



**FFY 2008
ANNUAL EVALUATION**

OF THE

IDAHO HIGHWAY SAFETY PLAN

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

Idaho

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EXECUTIVE SUMMARY

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

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

Traffic safety problem areas are identified through crash data analysis and are contained in the Idaho Highway Safety Plan (HSP). The HSP is a three-year planning document that identifies the most critical highway safety problems in the state. Federal Fiscal Year (FFY) 2008 was the second of the three-year FFY 2007-2009 highway safety plan.

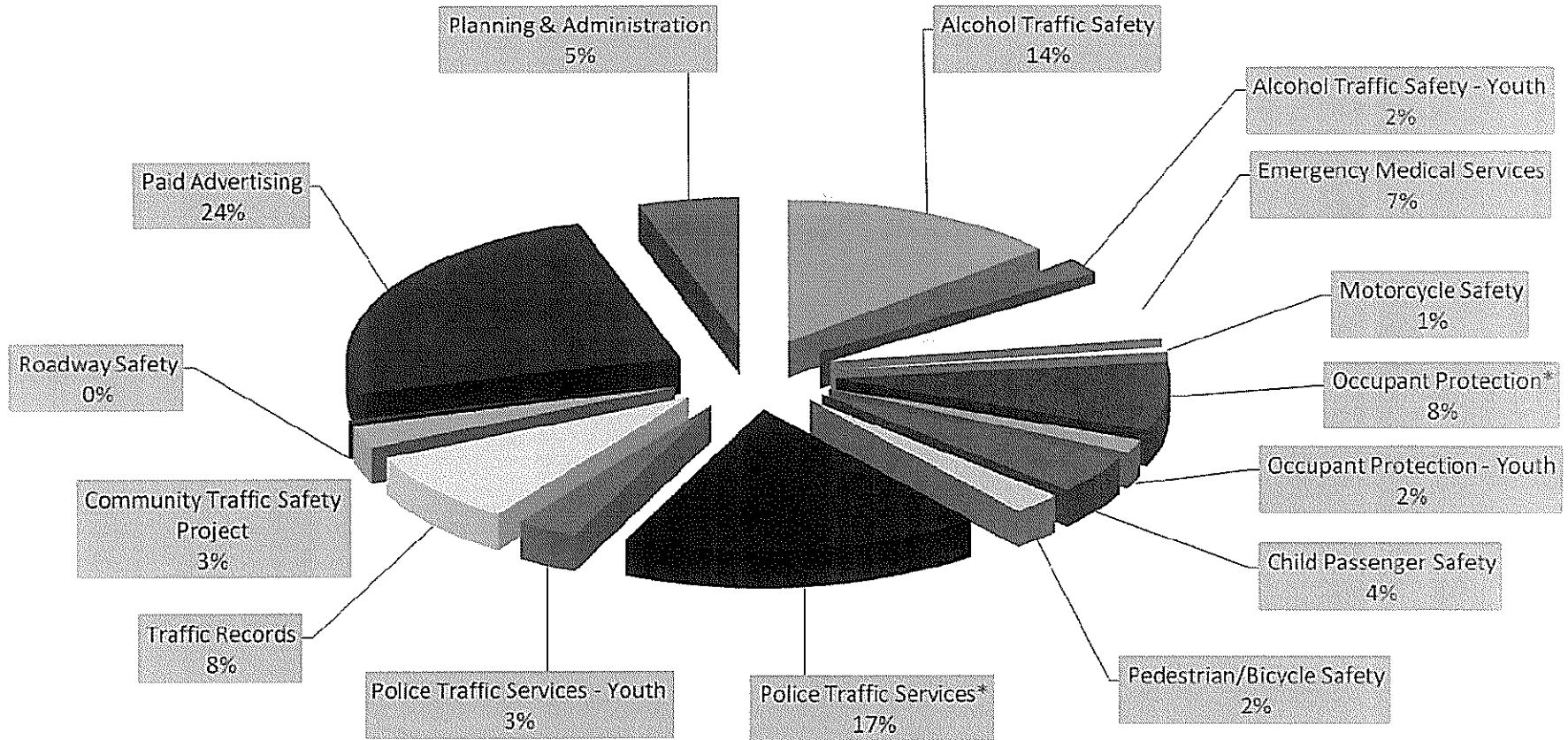
This report represents the final evaluation of the FFY 2008 Highway Safety Plan, composed of the following grant programs: Section 402, Section 410 Impaired Traffic Safety Incentive, Section 408 Data Program Incentive, Section 2010 Motorcycle Safety Incentive, Section 1906 Unbiased Racial Profiling Incentive, and remaining carry forward funds of Section 157 Occupant Protection Incentive and Section 163 0.08 BAC Incentive.

