatal crashes	Not Met
I-3) Reduce CMV fatalities	Not Met
I-4) Number of single vehicle run off road fatalities	Met
I-5) Number of Head-on-side-Swipe-Opposite direction fatalities	Not Met
I-6) Number of intersection-related fatalities	Met

C1 – 5-Year Average Number of Fatalities

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities was 249 (2016-2020 5-year average), while the actual 5-year average number of fatalities was 234. The target for the 5-year average number of fatalities for 2017-2021 is 247.

C2 – 5-Year Average Number of Serious Injuries

Progress: Met

The target in the FFY 2020 HSP for the number of serious injuries was 1,287 (2016-2020 5-year average), while the actual 5-year average number of serious injuries was 1,217. The target for the 5-year average number of serious injuries for 2017-2021 is 1,285.

C3 – 5-Year Fatality Rate per 100 million Annual Vehicle Miles Traveled (AVMT)

Progress: Met

The target in the FFY 2020 HSP for the 5-year fatality rate was 1.41 (2016-2020), while the actual 5-year fatality rate was 1.33. The target for the 5-year fatality rate for 2017-2021 is 1.38.

C4 – 5-Year Average Number of Unrestrained Passenger Motor Vehicle Occupants Killed

Progress: Met

The target in the FFY 2020 HSP for the number of unrestrained passenger motor vehicle occupants killed was 106 (2016-2020 5-year average), while the actual 5-year average number of unrestrained passenger motor vehicle occupants killed was 91. The target for the 5-year average number of unrestrained passenger motor vehicle occupants killed for 2017-2021 is 106.

C5 – 5-Year Average Number of Fatalities Involving a Driver with a BAC greater than or equal to 0.08

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities involving a driver with a BAC greater than or equal to 0.08 was 72 (2016-2020 5-year average), while the actual 5-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 was 65. The target for the 5-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 for 2017-2021 is 72.

C6 – 5-Year Average Number of Fatalities Resulting from Crashes Involving Speeding

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities resulting from crashes involving speeding was 59 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from crashes involving speeding was 52. The target for the 5-year average number of fatalities resulting from crashes involving speeding for 2017-2021 is 60.

C7 – 5-Year Average Number of Motorcyclists Killed

Progress: Met

The target in the FFY 2020 HSP for the number of motorcyclists killed was 29 (2016-2020 5-year average), while the actual 5-year average number of motorcyclists killed was 28. The target for the 5-year average number of motorcyclists killed for 2017-2021 is 29.

C8 – 5-Year Average Number of Motorcyclists Killed Not Wearing Helmets

Progress: Met

The target in the FFY 2020 HSP for the number of motorcyclists that were not wearing helmets killed was 17 (2016-2020 5-year average), while the actual 5-year average number of motorcyclists killed that were not wearing helmets was 16. The target for the 5-year average number of motorcyclists killed that were not wearing helmets for 2017-2021 is 16.

C9 – 5-Year Average Number of Drivers, 20 Years Old and Younger, Involved in Fatal Crashes

Progress: Not Met

The target in the FFY 2020 HSP for the number of drivers, 20 years old and younger, involved in fatal crashes was 32 (2016-2020 5-year average), while the actual 5-year average number of drivers, 20 years old and younger, involved in fatal crashes was 33. The target for the 5-year average number of drivers, 20 years old and younger, involved in fatal crashes for 2017-2021 is 32.

C10 – 5-Year Average Number of Pedestrian Fatalities

Progress: Met

The target in the FFY 2020 HSP for the number of pedestrians killed by motor vehicles was 15 (2016-2020 5-year average), while the actual 5-year average number of pedestrians killed by motor vehicles was 15. The target for the 5-year average number of pedestrians killed by motor vehicles for 2017-2021 is 14.

C11 – 5-Year Average Number of Bicyclist Fatalities

Progress: Met

The target in the FFY 2020 HSP for the number of bicyclists killed by motor vehicles was 3 (2016-2020 5-year average), while the actual 5-year average number of bicyclists killed by motor vehicles was 3. The target for the 5-year average number of bicyclists killed by motor vehicles for 2017-2021 is 3.

B1 – Yearly Observed Seat Belt Use Rate

Progress: Met

The target in the FFY 2020 HSP for the yearly observed seat belt use rate was 82.4%, while the actual yearly observed seat belt use rate was 85.7% for 2019. The observational survey was not completed in 2020 due to COVID-19. The target for the yearly observed seat belt use rate for 2021 is 82.7%.

I1 – 5-Year Average Number of Fatalities Resulting from Distracted Driving

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities resulting from distracted driving was 53 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from distracted driving was 42. The target for the 5-year average number of resulting from distracted driving for 2017-2021 is 53.

I2 – 5-Year Average Number of Fatal Crashes Resulting from Drivers >=65

Progress: Not Met

The target in the FFY 2020 HSP for the number of fatal crashes resulting from drivers equal to or older than 65 years of age was 52 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from drivers equal to or older than 65 years old was 53. The target for the 5-year average number of resulting from distracted driving for 2016-2020 is 50.

I3 – 5-Year Average Number of Fatalities Resulting from Commercial Vehicle Crashes

Progress: Not Met

The target in the FFY 2020 HSP for the number of fatalities resulting from commercial motor vehicle crashes was 39 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from commercial motor vehicle crashes was 43. The target for the 5-year average number of resulting from commercial motor vehicle crashes for 2017-2021 is 39.

I4 – 5-Year Average Number of Fatalities Resulting from Single-Vehicle Run Off the Road Crashes

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities resulting from single-vehicle run off the road crashes was 116 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from single-vehicle run off the road crashes was 100. The target for the 5-year average number of resulting from single-vehicle run off the road crashes for 2017-2021 is 115.

I5 – 5-Year Average Number of Fatalities Resulting from Head-On or Sideswiped Opposite Direction Crashes

Progress: Not Met

The target in the FFY 2020 HSP for the number of fatalities resulting from head-on or sideswiped opposite direction crashes was 42 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from head-on or sideswiped opposite direction crashes was 46. The target for the 5-year average number of resulting from head-on or sideswiped opposite direction crashes for 2017-2021 is 44.

I6 – 5-Year Average Number of Fatalities Resulting from Intersection Related Crashes

Progress: Met

The target in the FFY 2020 HSP for the number of fatalities resulting from intersection-related crashes was 47 (2016-2020 5-year average), while the actual 5-year average number of fatalities resulting from intersection-related crashes was 45. The target for the 5-year average number of resulting from intersection-related crashes for 2017-2021 is 46.

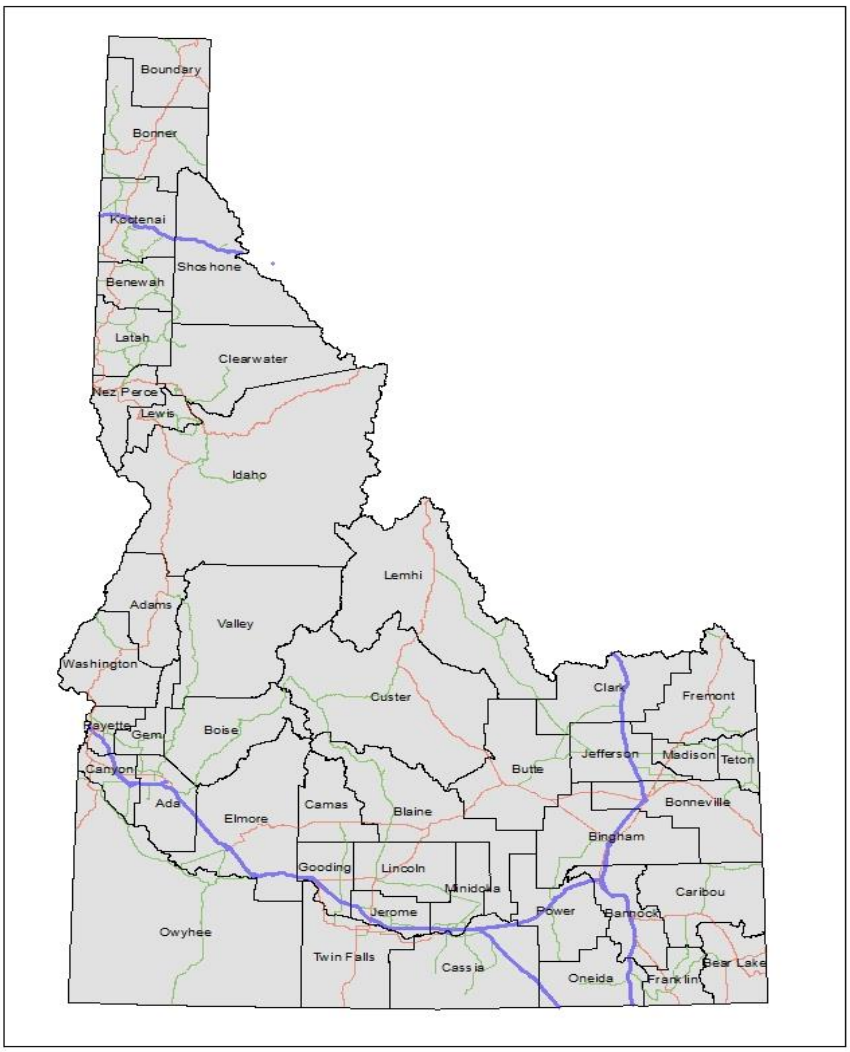
Targets for the FFY 2017-19 Highway Safety Plans were set in 2016 when the most recent available data was from 2014. This was at a time that fatalities were significantly decreasing due to the economic downturn. Since that time, the economy has improved, and fatalities have increased resulting in most of the targets not being met. Targets for the FY2020 through FY2022 plan were set in 2018 when the most recent data available was from 2017.

IDENTIFICATION REPORT

State Demographics

Idaho is geographically located in the Pacific Northwest. Idaho is the 11th largest state in the nation in land area, but the 38th 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 in 2019 was 1,790,777. 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 2023

Prepared by the Office of Highway Safety

Statewide

The Problem

- In 2020, 214 people were killed and 11,455 people were injured in traffic crashes.
- The fatality rate was 1.23 fatalities per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2020. The US fatality rate was estimated to be 1.37 fatalities per 100 million AVMT in 2020.
- Motor vehicle crashes cost Idahoans nearly $3.85 billion in 2020. Fatal and serious injuries represented 72 percent of these costs.

Idaho Crash Data and Measures of Exposure, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Crashes	25,328	25,851	24,031	27,015	22,528	-2.3%
Fatal Crashes	232	224	215	201	188	-5.1%
Total Deaths	253	245	234	224	214	-4.1%
Injury Crashes	9,327	8,818	9,083	9,153	7,922	-3.8%
Total Injured	13,664	12,969	13,301	13,331	11,455	-4.1%
Property-Damage-Only Crashes (Severity >$1,500)	15,769	16,809	14,733	17,661	14,418	-1.1%
Idaho Population (thousands)[1]	1,683	1,717	1,754	1,787	1,827	2.1%
Licensed Drivers (thousands)[2]	1165	1,208	1,255	1,283	1,316	3.1%
Vehicle Miles Of Travel (millions)[2]	17,152	17,301	17,709	18,058	17,359	0.3%
Registered Vehicles (thousands)[3]	1,491	1,575	1,634	1,639	1,278	-3.1%

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

Economic Costs* of Idaho Crashes, 2020

Incident Description	Total Occurrences	Cost Per Occurrence	Cost Per Category
Fatalities	214	$10,322,433	$2,209,000,749
Suspected Serious Injuries	1,102	$493,671	$544,025,097
Suspected Minor Injuries	3,637	$134,460	$489,032,210
Possible Injuries	6,716	$68,660	$461,119,009
No Injuries	42,205	$3,478	$146,799,421
Total Estimate of Economic Cost			$3,849,976,486

*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 2017 dollars.