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

FFY 2008			
NHTSA SECTION 402 EXPENDITURES BY PROGRAM AREA			
PROGRAM AREA	FEDERAL FUNDS	MATCH FUNDS	FY08 TOTAL FUNDS
Alcohol Traffic Safety	208,394	130,252	338,646
Alcohol Traffic Safety (Youth)	28,001	17,477	45,478
Emergency Medical Services	108,094	36,033	144,127
Motorcycle Safety	8,342	2,781	11,122
Occupant Protection*	120,894	61,841	182,735
Occupant Protection (Youth)	22,931	1,265	24,196
Child Passenger Safety	66,930	1,270	68,200
Pedestrian/Bicycle Safety	37,206	7,278	44,484
Police Traffic Services*	265,682	96,979	362,661
Police Traffic Services (Youth)	45,341	47,545	92,887
Traffic Records	127,430	-	127,430
Community Traffic Safety Project	39,271	-	39,271
Roadway Safety	5,419	-	5,419
Paid Advertising	368,226	-	368,226
Planning & Administration	75,181	45,244	120,424
ALL PROGRAM AREAS	1,527,342	447,963	1,975,305

During the Year End reconciliation process in FFY 2007, two overpayments were discovered. Because the GTS had closed for Fiscal Year '07, the refunds were posted against the expenditures in FFY 2008: refund of \$994.14 posted on Seat Belt Statewide Services (SSB0801) and refund of \$600 posted on Aggressive Driving Statewide Services (SPT0801). The expenditure for these two program areas are lowered by the amount of the refund vs. actual expenditure.

FFY 2008 SECTION 402 EXPENDITURES BY PROGRAM AREA



EXPENDITURES OF NHTSA INCENTIVE PROGRAMS			
FFY 2008			
Program Area	Federal Funds	Match Funds	FY 2008 Total Funds
157 Occupant Protection	\$104,914	\$19,000	\$123,914
410 Impaired Incentive	\$758,209	\$253,075	\$1,011,284
410 Planning and Admin	\$4,185	\$2,518	\$6,703
2010 Motorcycle	\$94,016	\$0	\$94,016
408 Data Records	\$69,864	\$31,000	\$100,864
Total Incentive Program Expenditures (including Paid Media)	\$1,031,187	\$305,593	\$1,336,780

FFY 2008 EXPENDITURES FOR SECTION 163 (0.08 BAC)

SUMMARY OF PROJECTS	FEDERAL FUNDS OBLIGATION	TOTAL FEDERAL FUNDS EXPENDED	FUNDS BALANCE
Paid Media (163 only)			
Highway Safety Overall	\$25,000	\$3,775	\$21,225
Aggressive Driving	\$25,939	\$23,170	\$2,769
Youth	\$6,000	\$6,000	\$0
Highway Safety Summit (163 only)	\$7,777	\$7,777	\$0
XTR4 Website	\$63,999	\$2,250	\$61,749
Child Passenger Safety Training	\$36,666	\$36,666	\$0
IMPACT	\$1	\$1	\$0
Web CARS	\$50,485	\$49,224	\$1,261
Mobilization			
Impaired Drivers	\$53,690	\$53,690	\$0
Aggressive Drivers	\$23,240	\$22,750	\$490
Youth Drivers	\$57,000	\$10,942	\$46,058
Occupant Protection	\$40,000	\$40,000	\$0
ISP	\$16,768	\$16,768	\$0
LEL	\$25,462	\$10,109	\$15,354
TOTAL	\$215,868	\$128,864	\$87,004

PROGRAM IMPACT

The FFY 2008 Highway Safety Plan is composed of Section 402, with eight program areas, and the Incentive Grant Programs. In FFY 2008, the Office of Highway Operations and Safety (OHOS) implemented 43 projects within the Section 402 Program and 23 projects within the Incentive Grant Programs and FHWA.

A summary of achievements, based on analysis of the latest complete 2007 data (because 2008 data is not complete) includes the following highlights:

- Idaho's fatality rate per 100 million vehicle miles traveled was 1.59 in 2007, the lowest rate since at least 1978. Idaho's rate is still significantly higher than the National fatality rate per 100 million vehicle miles traveled, which was estimated to be 1.37 in 2007.
- The number of fatalities resulting from motor vehicle crashes decreased from 267 in 2006 to 252 in 2007, a 6% decrease.
- Just over 40% of the motor vehicle fatalities were the result of impaired driving. Of the 101 persons killed in impaired driving crashes, 93% were either the impaired driver, a person riding with an impaired driver, an impaired ATV driver, impaired bicyclist, or an impaired pedestrian.
- Idaho's observed seat belt use decreased slightly to 78% in 2007 and to 77% in 2008. While the observed rate was 78%, only 35% of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 57 lives may have been saved. 114 unbelted people died in passenger vehicle crashes in 2006.
- Aggressive driving was a contributing factor in 54% of the motor vehicle crashes in 2007 and was a factor in 43% of the resulting fatalities. 108 people died in aggressive driving crashes in 2007.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2007, youthful drivers were involved in 2.6 times as many fatal and injury crashes as you would expect them to be and were 3 times as likely as all other drivers to be involved in a fatal and injury crash. 42 people died in youthful driver crashes in 2007.
- There were 17 pedestrians and 2 bicyclists killed in motor vehicle crashes in 2007.
- The number of motorcyclists killed in crashes decreased by 23 percent in 2007. There were 29 motorcyclists killed in motor vehicle crashes in 2007. More than two-thirds (69 percent) of fatal motorcycle crashes involved just the motorcycle, while just over half (51 percent) of all motorcycle crashes involved just the motorcycle.
- Fatal crashes involving commercial motor vehicles increased by 12% in 2007 and the number of

injury crashes involving commercial motor vehicles increased by 3%. There were 32 people killed and 824 people injured in commercial motor vehicle crashes in 2007.

PROGRESS IN MEETING HIGHWAY SAFETY GOALS

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

Idaho's observed seat belt usage decreased in 2007 to 78.5% use. Prior to 2007, Idaho's usage rate had increased significantly. The observed usage rate jumped from 62.9% in 2002 to 71.7% in 2003, then reaching 74.0% in 2004 and 76.0% in 2005, and 79.8% in 2006, our highest rate ever.

The five-year fatality rate decreased in 2007, exceeding the goal set for 2007. The yearly fatality rate for 2007 was 1.59, the lowest fatality rate Idaho has ever achieved.

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

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

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

The 5-year involvement rate of youthful drivers (ages 15-19) in fatal and serious injury crashes increased in 2007 and the goal was not met.

See detailed goals and results below, or for additional information, refer to the Governor's Highway Safety Association 2007 Annual Evaluation Report for Idaho which can be found in the Addendum.

5-Year Fatality Rate

	2005	2006	2007	2008
Goal	1.84	1.82	1.80	1.78
Actual	1.86	1.84	1.79	

5-Year Serious Injury Rate

	2005	2006	2007	2008
Goal	11.06	10.65	10.29	9.96
Actual	11.61	11.56	11.40	

Observed Seat Belt Use Rate

	2005	2006	2007	2008
Goal	76.0%	78.0%	81.0%	84.0%
Actual	76.0%	79.8%	78.5%	

5-Year Impaired Fatality & Serious Injury Rate

	2005	2006	2007	2008
Goal	2.93	2.85	2.78	2.71
Actual	2.98	2.97	2.88	

5-Year Aggressive Fatality & Serious Injury Rate

	2005	2006	2007	2008
Goal	6.89	6.56	6.25	5.96
Actual	7.19	7.02	6.79	

5-Year Youthful Driver Fatality & Serious Injury Involvement Rate

	2005	2006	2007	2008
Goal	2.08	2.07	2.07	2.06
Actual	2.08	2.05	2.08	

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

	2005	2006	2007	2008
Goal	3.26	3.12	2.99	2.86
Actual	3.12	2.84	2.54	

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

	2005	2006	2007	2008
Goal	4.59	4.29	4.00	3.72
Actual	4.95	4.83	4.92	

EVALUATION OF SAFETY RESTRAINT LAW EFFECTIVENESS

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

- Applies to all front and backseat seating positions manufactured with safety restraints;
- Adult violators, 18 and older, in any seating position are subject to a \$10 citation;
- An adult driver with unbelted juveniles is fined \$10;
- Young drivers, 15-17 years, and the driver or any occupant under 18 years of age is unbelted; court costs are added to the cost of the \$10 ticket bringing the total fine to \$51.50. Only the driver gets the ticket.
- An officer may issue a citation solely for a safety restraint violation, however, a primary violation is required to make the traffic stop.
- The Catastrophic Health Care Cost Program received \$5 from each conviction.

Idaho's seat belt use rate is on the decline, falling from 79.8% in 2006 to 76.9% in 2008. The decrease in seat belt use is expected to continue until Idaho's seat belt law is strengthened by the Idaho Legislature and more funding is available to address the seat belt issue.

Our conclusion is based on the following information:

- Idaho's fine of \$10 is the lowest fine in the country.
- Idaho is above the use rate for states with secondary seat belt laws. (Idaho was ranked 16 out of 24, for states with a secondary seat belt law in 2007, the highest use rate of 92.2 percent for Nevada, and 63.8 percent for New Hampshire, and Idaho had a 2007 seat belt use rate of 78.5 percent)
- Idaho is ineligible for federal seat belt grant funds that previously funded programs credited with improving Idaho's use rate from 58% in 1999 to 79.8% in 2006.

In 2007, 114 people killed and 402 people critically injured in car crashes were not wearing their seat belts. Idaho's seat belt use rate was 76.9%. The 22% of Idahoans that did not buckle up accounted for 65% of the people killed in traffic crashes.

LEGISLATIVE HIGHLIGHTS

Two pieces of legislation concerning highway safety became law in FFY 2008.

HOUSE BILL NO. 356

This legislation amended existing law to revise the provisions relating to motorcycle endorsements on driver's licenses; to delete provisions relating to the retention and return of surrendered driver's licenses by the Idaho Transportation Department; to provide for applications for duplicate driver's licenses; and to authorize the Idaho Transportation Department to collect certain fees for reinstatement of driver's licenses after revocation or disqualification.