Statewide – (Continued)

Fatal and Injury Crash Involvement by Age of Driver, 2020

Age of Driver	# of Drivers in F&I Crashes	% of Drivers in F&I Crashes	# of Licensed Drivers	% of Total Drivers	Fatal & Injury Crash Involvement*
15-19	1,804	13%	71,209	5.4%	2.4
20-24	1,942	14%	109,159	8%	1.7
25-34	2,927	21%	217,998	17%	1.2
35-44	2,287	16%	220,029	17%	1.0
45-54	1,821	13%	194,912	15%	0.9
55-64	1,588	11%	212,609	16%	0.7
65 & Older	1,570	11%	290,484	22%	0.5
Missing	242	2%			
Total	14,181		1,316,400		

*Representation is percent of drivers in fatal and injury collisions divided by percent of licensed drivers. Over representation occurs when the value is greater than 1.0.

Location of Idaho Crashes, 2016-2020

Roadway Information	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Local:						
AVMT (100 millions)[1]	77.3	76.6	77.2	79.4	76.4	-0.3%
Fatal Crash Rate	1.2	1.2	1.0	1.0	1.0	-4.6%
Injury Crash Rate	68.8	64.7	67.6	67.7	59.5	-3.4%
Total Crash Rate	195.0	199.1	183.6	202.6	165.3	-3.4%
State System (Non-Interstate):						
AVMT (100 millions)[1]	52.1	53.1	55.0	56.0	55.1	1.4%
Fatal Crash Rate	1.8	1.7	1.7	1.6	1.7	-2.1%
Injury Crash Rate	57.6	53.4	53.2	48.7	45.9	-5.5%
Total Crash Rate	154.6	154.5	138.6	139.4	130.9	-4.0%
Interstate:						
AVMT (100 millions)[1]	42.1	43.2	44.8	45.2	42.0	0.0%
Fatal Crash Rate	1.1	0.9	0.9	0.7	0.5	-16.5%
Injury Crash Rate	23.9	23.6	20.8	23.3	20.1	-3.7%
Total Crash Rate	52.4	55.1	49.5	69.1	63.8	6.7%
Statewide Totals:						
AVMT (100 millions)[1]	171.5	173.0	177.1	180.6	173.6	0.3%
Fatal Crash Rate	1.4	1.3	1.2	1.1	1.1	-5.4%
Injury Crash Rate	54.4	51.0	51.3	50.7	45.6	-4.2%
Total Crash Rate	147.7	149.4	135.7	149.6	129.8	-2.8%

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 48 percent of all crashes and 36 percent of all fatalities in 2020.

- Drivers, ages 19 and younger, were 4 times as likely to be involved in an aggressive driving collision as all other drivers in 2020.

- Aggressive driving crashes cost Idahoans more than $1.6 billion in 2020. This represented 43 percent of the total economic cost of crashes.

Aggressive Driving in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Aggressive Driving Crashes	12,793	13,149	11,985	13,638	10,742	-3.4%
Fatalities	83	82	75	66	78	-0.9%
Suspected Serious Injuries	612	582	516	547	481	-5.6%
Suspected Minor Injuries	2,164	2,064	2,166	2,126	1,868	-3.4%
Possible Injuries	4,706	4,627	4,596	4,887	3,835	-4.4%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	266	259	261	258	183	-8.0%
Fail to Yield Right of Way	174	148	113	161	183	4.4%
Exceeded Posted Speed	93	95	71	71	72	-5.4%
Passed Stop Sign	89	75	82	77	61	-8.3%
Disregarded Signal	67	61	63	51	40	-11.6%
Following Too Close	69	78	69	59	63	-1.6%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	4.05	3.84	3.34	3.39	3.22	-5.4%

** 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 2020, 22 fatalities resulted from distracted driving crashes. This represents 10 percent of all fatalities. Of the 15 passenger vehicle occupants killed in distracted driving crashes, 5 (33 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2020 were 4 motorcyclists, 1 pedestrian, 1 bicycle rider, and a commercial motor vehicle occupant.

- In 2020, drivers under the age of 25 comprised 34 percent of the drivers involved in all distracted driving crashes and 15 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 over $601 million in 2020. This represents 16 percent of the total economic cost of crashes.

Distracted Driving Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Distracted Driving Crashes	4,973	4,808	4,750	5,066	4,253	-3.5%
Fatalities	64	39	48	36	22	-20.0%
Suspected Serious Injuries	367	318	343	250	237	-9.5%
Suspected Minor Injuries	1,193	989	1,028	903	863	-7.4%
Possible Injuries	2,121	2,020	2,081	2,112	1,637	-5.7%
Distracted Driving Crashes as a % of All Crashes	19.6%	18.6%	19.8%	18.8%	18.9%	-0.9%
Distracted Driving Fatalities as a % of All Fatalities	25.3%	15.9%	20.5%	16.1%	10.3%	-16.5%
Distracted Driving Injuries as a % of All Injuries	26.9%	25.7%	26.0%	24.5%	23.9%	-2.9%
All Fatal and Injury Crashes	9,559	9,042	9,298	9,354	8,110	-3.8%
Distracted Fatal/Injury Crashes	2,355	2,151	2,244	2,131	1,852	-5.6%
% DistractedDriving	24.6%	23.8%	24.1%	22.8%	22.8%	-1.8%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	2.51	2.06	2.21	1.58	1.49	-11.2%

Safety Restraints

The Problem

- In 2019, 86 percent of Idahoans were using seat belts, based on seat belt survey observations. There was no observational seat belt survey done in 2020 due to the COVID-19 pandemic.

- In 2019, seat belt usage varied by region around the state from a high of 90 percent in District 3 (Southwestern Idaho) to a low of 74 percent in District 4 (South-Central Idaho).

- Only 35 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belts in 2020. Seatbelts are estimated to be 50 percent effective in preventing fatal and serious injuries. By this estimate, we can deduce that 55 lives were saved in Idaho in 2020 because they were wearing a seat belt and an additional 43 lives could have been saved if everyone had worn their seat belt.

- There was 1 child under the age of 7 killed (restrained) and 7 with suspected serious injuries (5 were restrained) while riding in passenger vehicles in 2020. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate, there was 1 child saved by child safety seats in 2020. Furthermore, 11 serious injuries were prevented and 1 of the serious injuries may have been prevented if they had all been properly restrained.

- Unrestrained passenger motor vehicle occupants cost Idahoans over $1.0 billion in 2020. This represents 28 percent of the total economic cost of crashes.

Occupant Protection in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Observational Seat Belt Survey						
District 1	77%	76%	85%	89%	----	3.7%
District 2	78%	84%	87%	85%	----	2.2%
District 3	90%	89%	92%	90%	----	-0.1%
District 4	66%	73%	70%	74%	----	2.9%
District 5	86%	89%	72%	84%	----	0.2%
District 6	67%	74%	75%	76%	----	3.3%
Statewide Average	**83%**	**81%**	**85%**	**86%**	**----**	0.9%
Seat Belt Use - Age 7 and Older Cars, Pickups, Vans and SUV's						
In Fatal Crashes	34.6%	34.7%	36.8%	43.6%	34.8%	1.2%
In Suspected Serious Injury Crashes	69.3%	65.4%	65.3%	67.6%	57.7%	-4.2%
Self Reported Child Restraint Use in Cars, Pickups, Vans and SUV's	96.4%	79.8%	80.6%	80.6%	95.2%	0.5%

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 2020, 92 fatalities resulted from impaired driving crashes. This represents 43 percent of all fatalities. Only 21 (or 29 percent) of the 72 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 11 motorcyclists, 6 pedestrians, 1 ATV rider, 1 commercial vehicle occupant, and 1 construction equipment occupant killed in impaired driving crashes.

- Of the 92 people killed in impaired driving crashes in 2019, 77 (or 84%) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.

- Eleven percent of the impaired drivers involved in crashes were under the age of 21 in 2020, even though they are too young to legally purchase alcohol.

- Impaired driving crashes cost Idahoans nearly $1.2 billion in 2020. This represents 30 percent of the total economic cost of crashes.

Impaired Driving in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Impaired Driving Crashes	1,535	1,529	1,456	1,501	1,513	-0.3%
Fatalities	88	80	78	99	92	2.1%
Suspected Serious Injuries	223	218	212	217	234	1.3%
Suspected Minor Injuries	397	338	334	329	385	-0.1%
Possible Injuries	482	489	523	525	548	3.3%
Impaired Driving Crashes as a % of All Crashes	6.1%	5.9%	6.1%	5.6%	6.7%	3.2%
Impaired Driving Fatalities as a % of All Fatalities	34.8%	32.7%	33.3%	44.2%	43.0%	6.5%
Impaired Driving Injuries as a % of All Injuries	8.1%	8.1%	8.0%	8.0%	10.2%	6.6%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	1.81	1.72	1.64	1.75	1.88	1.1%
Annual DUI Arrests by Agency*						
Idaho State Police	1,305	1,400	1,518	1,555	1,410	2.2%
Local Agencies	6,015	5,927	6,412	6,529	5,529	-1.7%
Total Arrests	7,320	7,327	7,930	8,084	6,939	-1.0%
DUI Arrests per 100 Licensed Drivers	0.63	0.61	0.63	0.63	0.53	-4.0%

*Source: Bureau of Criminal Identification, Idaho State Police

Youthful Drivers

The Problem

- Drivers, ages 15 to 19, represented just more than 5 percent of licensed drivers in Idaho in 2020, yet they represented 11 percent of the drivers involved in fatal and serious injury crashes.
- In 2020, drivers ages 15 to 19 constituted 8 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 32 people killed in crashes with youthful drivers, 14 were the youthful drivers themselves. Of the 14 youthful drivers killed that were in passenger motor vehicles, 4 were wearing a seat belt.
- Crashes involving youthful drivers cost Idahoans just over $678 million in 2020. This represents 18 percent of the total economic cost of crashes.

Crashes involving Youthful Drivers in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Crashes Involving Drivers 15-19	5,622	5,464	5,244	5,826	4,689	-3.8%
Fatalities	27	31	36	18	32	14.7%
Suspected Serious Injuries	238	225	230	184	195	-4.3%
Suspected Minor Injuries	1,011	886	976	880	826	-4.5%
Possible Injuries	1,986	1,795	1,991	2,079	1,532	-5.1%
Drivers 15-19 in Fatal & Serious Injury Crashes	232	206	213	170	180	-5.5%
% of all Drivers involved in Fatal and Serious Injury Crashes	12.0%	10.7%	11.1%	8.8%	10.7%	-1.8%
Licensed Drivers 15-19	65,940	71,523	69,727	71,063	71,209	2.0%
% of Total Licensed Drivers	5.7%	5.9%	5.6%	5.5%	5.4%	-1.0%
Fatal & Injury Crash Involvement*	2.13	1.81	1.99	1.60	1.97	-0.3%
Drivers 15-19 - Fatal Crashes	25	27	29	18	25	4.1%
Impaired Drivers 15-19 - Fatal Crashes	4	2	2	3	8	41.7%
% of Youthful Drivers that were Impaired in Fatal Crashes	16.0%	7.4%	6.9%	16.7%	32.0%	43.3%

** 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 3,810 crashes in 2020. This represents 17 percent of the total number of crashes. Fatalities resulting from crashes involving mature drivers represented 21 percent of the total number of fatalities in 2020. Of the 44 people killed in crashes with mature drivers, 27 (61 percent) were the mature drivers themselves.

- Mature drivers are under-represented in fatal and injury crashes. Mature drivers represent 22 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 over $748 million in 2020. This represents 19 percent of the total economic cost of crashes.