SENATE BILL NO. 1361

This legislation adds to the existing law to require compliance with a school zone posted speed limit for a posted school zone; to define "when children are present"; and to provide minimum penalty.

SENATE BILL NO. 1379

This legislation amended existing law relating to tire equipment restrictions to define a term; to provide the Idaho Transportation Department with the authority to require chains or certain other traction devices on certain commercial vehicles on certain passes; to require the department to take certain actions when requiring the chains; to provide for chaining requirements; and to provide for exceptions.

One piece of legislation concerning highway safety did not become law in FFY 2008.

HOUSE BILL NO. 462

The purpose of this legislation was to amend the existing law relating to passenger safety for children to provide that there shall be no exceptions to the law requiring all children six years of age or younger to be properly secured in a child safety restraint. *This would have deleted the nursing baby exemption.*

**PROGRAM
HIGHLIGHTS**

SECTION 402

PROGRAM AREA

IMPAIRED DRIVING

Impaired Driving Statewide Services Grant – SAL0801

Funded Grant Total: \$190,000; Expended \$87,960

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

Idaho's five-year impaired fatality and serious injury rate goal for 2007 was 2.78 per 100 million vehicle miles traveled. With a rate of 2.88, Idaho did not meet the five-year impaired driving goal.

MADD (Mothers Against Drunk Driving) released its "2007 State Progress Report" which placed Idaho in the top ten states for its reduction of fatalities that resulted from impaired drivers.

Idaho's impaired driving crashes, as a percent of all 2007 crashes, decreased to 7.3% compared to 7.7% in 2006. In 2007, Idaho's impaired driving fatalities, as a percent of all fatalities was 40.1%, a decrease compared to 41.2% in 2006.

Accomplishments include:

- **\$9,998** supported the July 2008 statewide Overtime Impaired Driving enforcement mobilization resulting in 55 law enforcement officers, 250 hours, 370 traffic contacts, and 18 DUI arrests. The mobilization was also supported with Section 410 funds.
- **\$64,335** funded equipment purchases during mobilizations that agencies earned by claiming regular traffic patrol hours for impaired driving, aggressive driving, and seat belt enforcement. Some examples of equipment included in-car video systems, speed detection equipment, alcohol monitoring devices, and electronic ticket writing equipment. See Mobilization section for more details.
- **\$17,700** funded the purchase of safety message educational materials to be distributed to the general public through law enforcement agencies, MADD, and at public events.

Bingham County Sheriff STEP Officer – Impaired Driving SAL0802, Impaired Youthful SAL0822, Aggressive Driving SPT0802, Aggressive Youthful SPT0822

Funded Grant Total: \$50,000; Expended \$45,720

SAL0802 Funded: \$15,000; Expended \$13,717

See Aggressive Driving section for more details.

Pocatello Police Department – Impaired Driving SAL0803, Adult Safety Restraints SSB0803

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

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

Idaho County Sheriff – Impaired Driving SAL0804

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

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

Twin Falls County Sheriff STEP Grant – Impaired Driving SAL0805, Aggressive Driving SPT0805

Funded Grant Total: \$60,000; Expended \$56,062

SAL0805 Funded: \$40,000; Expended \$37,562

See Aggressive Driving section for more details.

Nampa Police Department STEP Officer – Impaired Driving SAL0807, Aggressive Driving SPT0807

Funded Grant Total: \$31,000; Expended \$31,000

SAL0807 Funded: \$15,500 Expended \$15,500

Accomplishments:

This was the second year of a three year grant. An officer with the experience, knowledge, and desire for traffic enforcement was chosen from within the department for this position. During the second year, Officer Krohn accomplished the following: 609 traffic contacts, issued 110 moving citations, wrote 27 seat belt citations, 54 underage alcohol citations, and arrested 187 impaired drivers. Officer Krohn has been certified as a Drug Recognition Expert (DRE).

Sandpoint Police Department STEP Officer – Impaired Driving SAL0808, Aggressive Driving SPT0808

Funded Grant Total: \$14,500; Expended \$14,500

SAL0808 Funded: \$ 7,250; Expended \$ 7,250

Accomplishments:

This was the third and final year of a three year grant. An officer with the experience, knowledge, and desire for traffic enforcement was chosen from within the department for this position. Officer Giese accomplished the following: 775 traffic contacts, issued 117 moving violations, 72 seat belt citations, and 29 DUI arrests. Officer Giese was certified as a Drug Recognition Expert (DRE) in 2006.

Idaho State Police – Impaired Driving SAL0809, Aggressive Driving SPT0809, Seatbelt SSB0809

Funded Grant Total: \$55,000; Expended \$51,459

SAL0809 Funded: \$28,000; Expended \$25,747

See Aggressive Driving section for more details.

Canyon County Misdemeanor Probation Officer – Impaired Driving SAL0812

Funded Grant Total: \$60,000; Expended \$0

This was to be the third and final year of this grant. Due to personnel and fiscal issues, the county requested that the grant be terminated.

YOUTHFUL DRIVER PROGRAM

Youth Impaired Driving Statewide Services Grant – SAL0821

Funded Grant Total: \$31,000; Expended \$9,397

Youth Aggressive Driving Statewide Services Grant – SPT0821

Funded Grant Total: \$40,000; Expended \$13,562

Youth Seat Belt Statewide Services Grant – SSB0821

Funded Grant Total: \$32,000; Expended \$12,009

Youth Mobilizations Grant – V079850 (H912)

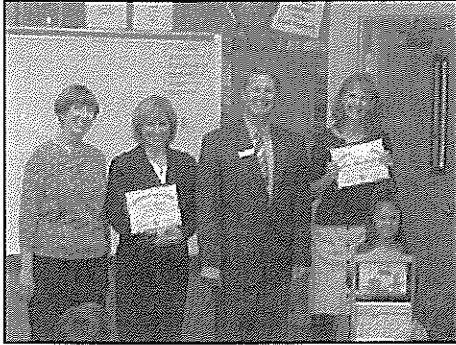
Funded Grant Total: \$60,000; Expended \$10,942

The Youthful Driver program area, ages 15-19 years, is focused on the goal of reducing youth involved motor vehicle-related fatalities and serious injuries in Idaho. Strategies included a combination of pre-driving and driving age education, and enforcement-based program. These strategies were to reduce young driver-related DUI, aggressive driving, and inexperienced driving fatalities and serious injury crashes; and to increase young driver's and their passenger's safety restraint use in Idaho. Of the fatal and serious injury crashes during 2007, youthful drivers ages 15-19 were involved in 15% of the crashes, yet they comprise only 6% of the total licensed drivers in Idaho. Youthful drivers were 2.9 times more likely as all other drivers to be involved in a traffic crash, and they represent 21% of the total cost of crashes in Idaho.

Accomplishments:

- The Youthful Driver program participated in the Seat Belt and Aggressive Driver mobilization campaigns to reduce teen traffic deaths and serious injuries. Funding was coordinated for additional resources to reduce typical teen driving behaviors such as speeding, passing a stop sign, following too close, disregarding a signal, and emphasis on the importance of wearing a seat belt during the Seat Belt and Aggressive Driving mobilizations. From May 19-June 1, and November 12-25, the Youthful Driver program funded overtime and incentive equipment totaling \$18,151. Overtime was funded during the April 18-27 Aggressive Driving mobilization, totaling \$7,108. An average of 33 agencies participated in campaigns coordinated with Youthful Driver funding. Twenty-one agencies utilized the *Parent Notification* brochures to notify 234 parents of their teen's driving performance, and being stopped for traffic violations. Statistics from the campaigns show 253 teens were cited for speeding, with 258 youth being cited for not wearing a seat belt. During the campaign, 501 underage alcohol arrests were made.

- Party Patrols were funded in Boise costing \$9,400 for a pilot project to reduce underage drinking, binge drinking, and DUI's. The patrols covered ten weekends and took a no- tolerance stance on underage drinking. These patrols were used to break up neighborhood teen drinking parties, and included breaking up parties before the drinking has begun. An average of 26 minors were cited each night, for each of the patrols. Other citations issued were for resisting and obstructing, open container violations, and providing false information. Attempts were made to locate where the alcohol was purchased, and who purchased it.
- Distribution of teen oriented brochures included: 1,751 *Parent Notification* brochures where law enforcement agencies inform a parent when their teenagers have been stopped for traffic violations; 2,762 XTR4 palm cards through law enforcement agencies, schools, and commercial driver education programs; 657 *Snow and Ice – Think Twice* for winter driving advice; 1,005 *Are You Under 21?* through law enforcement agencies, probation offices, and MADD.
- In partnership with the Seat Belt and Aggressive Driver campaigns, the Youthful Driver program contributed \$47,490 in paid media promotion for the Youthful Driver message through a media contractor. Radio and billboard advertising were featured. During the March 12-19 Impaired Driving mobilization, television air time was purchased totaling \$34,862, with the focus on impaired teens. The ad was developed and produced by YEAAC, Idaho's Youth Education Account Advisory Committee. See Paid Media Section for more details.
- New materials were developed to concentrate on teens and winter driving hazards. A dvd, *Teen Winter Driving*, featuring a hockey player was produced by the Idaho Transportation Department videographers. Viewing time is 8 minutes, and allowed schools to broadcast it on their Channel 1. More students were able to view the important information by limiting the time. To accompany the 240 dvd's sent to all Idaho schools with grades 9-12, a brochure titled, "*Snow and Ice- Think Twice*", was developed and printed for teens on winter driving advice.
- The Teen Safe Driver Week, October 15-22, 2007, was supported with a paid advertising radio ad on aggressive driving behaviors, for a total of \$5,206. Impaired Driving funding purchased television advertising for the YEAAC ad for \$36,322.
- Over 9,000 calendars were distributed throughout Idaho and featured 14 pre-teen student's talents, while sharing valuable and life-saving messages. Teachers from 37 Idaho schools submitted over 500 pieces of artwork from students in kindergarten through sixth grades. The annual Highway Safety Kids Calendar contest gives OHOS the opportunity to recognize student talents, and continue educating school peers, family members, teachers, law enforcement agencies and state officials, while emphasizing traffic safety on Idaho roadways.