Crashes Involving Mature Drivers in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Mature Driver Crashes	4,214	4,526	4,380	4,938	3,810	-1.5%
Fatalities	51	71	47	64	44	2.6%
Suspected Serious Injuries	287	245	255	255	189	-9.1%
Suspected Minor Injuries	784	758	739	816	631	-4.5%
Possible Injuries	1,476	1,600	1,547	1,733	1,290	-2.1%
Mature Drivers in Fatal & Injury Crashes	1,833	1,861	1,874	2,026	1,570	-3.0%
% of All Drivers in Fatal & Injury Crashes	10.8%	11.5%	11.6%	12.0%	11.1%	0.8%
Licensed Drivers 65 & Older	226,067	242,833	264,502	278,176	290,484	6.5%
% of Total Licensed Drivers	19.4%	20.1%	21.1%	21.7%	22.1%	3.3%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes	0.56	0.57	0.55	0.55	0.50	-2.4%
Mature Drivers-Fatal Crashes	53	65	44	56	48	0.8%
Mature Drivers-Impaired Fatal Crashes	1	5	1	9	6	271.7%
% Fatal Impaired Crashes	1.9%	7.7%	2.3%	16.1%	12.5%	205.5%

** 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 2020, motorcycle crashes represented 2 percent of the total number of crashes yet accounted for 14 percent of the total number of fatalities and suspected 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 2020.

- Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2020, 12 of the 17 (71 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 2020, only 37 percent of motorcyclists killed in crashes were wearing helmets.

- Motorcycle crashes cost Idahoans just more than $388 million in 2020. This represents 10 percent of the total economic cost of crashes.

Motorcycle Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Motorcycle Crashes	528	507	510	490	470	-2.8%
Fatalities	22	26	38	25	27	9.5%
Suspected Serious Injuries	164	139	143	153	154	-1.2%
Suspected Minor Injuries	223	230	194	196	182	-4.7%
Possible Injuries	123	123	145	122	107	-2.6%
Motorcyclists in Crashes	591	574	563	552	516	-3.3%
Registered Motorcycles	55,865	55,806	59,688	56,442	48,690	-3.1%
Motorcyclists Wearing Helmets	329	341	319	360	290	-2.3%
% Motorcyclists Wearing Helmets	55.7%	59.4%	56.7%	65.2%	56.2%	0.8%

Pedestrians and Bicyclists

The Problem

- In 2020, 14 pedestrians and 3 bicyclists were killed in traffic crashes. The 17 pedestrians and bicyclists killed represented 8 percent of all fatalities in Idaho.

- Children, ages 4 to 14, accounted for 11 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 more than $241 million in 2020. This represents 6 percent of the total economic cost of crashes.

Pedestrians and Bicyclists Involved in Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Pedestrian Crashes	236	219	244	237	187	-4.9%
Fatalities	18	17	19	14	14	-5.0%
Suspected Serious Injuries	66	79	71	64	60	-1.6%
Suspected Minor Injuries	102	75	88	91	68	-7.8%
Possible Injuries	80	78	83	83	65	-4.4%
Pedestrians in Crashes	249	247	253	249	200	-4.9%
Pedestrian Fatal and Serious Injuries	81	95	89	77	71	-2.6%
% of All Fatal and Serious Injuries	5.1%	6.4%	6.0%	5.6%	5.4%	2.1%
Impaired Pedestrian F&SI	17	14	16	9	13	-0.7%
% of Pedestrian F&SI - Impaired	21.0%	14.7%	18.0%	11.7%	18.3%	3.5%
Bicycle Crashes	319	223	302	265	149	-12.7%
Fatalities	6	3	2	4	3	35.4%
Suspected Serious Injuries	52	29	50	30	15	-15.5%
Suspected Minor Injuries	158	128	132	129	77	-14.6%
Possible Injuries	109	62	110	113	52	-4.2%
Bicyclists in Crashes	322	224	302	268	152	-12.5%
Bicycle Fatal and Serious Injuries	57	31	52	34	18	-14.9%
% of All Fatal and Serious Injuries	3.6%	2.1%	3.5%	2.5%	1.4%	-12.0%
Bicyclists Wearing Helmets in Collisions	76	45	69	69	46	-5.2%
% of Bicyclists Wearing Helmets	23.6%	20.1%	22.8%	25.7%	30.3%	7.3%
Impaired Bicyclist F&SI	2	5	1	1	1	5.0%
% of Bicycle F&SI - Impaired	3.5%	16.1%	1.9%	2.9%	5.6%	38.4%

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, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Crashes	25,328	25,851	24,031	27,015	22,528	-2.3%
EMS Response to Fatal & Injury Crashes	6,476	6,024	6,213	6,272	5,598	-3.4%
% of Fatal & Injury Crashes	67.7%	66.6%	66.8%	67.1%	69.0%	0.5%
Persons Injured in Crashes	13,917	13,214	13,535	13,555	11,669	-4.1%
Injured Transported from Rural Areas	2,755	2,561	2,565	2,437	2,035	-7.1%
Injured Transported from Urban Areas	2,503	2,273	2,288	2,182	2,073	-4.5%
Total Injured Transported by EMS	5,258	4,834	4,853	4,619	4,108	-5.9%
% of Injured Transported	37.8%	36.6%	35.9%	34.1%	35.2%	-1.7%
Trapped and Extricated	491	480	523	523	444	-2.1%
Fatal and Suspected Serious Injuries Transported by Helicopter	178	154	155	149	166	-1.3%

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 2020, 42 people died in crashes with commercial motor vehicles. This represents 20 percent of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 71 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.

- In 2020, 48 percent of all crashes and 81 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 44 percent, while U.S. and State highways had the most fatal commercial motor vehicle crashes at 54 percent.

- Commercial motor vehicles crashes cost Idahoans nearly $599 million in 2020. This represents 16 percent of the total economic cost of crashes.

Commercial Motor Vehicle Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total CMV Crashes	2,009	2,468	2,286	2,437	2,579	7.0%
Fatalities	37	44	51	40	42	4.6%
Suspected Serious Injuries	137	123	120	104	128	-0.7%
Suspected Minor Injuries	284	361	382	330	329	4.8%
Possible Injuries	512	645	557	563	567	3.5%
Commercial AVMT (millions)	3,080	3,154	3,205	3,313	3,442	2.8%
% of Total AVMT	18.0%	18.2%	18.1%	18.3%	19.8%	2.6%
Fatalities per 100 Million CAVMT	1.20	1.39	1.59	1.21	1.22	1.8%
Injuries per 100 Million CAVMT	30.29	35.79	33.04	30.09	29.75	0.1%

Drowsy Driving Crashes

The Problem

- In 2020, 8 fatalities resulted from drowsy driving crashes. This represents 4 percent of all fatalities. Of the 6 passenger vehicle occupants killed, 4 were properly restrained. There were 2 pedestrians killed in drowsy driving crashes.

- In 2020, 73 percent of the drowsy driving crashes involved a single vehicle, while 75 percent of the fatal drowsy driving crashes involved a single vehicle.

- In 2020, only 7 percent of the drowsy driving crashes also involved impaired driving.

- In 2020, 32 percent of the drowsy driving crashes occurred between 5 AM and 10 AM, while 27 percent occurred between 1 PM and 6 PM and 21 percent occurred between 12 AM and 5 AM.

- Drowsy driving crashes cost Idahoans nearly $137 million in 2020. This represents 4 percent of the total economic cost of crashes.

Drowsy Driving Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Drowsy Driving Crashes	700	648	636	655	559	-5.2%
Fatalities	9	8	10	9	8	-1.8%
Suspected Serious Injuries	57	67	57	55	47	-3.9%
Suspected Minor Injuries	169	157	143	153	118	-8.0%
Possible Injuries	247	247	206	201	196	-5.4%

Single-Vehicle Run-Off-Road Crashes

The Problem

- In 2020, 18 percent of all crashes involved a single-vehicle leaving the roadway. The majority of these crashes (75 percent) occurred on rural roadways.

- Single-vehicle run-off-road crashes resulted in 40 percent of all fatalities in Idaho. Aggressive driving was a factor in 29 percent of the 76 fatal single-vehicle run-off-road crashes and impaired driving was a factor in 43 percent of the 76 fatal single-vehicle run-off-road crashes.

- Overturning was attributed as the most harmful event in 71 percent of the fatal single-vehicle run off road crashes. Rollovers were responsible for 67 percent of the single-vehicle run-off road fatalities and more than one-quarter (27 percent) of all fatalities in 2020. Of the 46 passenger motor vehicle occupants killed in single-vehicle run-off-road rollovers, 38 (83 percent) were not wearing a seat belt.

- Single-vehicle run-off-road crashes cost Idahoans nearly $1.3 billion in 2020. This represents 33 percent of the total economic cost of crashes.

Crashes on Idaho Highways Involving One Vehicle that Ran Off the Road, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Run-Off-Road Crashes	4,338	4,153	3,624	4,175	3,957	-1.8%
Fatalities	125	106	92	92	86	-8.7%
Suspected Serious Injuries	361	331	307	298	373	1.7%
Suspected Minor Injuries	920	790	775	752	829	-2.2%
Possible Injuries	1,284	1,243	1,118	1,142	1,044	-4.9%
Most Harmful Events of Fatal and Serious Injury Ran Off Road Crashes						
Overturn	249	217	211	209	241	-0.3%
Ditch/Embankment	29	31	33	23	35	8.8%
Tree	49	35	35	34	37	-5.7%
Poles/Posts	13	26	20	16	18	17.4%
Fence/Building/ Wall	9	7	13	10	16	25.1%
Guardrail, Traffic Barrier	7	18	9	10	10	29.6%
Other Fixed Object	11	9	3	9	3	12.1%
Immersion	4	10	7	6	5	22.3%
Culvert	1	3	0	0	2	75.0%
Bridge Rail/Abutment/End	3	1	5	2	2	68.3%
All Other Most Harmful Events	28	14	16	18	21	-1.6%

Intersection Crashes

The Problem

- In 2020, 41 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 2020, while 53 percent of the fatal intersection-related crashes occurred on rural roadways.

- While the majority total intersection-related crashes were evenly split among intersections with signals (41 percent) and stop signs (42 percent); with 14 percent at intersections with no traffic control. Most of the fatal intersection crashes (62 percent) occurred at intersections with stop signs; with 18 percent at intersections with traffic signals and 12 percent at intersections with no control.

- Of the 38 people killed in crashes at intersections, 27 were passenger motor vehicle occupants, 6 were motorcyclists, 3 were pedestrians, 1 was the occupant of a motorhome, and 1 was on an ATV. Of the 27 passenger motor vehicle occupants killed, 12 (44 percent) were not restrained.

- Intersection related crashes cost Idahoans nearly $1.1 billion in 2020. This represents 28 percent of the total economic cost of crashes.

Intersection–Related Crashes on Idaho Highways, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Intersection Crashes	10,965	10,931	10,754	11,486	9,228	-3.7%
Fatalities	45	46	57	41	38	-2.3%
Suspected Serious Injuries	545	521	519	489	365	-9.0%
Suspected Minor Injuries	1,897	1,719	1,926	1,852	1,641	-3.1%
Possible Injuries	4,064	3,945	4,283	4,288	3,323	-4.2%
Traffic Control Device at Intersection						
Signal	4,419	4,411	4,338	4,591	3,749	-3.6%
%	40%	40%	40%	40%	41%	0.2%
Stop Sign	4,433	4,385	4,349	4,711	3,880	-2.8%
%	40%	40%	40%	41%	42%	1.0%
None	1,807	1,815	1,747	1,824	1,295	-7.0%
%	16%	17%	16%	16%	14%	-3.8%
Yield	192	199	186	211	173	-1.9%
%	2%	2%	2%	2%	2%	1.8%
All Other	114	121	134	149	129	3.7%
%	1%	1%	1%	1%	1%	7.7%

Head-On and Side Swipe Opposite Direction Crashes

The Problem

- In 2020, just 3 percent of all crashes were a head-on or side swipe opposite direction crash, while 26 percent of fatalities were the result of a head-on or side swipe opposite direction.