- Shown above are 2 presentations for student winners in the calendar contest. First is Thomas Jefferson Charter School student Madelyn Cook, receiving recognition from Senator John McGee. Mary Hunter, Highway Safety Manager, gave a Certificate of Appreciation, to Madelyn's teacher, Tammy Breshears, and principal, Nancy Smith, for educating their students on traffic safety.

Second is Lapwai Elementary School where two students were recognized. Officer Rob Massey, from the Lewiston Police Department, recognized Kiara Garcia and Kalela Reuben. Their teacher, Eva Raml, and principal, Teri Wagner, received Certificates of Appreciation from Idaho Traffic Safety Commission (ITSC) members Larry Vincent and Paula Hornbeck. This is the third year that student's artwork from Lapwai Elementary School were selected as winners.

- Updates were made to the teen website, XTR4. A change is taking place in web hosting, and information on visitors to the site is unavailable.
- Funded *Celebrate Graduation* activities for 89 high schools with 19,604 seniors participating across Idaho, at a cost of \$35,400. The purpose of this program is to provide a safe, non-alcoholic, chaperoned fun event for seniors to attend on the night of graduation. In 2008, there were no alcohol-related youth fatalities on graduation nights.

Bingham County Sheriff Grant – Impaired Driving SAL0802, Impaired Youthful Driving SAL0822, Aggressive Driving SPT0802, Aggressive Youthful Driving SPT0822

Funded Grant Total: \$50,000; Expended \$45,720

SAL0822 Funded: \$10,000; Expended \$ 9,143

SPT0822 Funded: \$10,000; Expended \$ 9,143

See Aggressive Driving section for more details.

Department of Education - SPT0823

Funded Grant Total: \$0; Expended \$0

Funding for the wintertime driving project was moved to the Youthful Driver Statewide Services to distribute statewide education on hazardous winter driving.

Teen Partner Project - SPT0824

Funded Grant Total: \$140,000; Expended \$0

Funding was received late in the year. The project for education and driving simulator equipment for teens was delayed until FFY 2009.

POLICE TRAFFIC SERVICES – AGGRESSIVE DRIVING

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

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

Aggressive Driving Statewide Services Program Grant – SPT0801*

Funded Grant Total: \$224,000; Expended: \$134,289

Accomplishments:

- Two aggressive driving campaigns were conducted, April 18–27 and July 18–27. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$63,109.65 toward overtime, and \$51,971.06 toward incentives (traffic enforcement equipment). See Mobilization section for more details.
**During the FFY 2007 reconciliation process, an overpayment of \$600 for mobilizations to St. Anthony Police Department was discovered. The refund was posted in FFY 2008.*
- The law enforcement agency participation level increased from 35 agencies in FFY07 to 37 agencies in FFY08.
- Total agency participation during the mobilization timeframe resulted in 5,777 speeding tickets, 126 reckless driving tickets, 347 DUI arrests, 853 seat belt tickets, 37 felony arrests, and 59 child passenger safety tickets. (A total of 10,101 tickets were issued during the timeframe); and
- Based on the 2007 Idaho Traffic Crash Report, Idaho continued the downward trend in aggressive driving fatal and serious injury rate. Although Idaho did not meet its five-year rate goal for 2007

of 6.25 aggressive driving-related fatalities and serious injuries per 100 million annual vehicle miles traveled (AVMT), Idaho did experience a continued decline by attaining a rate of 6.79 for 2007, down from 7.02 in 2006, which was down from 7.19 in 2005;

- The number of aggressive driving-related crashes actually increased as shown by the 2007 crash report. The number of aggressive driving fatal and serious injury crashes decreased from 1110 crashes in 2006 to 1103 crashes in 2007, a decrease of less than 1%;
- Continued the aggressive driver media campaign. See the Paid Media section for funding levels. The statewide campaign ran for two months, April and July included purchasing radio air time for a public service announcement and advertising space for billboards.
- Participated with the Idaho State Police (ISP), for the "Targeting Aggressive Cars and Trucks" project which was conducted on May 8-9, 2008. Statistics from the two days of enforcement show that over 145 drivers were cited for aggressive driving violations.
- Continued to work with and support law enforcement agency's (STEP) Teams dedicated to traffic enforcement;
- Distributed *over 2,275* aggressive driving public informational and educational materials to over 50 different agencies and groups and to the general public.

Bingham County Sheriff Grant – Aggressive Driving SPT0802 Impaired Driving SAL0802, Impaired Youthful SAL0822, Aggressive Youthful SPT0822

Funding Grant Total: \$50,000; Expended \$45,720

SPT0802 Funding: \$15,000; Expended \$13,716

Accomplishments:

- This was the first year of a three year grant. Deputy Chad Morgan was chosen from within the department for this position. During the first year, Deputy Morgan accomplished the following: 1212 traffic contacts, issued 480 moving citations, wrote 274 seat belt citations, 6 underage alcohol citations, and arrested 49 impaired drivers. Deputy Morgan has been certified as an instructor for Field Sobriety Testing by Idaho Post and is currently certified on the Intox – 5000.

Coeur d'Alene Police Department – Aggressive Driving SPT0803

Funding Grant Total: \$20,000; Expended \$17,118

Accomplishments:

- Coeur d'Alene Police Department continued their Community Accident Reduction through Education (C.A.R.E) program to emphasize aggressive driving, DUI and seat belt education and enforcement.

- The department focused on aggressive driving and impaired patrols. DUI arrests increased from 559 in FFY06 to 567 in FFY07. Although the number of seat belt citations decreased from 619 in FFY07 to 565 in FFY08, enforcement surveys showed an increase in seat belt usage from 82.75% in FFY06 to 84.6% in FFY07.
- Injury crashes were down by 11 from FFY07 of 316, to FFY08 of 261.
- They effectively used the local press resources to educate the public of traffic safety and enforcement emphasis patrols.
- They have instructed 1369 students in their Traffic Safety School and are working on developing a “young driver” re-education class.
- The Police Department partnered with the City Engineering Department and initiated action in replacing updated school zone speed signage, along with flashing amber lights to make the school zone more obvious.



Twin Falls County Sheriff Grant – Impaired Driving SAL0805, Aggressive Driving SPT0805

Funding Grant Total: \$60,000; Expended \$56,062

SPT0805 Funding: \$20,000; Expended \$18,500

Accomplishments:

- This was the first year of a three year grant. An experienced traffic officer, Ken Baisch, was assigned as the STEP Officer. During the first year, Deputy Baisch accomplished the following: 521 traffic contacts, issued 209 moving citations, wrote 34 seat belt citations, 0 underage alcohol

citations, and arrested 7 impaired drivers. Deputy Baisch is certified as an Intoxilyzer 5000 specialist.

Nampa Police Impaired Driving STEP Grant – Aggressive Driving SPT0807, Impaired Driving SAL0807

Funding Grant Total: \$31,000; Expended \$31,000

SPT0807 Funding : \$ 15,500; Expended \$31,000

See Impaired Driving section for more details.

Sandpoint Police Department STEP Grant – Aggressive Driving SPT0808, Impaired Driving SAL0808

Funded Grant Total: \$14,500; Expended \$14,500

SPT0808 Funded: \$ 7,250; Expended \$ 7,250

See Impaired Driving section for more details.

Idaho State Police Grant – Aggressive Driving SPT0809, Impaired Driving SAL0809, Seat Belt SSB0809

Funding Grant Total: \$55,000; Expended \$51,459

SPT0809 Funding: \$28,000; Expended \$25,747

Accomplishments:

- Idaho State Police conducted 164 overtime patrols, geared toward reducing impaired driving, aggressive driving, and increasing seatbelt use during the grant period.
- The following statistics represent all six regions, and are from December 2007 to September 2008: 891 aggressive driving citations, 322 seat belt citations, 102 other arrests, 1450 hours worked, and 2135 contacts made.
- Six overtime shifts, with a focus on impaired driving were schedule during the holiday season and the July 4th mobilization. There were 124 DUI arrests during this period.
- Five overtime shifts were scheduled during the April and July Aggressive Driving mobilizations. Ten aggressive driving citations were issued during this period.
- Two overtime shifts were scheduled during the May seatbelt mobilization, with 14 seatbelt citations and 1 child restraint citation issued.

SEAT BELT PROGRAM

The objective of this program is to reduce motor vehicle-related deaths and serious injuries in Idaho by increasing the use of seat belts, also reducing the societal costs. Idaho continues to lose too many

lives and incur too many costs, due to unbelted motor vehicle drivers and occupants. Safety restraint use includes the use of seat belts, child passenger safety seats, and booster seats.

Idaho's seat belt use fell more than three percent during the past three years – dropping from a high of nearly 80 percent in 2006, to 78.5 percent in 2007, and to 76.9 percent this year. For the second consecutive year, seat belt use by occupants declined in all types of vehicles, including passenger cars, SUV's/van's, and pickup trucks. OHOS anticipates the use rate will continue to decline until more funding is available to sustain the program. Idaho is not eligible to receive federal grant funds to address the reduction because our seat belt and child passenger safety laws do not meet the minimum standards established by Congress. The weakness in our laws includes a secondary seat belt fine of just \$10, and the nursing baby exemption which allows parents to let their children ride unrestrained to attend to physiological needs.