- While 52 percent of all head-on and sideswipe opposite crashes occurred on rural roadways in 2020, 83 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 (60 percent), while another 18 percent were negotiating a curve.

- Of the 56 people killed in head on or side swipe opposite crashes, 49 were passenger motor vehicle occupants, 4 were riding a motorcycle, 2 were commercial vehicle occupants, and 1 was in a motorhome. Of the 49 passenger motor vehicle occupants, 18 (37 percent) were not restrained.

- Head-on and side swipe opposite direction crashes cost Idahoans nearly $692 million in 2020. This represents 18 percent of the total economic cost of crashes.

Head-On and Side Swipe Opposite Crashes on Idaho Highways, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Head-On/Side Swipe Opposite Crashes	942	1,005	840	933	753	-4.5%
Fatalities	32	50	34	56	56	22.2%
Suspected Serious Injuries	135	134	121	119	121	-2.6%
Suspected Minor Injuries	236	258	227	229	199	-3.7%
Possible Injuries	374	378	339	365	308	-4.3%

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 only 15 percent of the crashes in work zones in 2020. 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 $103 million in 2020. This represents 3 percent of the total economic cost of crashes.

Work Zone Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Work Zone Crashes	324	453	630	590	753	25.0%
Fatalities	0	9	10	7	5	113.1%
Suspected Serious Injuries	19	16	34	18	26	23.5%
Suspected Minor Injuries	59	73	100	66	99	19.2%
Possible Injuries	96	166	197	203	277	32.8%
% All Crashes	1.3%	1.8%	2.6%	2.2%	3.3%	30.7%
Workers Injured	0	1	1	1	0	0.0%

Crashes with Trains

The Problem

- Train-vehicle crashes are rare yet are often very severe when they occur: Of the 19 crashes in 2020, 6 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 2020, 79% of the train-vehicle crashes occurred in rural areas.

- Crashes with trains cost Idahoans over $1.2 thousand in 2020. This represents less than 1 percent of the total economic cost of crashes.

Vehicle Crashes with Trains in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total Train Crashes	17	12	9	9	19	14.2%
Fatalities	0	3	1	0	0	8.3%
Suspected Serious Injuries	1	4	0	0	1	50.0%
Suspected Minor Injuries	1	1	2	2	3	37.5%
Possible Injuries	5	2	0	2	2	-15.0%
Location of Crashes						
Rural Roads	10	9	6	9	15	18.3%
Urban Roads	7	3	3	0	4	-14.3%

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 60 cross-median crashes in 2019, 37 (62 percent) resulted in an injury.

- Cross-median crashes cost Idahoans nearly $31 million in 2020. This represents just less than 1 percent of the total economic cost of crashes.

Cross-Median Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Cross Median Crashes	56	66	65	68	60	2.3%
Fatalities	4	4	3	3	2	-14.6%
Suspected Serious Injuries	8	16	8	5	11	33.1%
Suspected Minor Injuries	19	13	16	14	15	-3.5%
Possible Injuries	19	22	14	24	32	21.0%

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 2020, 94 percent of the school bus occupants on buses involved in crashes sustained no injuries.

- Crashes with school buses cost Idahoans nearly $6 million in 2020. This represents less than 1 percent of the total economic cost of crashes.

School Bus Crashes in Idaho, 2016-2020

	2016	2017	2018	2019	2020	Avg. Yearly Change 2016-2020
Total School Bus Crashes	78	108	115	102	49	-4.6%
Fatalities	0	0	0	0	0	0.0%
Suspected Serious Injuries	0	12	5	0	1	10.4%
Suspected Minor Injuries	20	55	43	31	9	13.6%
Possible Injuries	21	88	35	27	24	56.2%

HIGHWAY SAFETY PROJECTS for FFY 2023 by PROGRAM AREA

The statewide safety partners work to achieve Idaho's safety targets through the use of proven countermeasure activities that address crashes and fatalities in the safety focus areas. The following section shows what activities will take place in fiscal year 2023. The information is presented by Program Area.

Each Program Area section contains the following information:

- **Program Area Description:** Description and definition of the program area.

- **Problem Identification:** Description of the problem using state crash and demographic data that provides justification for including the program area and guides the selection and implementation of countermeasures to address the problem in a way that is specific to Idaho.

- **Primary Performance Measure:** Targets for total annual crashes; major injuries and fatalities by focus area groups are set in this plan based on 5-year averages.

- **Primary Countermeasure Strategies:** Strategies will be implemented in the next year by the Office of Highway Safety and Idaho's safety partners. The countermeasures are proven effective nationally, have been successful in Idaho and are appropriate given the data in the problem identification report and resources available.

    - **Planned Activities**: Identified by a unique identifier
    - **Planned Activity Name**
    - **Activity Description**
    - **Intended Subrecipients**
    - **Countermeasure Strategy**
    - **Funding Source**

The following Program Areas have been identified in this HSP:

- Community Traffic Safety Program
- Distracted Driving
- Impaired Driving (Drug and Alcohol)
- Motorcycle Safety
- Non-motorized (Pedestrians and Bicyclists)
- Occupant Protection (Adult and Child Passenger Safety)
- Planning and Administration
- Police Traffic Services
- Traffic Records

Community Traffic Safety Program

Community Traffic Safety Programs 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 OHS finds challenging to reach. With such a small staff, it is vitally important for the OHS program team to use all of the collaborative, outreach and partnering opportunities available. Projects that fall under the umbrella of Community Traffic Safety Program are set up to address very specific initiatives and targets.

Communications are initiated by the OHS 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 ITD communications department. The OHS also initiates and coordinates public service announcements, interview opportunities, and press conferences. The OHS maintains Twitter, Facebook, and Instagram accounts. The ITD maintains a website and YouTube channel that includes numerous traffic safety videos and our media buy videos.

Outreach also includes education, training and liaison activities dedicated to law enforcement. Law enforcement outreach is conducted to encourage effective participation in the high visibility enforcement campaigns. Training provides up-to-date information regarding highway safety research, best practices and awareness.

Problem Identification: See page 22-23 Statewide Problem Identification

Primary Performance Measure:

- Reduce the 5-year average number of fatalities to 244 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Law Enforcement Training
- Law Enforcement Outreach Liaison
- Mass Media Campaigns
- Behavioral Safety Education

Planned Activities:

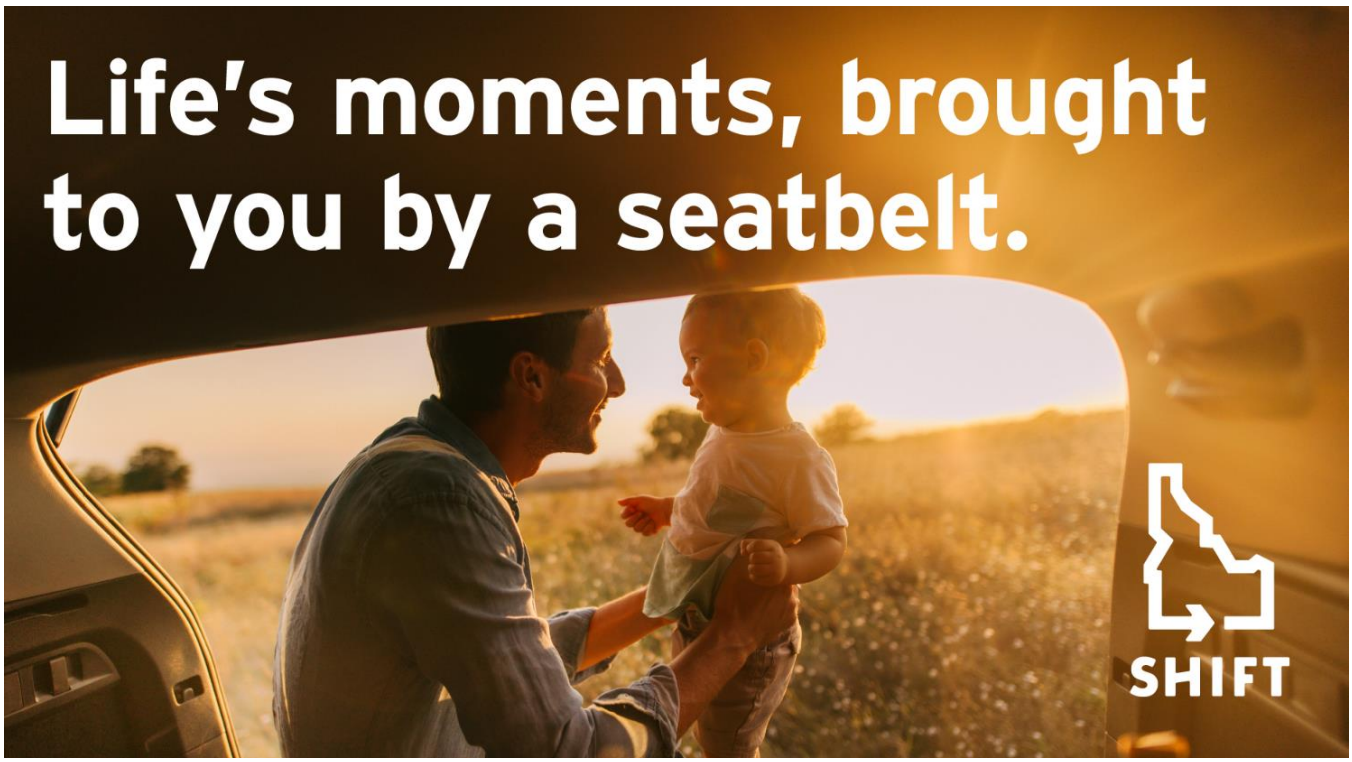
Planned Activity	S0023CP
Planned Activity Name	Community Traffic Program Area Management
Activity Description	Funding will provide development and support to implement and manage the community traffic projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	50,000
Match	12,500
Local Benefit	0
NHTSA Federal Aid Proj #	CP-2023-CP-00-00

Planned Activity	SCP2301
Planned Activity Name	Highway Safety Education and Training
Activity Description	Conduct annual Highway Safety Education and Training workshops in 2023. This will include continuing education and training on the latest information and advances in traffic safety provided by subject matter experts for our highway safety partners and stakeholders.
Intended Subrecipients	Office of Highway Safety
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" communications and outreach are an essential part of successful enforcement. The Education and Training interfaces with all of the behavioral safety program areas which is why we have it under the umbrella of Community Traffic Safety.
Countermeasure Strategy	Law Enforcement Training
Funding Source	BIL NHTSA 402
Funding	150,000
Match	37,500
Local Benefit	0
NHTSA Federal Aid Proj #	CP-2023-01-00-00

Planned Activity	SCP2302
Planned Activity Name	Law Enforcement Liaison Program
Activity Description	Support one Law Enforcement Liaison(LEL) for each of the 6 transportation districts in Idaho. LELs promote highway safety outreach, encourage law enforcement HVE participation, and offer assistance and expertise to communities.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Law Enforcement Outreach Liaisons have 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.
Countermeasure Strategy	Law Enforcement Outreach Liaison
Funding Source	BIL NHTSA 402
Funding	75,000
Match	18,750
Local Benefit	30,000
NHTSA Federal Aid Proj #	CP-2023-02-00-00

Planned Activity	SPM2302
Planned Activity Name	Public Opinion Survey
Activity Description	Provide funding for a survey to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations.
Intended Subrecipients	Media Firm
Rationale	A survey will aid in the focused of behavioral programs. The survey addresses all of the behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.
Countermeasure Strategy	Behavioral Safety Education
Funding Source	BIL NHTSA 402
Funding	30,000
Match	7,500
Local Benefit	0
NHTSA Federal Aid Proj #	PM-2023-02-00-00

Planned Activity	SPM2301
Planned Activity Name	Paid Media
Activity Description	Support education and outreach efforts which are a vital component of statewide traffic efforts. Efforts will target specific demographics based on the focus of the media. Efforts include: outreach to businesses, schools and the public to raise awareness of traffic safety laws, resources and training. Media campaigns will standardize messaging among safety partners and support high visibility enforcement efforts.
Intended Subrecipients	Media Firm
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" communications and outreach are an essential part of successful traffic-enforcement activities. NHTSA supports the use of media and also provides resources through Trafficsafetymarketing.org.
Countermeasure Strategy	Mass Media Campaigns
Funding Source	BIL NHTSA 402
Funding	1,125,000
Match	281,250
Local Benefit	450,000
NHTSA Federal Aid Proj #	PM-2023-01-00-00



Distracted Driving

Distracted driving crashes are those where an investigating law enforcement officer indicates that either inattention or a distraction in or on the vehicle was a contributing factor in the crash. Distraction is defined by NHTSA as, “A specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity.” Distraction is categorized into the three following types: visual (taking your eyes off the road), manual (taking your hands off the wheel), and cognitive (taking your mind off the road).

During the 2020 Idaho legislative session, a hands-free law was passed which makes enforcing distracted driving viable.

Problem Identification: See page 25, Distracted Driving

Primary Performance Measure:

- Reduce the 5-year average number of distracted driving fatalities to 45 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Behavioral Safety Education
- High Visibility Cellphone/Text Messaging Enforcement

Planned Activities:

Planned Activity	**S0023DD**
Planned Activity Name	Distracted Driving Program Area Management
Activity Description	Funding will provide development and support to implement and manage the distracted driving projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	30,000
Match	7,500
Local Benefit	0
NHTSA Federal Aid Proj #	DD-2023-DD-00-00

Planned Activity	SDD2301
Planned Activity Name	Distracted Driving Statewide Services
Activity Description	Provide support and resources for education and outreach that promote safe driving free from distractions.
Intended Subrecipients	Office of Highway Safety
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.
Countermeasure Strategy	Behavioral Safety Education
Funding Source	BIL NHTSA 402
Funding	20,000
Match	5,000
Local Benefit	20,000
NHTSA Federal Aid Proj #	DD-2023-01 -00-00

Planned Activity	SDD2302
Planned Activity Name	Distracted Driving HVE Mini-Grants
Activity Description	Distracted driving high visibility enforcement emphasizing the primary hands-free law.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.
Countermeasure Strategy	High Visibility Cellphone/Text Messaging Enforcement
Funding Source	BIL NHTSA 402
Funding	20,000
Match	5,000
Local Benefit	20000
NHTSA Federal Aid Proj #	DD-2023-02-00-00

Planned Activity	SDD23EA
Planned Activity Name	HVE - Distracted Driving , Nat'l DD Awareness Month
Activity Description	Statewide distracted driving high visibility enforcement mobilization to eliminate distracted driving related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use. Idaho has a hands-free law which allows law enforcement to more effectively enforce the law.
Countermeasure Strategy	High Visibility Cellphone/Text Messaging Enforcement
Funding Source	BIL NHTSA 402
Funding	140,000
Match	35,000
Local Benefit	140,000
NHTSA Federal Aid Proj #	DD-2023-EA-00-00

Impaired Driving (Drug and Alcohol)

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.

Problem Identification: See page 27, Impaired Driving

Primary Performance Measure:

- Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Communication Campaign
- Alcohol Impairment, Detection, Enforcement and Sanctions
- Traffic Safety Resource Prosecutor
- Drug Recognition Expert (DRE) Training
- Zero-Tolerance Law Enforcement
- High Visibility Enforcement
- Communication and Outreach: Supporting Enforcement

Planned Activities:

Planned Activity	**S0023AL**
Planned Activity Name	Impaired Driving Program Area Management (402)
Activity Description	Funding will provide development and support to implement and manage impaired driving projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	30,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	AL-2023-AL-00-00

Planned Activity	S2399ID
Planned Activity Name	(405d) Impaired Driving Program Area Management
Activity Description	Funding will provide development and support to implement and manage impaired driving projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL 405d Impaired Driving
Funding	60,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M5X-2023-ID-00-00

Planned Activity	SAL2301
Planned Activity Name	Impaired Driving Statewide Services (402)
Activity Description	Implement strategies to educate Idahoans on the dangers and effects of impaired driving. The funding will also be used to provide education and training to law enforcement, judicial, probation and prosecutorial professionals regarding the enforcement and adjudication of Idaho DUI laws.
Intended Subrecipients	Office of Highway Safety
Rationale	Highway Safety Programs Guidelines No. 8 state that prosecution, adjudication, laws, enforcement and administrative sanctions and communications are required to achieve both specific and general deterrence to impaired driving. Providing education for the professionals who provide those services is essential.
Countermeasure Strategy	Communication & Outreach: Supporting Enforcement
Funding Source	BIL NHTSA 402
Funding	50,000
Match	12,500
Local Benefit	40,000
NHTSA Federal Aid Proj #	AL-2023-01-00-00

Planned Activity	SAL2302
Planned Activity Name	Mothers Against Drunk Driving (MADD) Court Monitoring
Activity Description	Support a court monitor program for impaired driving cases in Idaho.
Intended Subrecipients	Mothers Against Drunk Driving
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" court monitoring programs produce higher conviction rates and stiffer sentences .
Countermeasure Strategy	Alcohol Impairment: Detection, Enforcement and Sanctions
Funding Source	BIL 402
Funding	37,000
Match	9,250
Local Benefit	0
NHTSA Federal Aid Proj #	AL-2023-02-00-00

Planned Activity	SID2301
Planned Activity Name	Impaired Driving Statewide Services (405d)
Activity Description	Funding for impaired driving targeted enforcement mini-grants for special events and the tools to support the efforts.
Intended Subrecipients	Law Enforcement Agencies
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.
Countermeasure Strategy	Alcohol Impairment: Detection, Enforcement and Sanctions
Funding Source	BIL 405d Impaired Driving
Funding	100,000
Match	25,000
Local Benefit	0
NHTSA Federal Aid Proj #	M5X-2023-01-00-00

Planned Activity	SID2302
Planned Activity Name	Traffic Safety Resource Prosecutor (TSRP)
Activity Description	Fund a Traffic Safety Resource Prosecutor for Idaho to provide legal research, guidance, technical assistance and training as it relates to successful prosecution of traffic laws.
Intended Subrecipients	Idaho Prosecuting Attorneys Association
Rationale	The Traffic Safety Resource Prosecutor has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program.
Countermeasure Strategy	Traffic Safety Resource Prosecutor
Funding Source	BIL 405d Impaired Driving
Funding	325,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M5CS-2023-02-00-00

Planned Activity	SID2303
Planned Activity Name	State Impaired Driving Coordinator (SIDC)
Activity Description	Provide training, disseminate information and resources, and manage the operation of the DRE, DEC, ARIDE, SFST, LEPP and Phlebotomy programs for Idaho.
Intended Subrecipients	Idaho State Police
Rationale	A DEC program has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. The State Impaired Driving Coordinator oversees this program.
Countermeasure Strategy	Drug Recognition Expert (DRE) Training
Funding Source	BIL 405d Impaired Driving
Funding	310,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M5IDC-2023-03-00-00

Planned Activity	SID2304
Planned Activity Name	Idaho State Police - DUI Task Force
Activity Description	Funding will support the Idaho State Police DUI Task Force by providing sustained enforcement, public education and outreach.
Intended Subrecipients	Idaho State Police
Rationale	High visibility saturation patrols are effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.
Countermeasure Strategy	Zero-Tolerance Law Enforcement
Funding Source	BIL 405d Impaired Driving
Funding	23,500
Match	5,875
Local Benefit	0
NHTSA Federal Aid Proj #	M5X-2023-04-00-00

Planned Activity	SID23EA
Planned Activity Name	HVE - Impaired Driving Dec/Jan Mobilization
Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving-related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL 405d Impaired Driving
Funding	200,000
Match	50,000
Local Benefit	0
NHTSA Federal Aid Proj #	M5HVE-2023-EA-00-00

Planned Activity	SID23EB
Planned Activity Name	HVE - Impaired Driving 4th of July Mobilization
Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving-related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL 405d Impaired Driving
Funding	150,000
Match	37,500
Local Benefit	0
NHTSA Federal Aid Proj #	M5HVE-2023-EB-00-00

Planned Activity	SID23EC
Planned Activity Name	HVE - Impaired Driving Labor Day Mobilization
Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL 405d Impaired Driving
Funding	150,000
Match	37,500
Local Benefit	0
NHTSA Federal Aid Proj #	M5HVE-2023-EC-00-00

Planned Activity	SID23PM
Planned Activity Name	Impaired Driving Paid Media
Activity Description	Purchase paid media and develop a media plan to provide education, outreach and support the high visibility impaired driving enforcement mobilization efforts.
Intended Subrecipients	Media Firm
Rationale	Enforcement when accompanied by publicity can be effective in reducing alcohol-related fatal crashes. Additionally using the researched Positive Culture Framework model, messages are created to deter impaired driving. Education through various communications and outreach is especially important for youth under 21 years of age.
Countermeasure Strategy	Communications & Outreach: supporting Enforcement
Funding Source	BIL 405d Impaired Driving
Funding	300,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M5PEM-2023-PM-00-00

Motorcycle Safety

The number of motorcycle crashes decreased in 2020 by 4% but the number of motorcycle fatalities increased 8%. Of all motorcyclists involved in crashes in 2020, 86% received some degree of injury. Of all motorcycle crashes, 10% involved impaired motorcyclists, while 41% of fatal motorcycle crashes involved impaired motorcyclists. Almost half of all motorcycle crashes (45%) were single-vehicle crashes and 52% of fatal motorcycle crashes involved only a single motorcycle. Of the motorcyclists killed in 2020, all were 29 years of age or older and 78% were 45 years of age or older.

Idaho law requires all motorcycle operators and passengers under the age of 18 to wear a helmet; 71% of those riders involved in crashes in 2020 were wearing a helmet while 56% of riders 18 and older involved in crashes were wearing helmets.

Problem Identification: See page 30, Motorcycles

Primary Performance Measure:

- Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Communication Campaign
- Motorcycle Rider Training

Planned Activities:

Planned Activity	S0023MC
Planned Activity Name	Motorcycle Program Area Management
Activity Description	Funding will provide development and support to implement and manage the motorcycle projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	15,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	MC-2023-MC-00-00

Planned Activity	SMA2301
Planned Activity Name	Motorcycle Awareness Paid Media
Activity Description	Media campaign reminding motor vehicle drivers to be aware of motorcycle riders.
Intended Subrecipients	Media Firm
Rationale	405f limitation to the requirement that the funds can only be used to send a message to vehicle drivers and not the riders.
Countermeasure Strategy	Communication Campaign
Funding Source	BIL 405f Motorcycle Programs
Funding	60,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M11MA-2023-01-00-00

Planned Activity	SMA2302
Planned Activity Name	Motorcycle Safety Statewide Services
Activity Description	Working with motorcycle safety partners to provide education, outreach and projects that support and promote motorcycle safety and awareness.
Intended Subrecipients	Office of Highway Safety
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" promote the use of protective clothing and measures that increase rider conspicuity to help with the visibility and safety of the riders.
Countermeasure Strategy	Motorcycle Rider Training
Funding Source	BIL 405f Motorcycle Programs
Funding	16,000
Match	4,000
Local Benefit	6,400
NHTSA Federal Aid Proj #	M11MA-2023-02-00-00

Planned Activity	SMC2302
Planned Activity Name	Motorcycle Safety Training and Education
Activity Description	Training and education efforts with our motorcycle safety partners to provide education, outreach, and project support to promote motorcycle safety.
Intended Subrecipients	Office of Highway Safety
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" rider education and training courses are widely used and may provide a reduction in crash severity.
Countermeasure Strategy	Motorcycle Rider Training
Funding Source	BIL NHTSA 402
Funding	2,000
Match	500
Local Benefit	800
NHTSA Federal Aid Proj #	MC-2023-02-00-00

Non-Motorized (Pedestrians and Bicyclist)

Crashes involving pedestrians decreased by 3% in 2020, and the number of pedestrians killed in motor vehicle crashes decreased by 26%. Of all pedestrians involved in crashes in 2020, 97% received some degree of injury.

The number of bicycle crashes decreased by 1% in 2020 and there were four bicyclists killed. Of the bicyclists involved in crashes in 2020, 96% received some degree of injury. Of all bicyclists involved in crashes in 2020, 20% were between the ages of 4 and 14.

Problem Identification: See page 31, Pedestrians and Bicyclists

Primary Performance Measure:

- Reduce the 5-year average number of bicyclist fatalities to 4 or fewer.
- Reduce the 5-year average number of pedestrian fatalities to 15 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Behavioral Safety Education

Planned Activities:

Planned Activity	**S0023PS**
Planned Activity Name	Bicycle and Pedestrian Safety Program Area Management
Activity Description	Funding will provide development and support to implement and manage the bicycle and pedestrian safety projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	25,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	PS-2023-PS-00-00

Planned Activity	**SPS2301**
Planned Activity Name	Bicycle and Pedestrian Statewide Services
Activity Description	Provide education and outreach that support and promote bicycle and pedestrian safety through the support of resources and mini-grants.
Intended Subrecipients	Office of Highway Safety
Rationale	All but two of the 14 pedestrians killed were 25 years or older, therefore training work will be geared towards adult pedestrians making better road crossing decisions.
Countermeasure Strategy	Behavioral Safety Education
Funding Source	BIL NHTSA 402
Funding	50,000
Match	12,500
Local Benefit	20,000
NHTSA Federal Aid Proj #	PS-2023-01-00-00

Occupant Protection
(Adult and Child Passenger Safety)

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and airbags. 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. Idaho law requires every occupant to utilize the proper restraints and safety devices in all seating positions in the vehicle. However, Idaho consistently experiences a percentage higher than the national average (50%) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

Problem Identification: See page 26 Safety Restraints

Primary Performance Measure:

- Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Communications and Outreach: Strategies for Child Restraint Use
- Behavioral Safety Education
- Communication Campaign
- Short-term, High Visibility Seat Belt Law Enforcement
- Special emphasis on child restraint programs that serve high-risk populations
- Special emphasis on teenage driver seat belt education, see pages 65 & 66

Planned Activities:

Planned Activity	**SOP2301**
Planned Activity Name	Child Passenger Safety Coordination Program
Activity Description	Sustained coordination of a statewide child passenger safety program to include CPS technician and instructor certifications training, data tracking of CPS locations, maintain network of inspection stations, and provide community awareness efforts.
Intended Subrecipients	Lemhi County Sheriff's Office
Rationale	The goal is to grow the network of child passenger safety technicians and CPS check sites in Idaho.
Countermeasure Strategy	Comm & Outreach: Strategies for Child Restraint Use
Funding Source	BIL 405b OP Low
Funding	95,000
Match	23,750
Local Benefit	38,000
NHTSA Federal Aid Proj #	M2X-2023-01-00-00

Planned Activity	SOP2302
Planned Activity Name	Child Passenger Safety Statewide Services
Activity Description	Provide occupant protection educational and outreach materials regarding the importance of CPS as well as provide continued education and training to CPS Technicians.
Intended Subrecipients	Office of Highway Safety
Rationale	Highway Safety Program Guideline No. 10 - administer child safety seat programs.
Countermeasure Strategy	Comm & Outreach: Strategies for Child Restraint Use
Funding Source	BIL 405b OP Low
Funding	60,000
Match	25,000
Local Benefit	40,000
NHTSA Federal Aid Proj #	M2X-2023-02-00-00

Planned Activity	SOP2303
Planned Activity Name	Child Passenger Safety Restraints
Activity Description	Fund the distribution of child passenger seats at child passenger check sites on a needs basis for socially or economically disadvantaged.
Intended Subrecipients	Child Passenger Safety Technician Sites
Rationale	1300.21 (6) (F) (vi) Purchase and distribute child restraints for underserved families. Using the CPS local liaisons, seats are distributed on a needs-based system.
Countermeasure Strategy	Comm & Outreach: Strategies for Child Restraint Use
Funding Source	BIL 405b OP Low
Funding	20,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M2CSS-2023-03-00-00

Planned Activity	SOP2304
Planned Activity Name	Occupant Protection Observational Survey (NOPUS)
Activity Description	Conduct an observation seat belt survey to obtain the percentage of Idaho seat belt use.
Intended Subrecipients	Office of Highway Safety
Rationale	Federal requirement for funding. The data from the survey is used to implement seat belt high visibility enforcement in low use regions.
Countermeasure Strategy	Behavioral Safety Education
Funding Source	BIL 405b OP Low
Funding	40,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M2X-2023-0400-00

Planned Activity	SOP2305
Planned Activity Name	Child Passenger Safety Statewide Safety Education and Training
Activity Description	Provide Occupant Protection/CPS Safety Education and Training for technicians, instructors, law enforcement and all who have interest in child passenger safety.
Intended Subrecipients	Office of Highway Safety
Rationale	Highway safety Program Guideline No. 20, V. Occupant Protection for Children Program, assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics.
Countermeasure Strategy	Behavioral Safety Education
Funding Source	BIL 405b OP Low
Funding	45,000
Match	
Local Benefit	
NHTSA Federal Aid Proj #	M2X-2023-05-00-00

Planned Activity	SSB2302
Planned Activity Name	Child Passenger Safety Liaison Program
Activity Description	Support one Child Passenger Safety Liaison (CPSL) for each of the 7 Idaho health districts. CPSL's provide outreach, education, and assistance.
Intended Subrecipients	Office of Highway Safety
Rationale	To adequately meet the needs of the communities. The CPS program uses a liaison from the local area to direct and assess the programs.
Countermeasure Strategy	Comm & Outreach: Strategies for Child Restraint Use
Funding Source	BIL NHTSA 402
Funding	45,000
Match	11,250
Local Benefit	18,000
NHTSA Federal Aid Proj #	OP-2023-01-00-00

Planned Activity	SSB2301
Planned Activity Name	Child Passenger Safety Statewide Services
Activity Description	Fund the distribution of child passenger seats at child passenger check locations on a needs basis for socially or economically disadvantaged families and assist with continued education and training for CPS Technicians.
Intended Subrecipients	CPS Technician Sites
Rationale	1300.21 (6) (F) (vi) Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed on a needs-based system.
Countermeasure Strategy	Comm & Outreach: Strategies for Child Restraint Use
Funding Source	BIL NHTSA 402
Funding	100,000
Match	25,000
Local Benefit	40,000
NHTSA Federal Aid Proj #	OP-2023-02-00-00

Planned Activity	SOP23EA
Planned Activity Name	HVE - Occupant Protection Nov. Thanksgiving
Activity Description	Statewide seat belt high visibility enforcement mobilization to reduce seat belt non-use related traffic fatalities, serious injuries and economic loss. The efforts will be targeted toward the high-risk rural population. The NOPUS results showed a lower seat belt use rate on rural idaho roads
Intended Subrecipients	Law Enforcement Agencies
Rationale	NHTSA supports the annual 'Click it or Ticket' High Visibility Enforcement seat belt campaign in late May each year.
Countermeasure Strategy	Short-term, High Visibility Seat Belt Law Enforcement
Funding Source	BIL 405b OP Low
Funding	100,000
Match	25,000
Local Benefit	100,000
NHTSA Federal Aid Proj #	M2HVE-2023-EA-00-00

Planned Activity	**SOP23EB**
Planned Activity Name	HVE - Occupant Protection CIOT Mobilization
Activity Description	Statewide seat belt high visibility enforcement mobilization reduces seat belt non-use related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	NHTSA supports the annual 'Click it or Ticket' High Visibility Enforcement seat belt campaign in late May each year.
Countermeasure Strategy	Short-term, High Visibility Seat Belt Law Enforcement
Funding Source	BIL 405b OP Low
Funding	150,000
Match	37,500
Local Benefit	150,000
NHTSA Federal Aid Proj #	M2HVE-2023-EB-00-00
Planned Activity	**S0023SB**
Planned Activity Name	Occupant Protection Program Area Management
Activity Description	Funding will provide development and support to implement and manage the occupant protection projects and coordination of the SHSP OP committee. This positon also helps to coordinate and support the non-federally funded projects that target teen drivers like Alive at 25, Battle of the Belts, and STEM partnership.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	30,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	OP-2023-SB-00-00

Planned Activity	S2399OP
Planned Activity Name	(405b) Occupant Protection Program Area Management
Activity Description	Funding will provide development and support to implement and manage the occupant protection projects and coordination of the SHSP OP committee. This positon also helps to coordinate and support the non-federally funded projects that target teen drivers like Alive at 25, Battle of the Belts, and STEM partnership.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL 405b OP Low
Funding	60,000
Match	0
Local Benefit	
NHTSA Federal Aid Proj #	M2X-2023-OP-00-00

Planned Activity	SOP23PM
Planned Activity Name	Occupant Protection Paid Media
Activity Description	Purchase paid media and develop a media plan to provide education, outreach and support the high visibility seat belt enforcement efforts.
Intended Subrecipients	Media Firm
Rationale	Enforcement when accompanied by publicity can be effective in reducing unbelted fatal and serious injury crashes. Additionally, using the researched Positive Culture Framework model, messages are created to improve occupant protection use.
Countermeasure Strategy	Comm & Outreach: Supporting Enforcement
Funding Source	BIL 405b OP Low
Funding	200,000
Match	
Local Benefit	
NHTSA Federal Aid Proj #	M2X-2023-PM-00-00

Occupant Protection
*(Youthful- Drivers and Passengers)

Drivers, ages 15 to 19, represented just more than 5 percent of licensed drivers in Idaho in 2020, yet they represented 11 percent of the drivers involved in fatal and serious injury crashes. The following contains details about some of the activities that OHS is undertaking to engage teenage drivers and teen passengers, to increase seat belt usage and reduce fatal and injury crashes, some of the activities are non-federally funded.

Alive at 25

Alive at 25 is a defensive driving course for Idaho's young drivers 15-24 years old. The 4 ½ hour courses, developed by the National Safety Council, is taught by law enforcement and is offered at no cost to the student. Idaho has 24 very active instructors in nine locations across the state, as far north as Coeur d'Alene and as far east as Rexburg. This also includes two virtual instructors who teach the course via the Zoom platform to students in very remote locations, unable to drive to a course. In 2021, there were 2,177 students who successfully completed the course.

Battle of the Belts

The Idaho Battle of the Belts is a scholarship competition for high school students across Idaho to develop plans for increasing seat belt use in their high schools and their communities. Submissions can be made in the following categories:

a. Video (Public Service Announcement) no longer than 60 seconds.
b. 15 to 30 second Audio Recording (Public Service Announcement) for airing on English or Spanish radio stations.
c. Billboard (outdoor media) Artwork.
d. Local community safety event summary (activities held, focus(es) of activities, where, when, estimated number of attendees, who participated/assisted, who attended).
e. Social Media

The program is sponsored in whole by State Farm Insurance, and awards were made to three winners this year, with the first-place winner receiving $2,500, the second-place winner received $2,000, and the third place winner received $1,500. In 2022, there were 14 applicants from nine different schools across the state.

STEM Partners "Do the Math" Project

The OHS is partnering with the Idaho Department of Education Math Program and the Idaho STEM Action Center to develop a module for Idaho 9th Grade math teachers based on the Idaho Traffic Crash Dashboards. This project will help build awareness among teenage drivers about the risks of unsafe driving behaviors, including occupant protection, by researching Idaho's crash statistics for 15-19-year-old young driver crash dashboards from the AASHTOWareSafety Crash Data.

Youthful Driver & Passenger Paid Media

This spring, the Office of Highway Safety launched a new seat belt campaign called "Life's Moments." This campaign targets young men (16-24) from rural parts of Idaho. The tagline of the campaign is "**life's best moments, brought to you by a seat belt**." The campaign focuses on important milestones in life and how wearing a seat belt can make them possible. We ran this campaign in May, it included a heavy presence on social media and on streaming television to help reach our target demographic.

We also have billboards we purchased on a year-long basis in rural areas of Idaho. To coincide with our May campaign, we changed out the vinyl on the billboards to show a seat belt with the words "**Buckle up Idaho.**" Using the year-long approach to these billboards helps us have a sustained presence in more rural areas while keeping a lower price point than we would get on shorter campaigns. This is a 402 project.

For the last several years, we run a media campaign for **Teen Driver Safety Week**. The campaign focuses on seat belts, aggressive driving, and distracted driving. We are currently working on a plan to expand this campaign for the entire school year. The project would include a combination of state and federal funds. We are currently in discussion with the Idaho High School Activities Association as well as several other partners to deliver messaging to teens in a school setting. The focus of this effort is to increase teen engagement with our media and will include a peer-to-peer element. We expect a formal presentation from our media team within the next two weeks.

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, the Idaho Traffic Safety Commission (ITSC) was created and Idaho Statute 40-409 stipulates the ITSC duties.

Problem Identification: See the following: pages 22-23

Primary Performance Measure:

- Reduce the 5-year average number of traffic crash fatalities to 244 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management

Planned Activity	**S0023PA**
Planned Activity Name	Planning and Administration
Activity Description	Support program management to implement and manage all highway safety programs as well as travel, training, planning, coordination, and tools to support program management.
Intended Subrecipients	Office of Highway Safety

Rationale	Program Management to establish procedures, conduct planning, and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	200,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	PA-2023--PA-00-00

Police Traffic Services

The Office of Highway Safety (OHS) implements activities in support of national and state highway safety targets to reduce motor vehicle related fatalities and injuries. The activities include participation in national high-visibility law enforcement mobilizations, mini-grants, and sustained enforcement which, addresses impaired, aggressive, and distracted driving, and occupant protection. The sustained enforcement uses the Selective Traffic Enforcement Program (STEP) model which combines intensive enforcement of specific traffic safety laws with extensive communication, education and outreach to inform the public about the enforcement efforts and activities.

Problem Identification: See page 24, Aggressive Driving and pages 22-23, Statewide.

Primary Performance Measure:

- Reduce the 5-year average number of traffic crash fatalities to 244 or fewer.
- Reduce the 5-year average number of speed fatalities to 61 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- High Visibility Enforcement
- Law Enforcement Training
- Sustained Enforcement

Planned Activities:

Planned Activity	S0023PT
Planned Activity Name	Police Traffic Services Program Area Management
Activity Description	Funding will provide development and support to implement and manage the police traffic services projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	90,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	PT-2023-PT-00-00

Planned Activity	SPT2301
Planned Activity Name	Police Traffic Statewide Services - Mini Grants
Activity Description	Funding to support high visibility enforcement campaigns during targeted community events based on need/data and tools, equipment, and training required to support and enhance HVE efforts. Equipment follows NHTSA's Conforming Products List for speed measuring devices (2019).
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	100,000
Match	25,000
Local Benefit	100,000
NHTSA Federal Aid Proj #	PT-2023-01-00-00

Planned Activity	SPT2302
Planned Activity Name	Police Traffic Services, Training Support & Mini Grants
Activity Description	Funding for education and training in the area of speed management, aggressive and distracted driving to reduce fatal and serious injury crashes. Supports training and travel for education regarding innovation in community-based traffic safety and enforcement.

Intended Subrecipients	Law Enforcement Agencies
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" communications and outreach are an essential part of successful speed and aggressive driving enforcement.
Countermeasure Strategy	Law Enforcement Training
Funding Source	BIL NHTSA 402
Funding	25,000
Match	6,250
Local Benefit	25,000
NHTSA Federal Aid Proj #	PT-2023-02-00-00

Planned Activity	SPT2303
Planned Activity Name	Moscow Police Department - Enforcement
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.
Intended Subrecipients	Moscow Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Moscow has a large college population with a majority of the students under 21 years of age.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	100,000
Match	25,000
Local Benefit	100,000
NHTSA Federal Aid Proj #	PT-2023-03-00-00

Planned Activity	SPT2304
Planned Activity Name	Boise Police Department - Enforcement
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact.
Intended Subrecipients	Boise Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	300,000
Match	50,000
Local Benefit	200,000
NHTSA Federal Aid Proj #	PT-2023-04-00-00

Planned Activity	SPT2305
Planned Activity Name	Nampa Police Department - Enforcement
Activity Description	Integrated high visibility enforcement on a sustained basis. Continuing education for officers to support effective innovative enforcement measures.
Intended Subrecipients	Nampa Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For a city with a population over 40K, Nampa has the second highest fatal and serious injury rate at 10.3.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	150,000
Match	25,000
Local Benefit	100,000
NHTSA Federal Aid Proj #	PT-2023-05-00-00

Planned Activity	SPT2306
Planned Activity Name	Meridian Police Department - Enforcement
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact. DRE conference training to better enforce DUI enforcement.
Intended Subrecipients	Meridian Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For a city with a population over 40K, Meridian has the highest fatal and serious injury rate at 11.9.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	43,000
Match	10,750
Local Benefit	43,000
NHTSA Federal Aid Proj #	PT-2023-06-00-00

Planned Activity	SPT2307
Planned Activity Name	Twin Falls County Sheriff's Office - Enforcement
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact.
Intended Subrecipients	Twin Falls County Sheriffs Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Twin Falls Co. has a seat belt use rate of only 77.8%, and 61.6% of the fatal and injury crashes were a result of aggressive driving.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	20,000
Match	5,000
Local Benefit	20,000
NHTSA Federal Aid Proj #	PT-2023-07-00-00

Planned Activity	SPT2308
Planned Activity Name	Jerome City Police Department
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact.
Intended Subrecipients	Jerome City Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. When compared to other counties of similar population, Jerome County ranks third in fatal and serious injury crashes as a result of aggressive driving.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	40,000
Match	10,000
Local Benefit	40,000
NHTSA Federal Aid Proj #	PT-2023-08-00-00

Planned Activity	SPT2309
Planned Activity Name	Idaho State Police - Year-Long Enforcement
Activity Description	Year-long sustained high visibility enforcement efforts in each of the 6 transportation districts focusing on data driven areas of concern.
Intended Subrecipients	Idaho State Police
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	350,000
Match	0
Local Benefit	350,000
NHTSA Federal Aid Proj #	PT-2023-09-00-00

Planned Activity	SPT2310
Planned Activity Name	Lewiston Police Department - Strategic Traffic Enforcement Program
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.
Intended Subrecipients	Lewiston Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Compared to cities of 15K - 39,999K, Lewiston has the second highest number of fatal and injury crashes.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	84,000
Match	21,000
Local Benefit	84,000
NHTSA Federal Aid Proj #	PT-2023-10-00-00

Planned Activity	SPT2311
Planned Activity Name	Bingham County Sheriff's Office - Strategic Traffic Enforcement
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Bingham County Sheriff's Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For counties with a population between 20K-49,999K, Bingham has a fatal and injury rate of 3.8.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	98,000
Match	24,500
Local Benefit	90,000
NHTSA Federal Aid Proj #	PT-2023-11-00-00

Planned Activity	SPT2312
Planned Activity Name	Blackfoot Police Department - Strategic Traffic Enforcement Program
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Blackfoot Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For an Idaho city with a population between 5K-14,999K Blackfoot has the third highest fatal and serious injury crash rate of .47%
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	86,000
Match	21,500
Local Benefit	7,5000
NHTSA Federal Aid Proj #	PT-2023-12-00-00

Planned Activity	SPT2313
Planned Activity Name	Garden City Police Department - Strategic Traffic Enforcement Program
Activity Description	Stretegic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Garden City Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	145,000
Match	36,250
Local Benefit	145,000
NHTSA Federal Aid Proj #	PT-2023-13-00-00

Planned Activity	SPT2314
Planned Activity Name	Jerome County Sheriff's Office - STEP
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Jerome County Sheriff's Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	44,000
Match	11,000
Local Benefit	44,000
NHTSA Federal Aid Proj #	PT-2023-14-00-00

Planned Activity	SPT2315
Planned Activity Name	Kootenai County Sheriff's Office
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Kootenai County Sheriff's Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	100,000
Match	25,000
Local Benefit	100,000
NHTSA Federal Aid Proj #	PT-2023-15-00-00

Planned Activity	SPT2316
Planned Activity Name	Kuna Police Department
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Kuna Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	117,000
Match	29,250
Local Benefit	117,000
NHTSA Federal Aid Proj #	PT-2023-16-00-00

Planned Activity	SPT2317
Planned Activity Name	Parma Police Department
Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis, which includes education and outreach.
Intended Subrecipients	Parma Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	27,000
Match	6,750
Local Benefit	27,000
NHTSA Federal Aid Proj #	PT-2023-17-00-00

Planned Activity	SPT2318
Planned Activity Name	Boundary County Sheriff's Office
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact. DRE conference training to better enforce DUI enforcement.
Intended Subrecipients	Boundary County Sheriff's Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	12,600
Match	3,150
Local Benefit	12,600
NHTSA Federal Aid Proj #	PT-2023-18-00-00

Planned Activity	SPT2319
Planned Activity Name	Gem County Sheriff's Office
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact. DRE conference training to better enforce DUI enforcement.
Intended Subrecipients	Gem County Sheriff's Office
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	30,500
Match	7,625
Local Benefit	30,500
NHTSA Federal Aid Proj #	PT-2023-19-00-00

Planned Activity	SPT2320
Planned Activity Name	Rexburg Police Department
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact. DRE conference training to better enforce DUI enforcement.
Intended Subrecipients	Rexburg Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	43,000
Match	10,750
Local Benefit	43,000
NHTSA Federal Aid Proj #	PT-2023-20-00-00

Planned Activity	SPT2321
Planned Activity Name	Twin Falls Police Department
Activity Description	Integrated high visibility enforcement on a sustained basis, as well as providing education at each contact. DRE conference training to better enforce DUI enforcement.
Intended Subrecipients	Twin Falls Police Department
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	Sustained Enforcement
Funding Source	BIL NHTSA 402
Funding	26,000
Match	6,500
Local Benefit	26,000
NHTSA Federal Aid Proj #	PT-2023-21-00-00

Planned Activity	SPT23EA
Planned Activity Name	HVE - Aggressive Driving Mobilization
Activity Description	Statewide aggressive driving high visibility enforcement mobilization to reduce speed related traffic fatalities, serious injuries and economic loss.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per the "Countermeasures that work…for State Highway Safety Offices" High-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.
Countermeasure Strategy	High Visibility Enforcement
Funding Source	BIL NHTSA 402
Funding	150,000
Match	37,500
Local Benefit	150,000
NHTSA Federal Aid Proj #	PT-2023-EA-00-00

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.

Primary Performance Measure:

- Reduce the 5-year average number of traffic crash fatalities to 244 or fewer.

Countermeasure Strategies:

- Highway Safety Office Program Management
- Improves accuracy of a core highway safety database
- Improves timeliness of a core highway safety database

Planned Activities:

Planned Activity	**S0023TR**
Planned Activity Name	Traffic Records Program Area Management
Activity Description	Funding will provide development and support to implement and manage traffic records projects.
Intended Subrecipients	Office of Highway Safety
Rationale	Program Area Management to establish procedures and ensure program activities are implemented as intended has been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program.
Countermeasure Strategy	Highway Safety Office Program Management
Funding Source	BIL NHTSA 402
Funding	20,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	TR-2023-TR-00-00

Planned Activity	STR2301
Planned Activity Name	TRCC Data Improvement
Activity Description	Implement projects within the traffic records system to address deficiencies. Implement changes and show improvement to traffic safety data within the system.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.
Countermeasure Strategy	Improves accuracy of a core highway safety database
Funding Source	BIL NHTSA 402
Funding	360,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	TR-2023-01-00-00

Planned Activity	SKD2301
Planned Activity Name	Traffic Records Statewide Services
Activity Description	Funding to provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems.
Intended Subrecipients	Office of Highway Safety
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.
Countermeasure Strategy	Improves timeliness of a core highway safety database
Funding Source	BIL 405c Data Program
Funding	180,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M3DA-2023-01-00

Planned Activity	SKD2302
Planned Activity Name	E-Citation (statewide)
Activity Description	Implement the e-citation software platform for the statewide electronic citation system. Provide equipment and installations costs to implement the software platform for law enforcement including scanners, computers, printers, software and a server.
Intended Subrecipients	Law Enforcement Agencies
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.
Countermeasure Strategy	Improves timeliness of a core highway safety database
Funding Source	BIL 405c Data Program
Funding	500,000
Match	0
Local Benefit	0
NHTSA Federal Aid Proj #	M3DA-2023-02-00-00

FFY 2023 Funding Plan

402 funds

Unique Identifier Program No.	Program Aarea	Planned Activity	Estimated Budget	Funds
S0023AL	Impaired Driving (Drug and Alcohol)	Impaired Driving Program Area Management	$ 30,000.00	402 Funds
S0023CP	Community Traffic Safety Program	Community Traffic Program Area Management	$ 50,000.00	402 Funds
S0023DD	Distracted Driving	Distracted Driving Program Area Management	$ 30,000.00	402 Funds
S0023MA	402 Programs	402 Match	$ -	402 Funds
S0023MC	Motorcycle Safety	Motorcycle Program Area Management	$ 15,000.00	402 Funds
S0023PA	Planning and Administration	Planning and Administration	$ 200,000.00	402 Funds
S0023PS	Non-motorized (Pedestrians and Bicyclist)	Bicke/Ped Safety Program Area Management	$ 25,000.00	402 Funds
S0023PT	Police Traffic Services	Police Traffic Services Program Area Management	$ 90,000.00	402 Funds
S0023SB	Occupant Protection (Adult and CPS)	Occupant Protection Program Area Management	$ 30,000.00	402 Funds
S0023TR	Traffic Records	Traffic Records Program Area Management	$ 20,000.00	402 Funds
SAL2301	Impaired Driving (Drug and Alcohol)	Impaired Driving Statewide Services	$ 50,000.00	402 Funds
SAL2302	Impaired Driving (Drug and Alcohol)	Mothers Against Drunk Driving Court Monitoring	$ 37,000.00	402 Funds
SCP2301	Community Traffic Safety Program	Highway Safety Training and Education	$ 150,000.00	402 Funds
SCP2302	Community Traffic Safety Program	Law Enforcement Liaison Program	$ 75,000.00	402 Funds
SDD2301	Distracted Driving	Distracted Driving Statewide Services	$ 20,000.00	402 Funds
SDD2302	Distracted Driving	Distracted Driving HVE Mini-Grants	$ 20,000.00	402 Funds
SDD23EA	Distracted Driving	HVE - Distracted Driving , Nat'l DD Awareness Month	$ 140,000.00	402 Funds
SLB4023	402 Programs	402 Local benefit	$ -	402 Funds
SMC2302	Motorcycle Safety	Motorcycle Safety Training and Education	$ 2,000.00	402 Funds
SPM2301	Community Traffic Safety Program	Paid Media	$ 1,125,000.00	402 Funds
SPM2302	Community Traffic Safety Program	Public Opinion Survey	$ 30,000.00	402 Funds
SPS2301	Non-motorized (Pedestrians and Bicyclist)	Bicycle and Pedestrian Statewide Services	$ 50,000.00	402 Funds
SPT2301	Police Traffic Services	Police Traffic Statewide Services - Mini Grants	$ 100,000.00	402 Funds
SPT2302	Police Traffic Services	Police Traffic Services, Training Support & Mini-Grants	$ 25,000.00	402 Funds
SPT2303	Police Traffic Services	Moscow Police Department - Enforcement	$ 100,000.00	402 Funds
SPT2304	Police Traffic Services	Boise Police Department - Enforcement	$ 300,000.00	402 Funds
SPT2305	Police Traffic Services	Nampa Police Department - Enforcement	$ 150,000.00	402 Funds
SPT2306	Police Traffic Services	Meridian Police Department - Enforcement	$ 43,000.00	402 Funds
SPT2307	Police Traffic Services	Twin Falls County Sheriff's Office - Enforcement	$ 20,000.00	402 Funds
SPT2308	Police Traffic Services	Jerome City Police Department	$ 40,000.00	402 Funds
SPT2309	Police Traffic Services	Idaho State Police - Year-long - Enforcement	$ 350,000.00	402 Funds
SPT2310	Police Traffic Services	Lewiston Police Department - STEP	$ 84,000.00	402 Funds
SPT2311	Police Traffic Services	Bingham County Sheriff's Office - STEP	$ 98,000.00	402 Funds
SPT2312	Police Traffic Services	Blackfoot Police Department - STEP	$ 86,000.00	402 Funds
SPT2313	Police Traffic Services	Garden City Police Department - STEP	$ 145,000.00	402 Funds
SPT2314	Police Traffic Services	Jerome County Sheriff's Office - STEP	$ 44,000.00	402 Funds
SPT2315	Police Traffic Services	Kootenai County Sheriff's Office - STEP	$ 100,000.00	402 Funds
SPT2316	Police Traffic Services	Kuna Police Department - STEP	$ 117,000.00	402 Funds
SPT2317	Police Traffic Services	Parma Police Department - STEP	$ 27,000.00	402 Funds
SPT2318	Police Traffic Services	Boundary County Sheriff's Office	$ 12,600.00	402 Funds
SPT2319	Police Traffic Services	Gem County Sheriff's Office	$ 30,500.00	402 Funds
SPT2320	Police Traffic Services	Rexburg Police Department	$ 43,000.00	402 Funds
SPT2321	Police Traffic Services	Twin Falls Police Department	$ 26,000.00	402 Funds
SPT23EA	Police Traffic Services	HVE - Aggressive Driving Mobilization	$ 150,000.00	402 Funds
SSB2301	Occupant Protection (Adult and CPS)	Child Passenger Safety Liaison Program	$ 45,000.00	402 Funds
SSB2302	Occupant Protection (Adult and CPS)	Child Passenger Safet Restraints	$ 100,000.00	402 Funds
STR2301	Traffic Records	TRCC Data Improvement	$ 360,000.00	402 Funds

405 funds

Unique Identifier Program No.	Program Aarea	Planned Activity	Estimated Budget	Funds
S2399OP	Occupant Protection (Adult and CPS)	Occupant Protection Program Area Management	$ 60,000.00	405b Funds
SOP2301	Occupant Protection (Adult and CPS)	Child Passenger Safety Coordination Program	$ 95,000.00	405b Funds
SOP2302	Occupant Protection (Adult and CPS)	Occupant Protection Statewide Services (402)	$ 60,000.00	405b Funds
SOP2303	Occupant Protection (Adult and CPS)	Child Passenger Safety Restraints	$ 20,000.00	405b Funds
SOP2304	Occupant Protection (Adult and CPS)	Occupant Protection Observational Survey (NOPUS)	$ 40,000.00	405b Funds
SOP2305	Occupant Protection (Adult and CPS)	Child Passenger Safety Safety Training and Education	$ 45,000.00	405b Funds
SOP23MA	Occupant Protection (Adult and CPS)	Match 405b	$ -	405b Funds
SOP23PM	Occupant Protection (Adult and CPS)	Occupant Protection Paid Media	$ 200,000.00	405b Funds
SKD2301	Traffic Records	Traffic Records Statewide Services	$ 180,000.00	405c Funds
SKD2302	Traffic Records	E-Citation (statewide)	$ 500,000.00	405c Funds
STR23MA	Traffic Records	405c Match	$ -	405c Funds
S2399ID	Impaired Driving (Drug and Alcohol)	(405d) Impaired Driving Program Area Management	$ 60,000.00	405d Funds
SID2301	Impaired Driving (Drug and Alcohol)	Impaired Driving Statewide Services (405d)	$ 100,000.00	405d Funds
SID2302	Impaired Driving (Drug and Alcohol)	Traffic Safety Resource Prosecutor (TSRP)	$ 325,000.00	405d Funds
SID2303	Impaired Driving (Drug and Alcohol)	State Impaired Driving Coordinator (SIDC)	$ 310,000.00	405d Funds
SID2304	Impaired Driving (Drug and Alcohol)	Idaho State Police - DUI Task force District	$ 23,500.00	405d Funds
SID23EA	Impaired Driving (Drug and Alcohol)	HVE - Impaired Driving Dec/Jan Mobilization	$ 200,000.00	405d Funds
SID23EB	Impaired Driving (Drug and Alcohol)	HVE - Impaired Driving 4th of July Mobilization	$ 150,000.00	405d Funds
SID23EC	Impaired Driving (Drug and Alcohol)	HVE - Impaired Driving Labor Day Mobilization	$ 150,000.00	405d Funds
SID23MA	Impaired Driving (Drug and Alcohol)	Match 405d	$ -	405d Funds
SID23PM	Impaired Driving (Drug and Alcohol)	Impaired Driving Paid Media	$ 300,000.00	405d Funds
SOP23EA	Occupant Protection (Adult and CPS)	HVE - Occupant Protection Nov. Thanksgiving (405b)	$ 100,000.00	405d Funds
SOP23EB	Occupant Protection (Adult and CPS)	HVE - Occupant Protection CIOT Mobilization (405b)	$ 150,000.00	405d Funds
SMA2301	Motorcycle Safety	Motorcycle Awareness Paid Media	$ 60,000.00	405f Funds
SMA2302	Motorcycle Safety	Motorcycle Safety Statewide Services	$ 16,000.00	405f Funds
SMA23MA	Motorcycle Safety	405f Match	$ -	405f Funds

SECTION 405 GRANT PROGRAM

For FFY 2023 Idaho is applying for the following 405-incentive grant programs:

- 405b - Occupant Protection – Attachment 1 (ID_FY22_405b OP)
- 405c - Traffic Safety Information System Improvements – Attachment 2 (ID_FY21_405c Data)
- 405d - Impaired Driving Countermeasures – Attachment 3 (ID_FY22_405d Impaired)
- 405f - Motorcyclist Safety – Attachment 4 (ID_FY22_405f Motorcycle)