Idaho conducted an official seat belt usage survey. In 2008, to conduct the survey required \$8,009 in Section 402 funds. The survey was conducted in June by Idaho's public health districts following our extensive statewide education and enforcement campaign. The survey found that 79.9% of Idahoans use seat belts in passenger cars, 82.3% buckle up in vans and SUV's, while just 65.1% buckle up in pickup trucks. The figures reflect a decrease in all three of these categories over last year's June survey.

Usage rates across the state varied. The highest usage rate was recorded in Southwest Idaho, including Boise and surrounding communities at 87.9%.

2008 Seat Belt Usage by Idaho State Region

Region/ Main City	2006	2007	2008	% Increase/Decrease 2007/2008
Northern Idaho/ Coeur d'Alene	88.5%	87.3%	82.3%	-5.0%
North-Central Idaho /Lewiston	83.1%	81.7%	85.2%	+3.5%
Southwest Idaho/ Boise	88.5%	87.0%	87.9%	+0.9%
South-Central Idaho/ Twin Falls	66.7%	68.5%	71.6%	+3.1%
Southeastern Idaho/ Pocatello	65.9%	62.2%	63.3%	+1.1%
Northeastern Idaho/ Idaho Falls	65.9%	60.0%	59.6%	-0.4%

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

slowly increasing usage despite the observed rate decline. However, that trend seems to have declined in the past few years.

Restraint Use in Idaho Traffic Crashes

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Idaho's Observed Seat Belt Use Rate	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%
Seat Belt Use in Fatalities	28.7%	29.7%	37.5%	37.2%	42.4%	40.0%	38.8%	34.8%	
Unbelted Fatalities	169	149	135	150	113	126	116	114	
Seat Belt Use in Serious Injuries	49.7%	51.0%	57.6%	58.4%	64.7%	64.7%	67.6%	66.1%	
Unbelted Serious or Incapacitating Injuries	729	668	612	545	476	452	384	402	
Total Crashes*	26,241	26,090	26,477	26,700	28,332	28,238	24,225	26,452	

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

Seat Belt Statewide Services Program Grant – SSB0801, S570P81

Funded Grant Total: \$106,985; Expended: \$77,414

S570P81 : \$ 29,571; Expended: \$29,571

Accomplishments:

A seat belt traffic enforcement mobilization was conducted from November 12-25, 2007. Highlights include:

- Enforcement mobilization cost \$43,427. Paid overtime: \$29,375 and regular dedicated hours for earned safety equipment reimbursement was \$14,052.
- Enforcement was conducted by 29 law enforcement agencies which was an increase by 3 agencies from last year.
- Seat belt enforcement totaling 1,862 hours of enforcement overtime and 2,023 hours of regular dedicated hours. Note: an additional 10,320 of the regular dedicated hours were conducted by the Idaho State Police in conjunction with the mobilization, but funded by a separate grant.
- Seat belt citations written for 2,418 adults, 80 minors/teens, and 60 child passenger seat violations.
- Paid Media campaign consisted of television, radio, and billboards for a total of \$23,168. Since pickup buckle use continues to be low, we used the red pickup with a buckle and the simple message "Seat Belt Enforcement is Under Way". Efforts were also more heavily concentrated in eastern Idaho due to their low use rate.

A seat belt traffic enforcement mobilization was conducted from May 20 – June 2, 2008 in conjunction with NHTSA's Click it or Ticket national campaign. Funding came from Section 402, 157, and 163 funds. Highlights include:

- Enforcement mobilization cost \$64,027. Paid overtime: \$42,286 and regular dedicated hours for earned safety equipment reimbursement was \$21,741.

- Enforcement was conducted by 30 law enforcement agencies which was a decline by 8 agencies from last year. This may have been due to the fact that it was an election year for many county sheriffs. Seat belt enforcement is not very popular with the citizens in some of the lower use rate counties. *Antidotal* comments made by law enforcement, received at the state, are “\$10.00 seat belt ticket is a joke.”
- Seat belt enforcement totaling 1,443 hours of enforcement overtime and 1,853 of regular dedicated hours.
- Seat belt citations written for 2029 adults, 129 minors/teens, and 41 child passenger seat violations.
- Paid Media campaign consisted of television, radio, and billboards for a total of \$23,168. Since pickup seat belt use continues to be low in Idaho, we used the red pickup with a buckle, which is from the NHTSA ad *Buckle in your Truck* with the simple message “Seat Belt Enforcement is Under Way”. Efforts were also more heavily concentrated in Eastern Idaho due to their low use rate of only 59.6%.

In addition to the media campaigns that coincided with the enforcement campaigns, OHOS sponsored signs at local baseball fields, and put an ad in the UNIDO Spanish newspaper serving the Spanish-speaking population in Southeast/West Idaho.

The Idaho Seat Belt Coalition continued to receive bi-weekly news updates through an e-mail newsletter. In May, the coalition met for an annual meeting. The main purpose of the meeting was to re-visit the vision, mission, goals, and strategies for the organization. A professional facilitator was brought in to conduct the meeting. The coalition website still operates by providing a resource of news, updates, and tools for the coalition members and the public. The Seat Belt Coalition will be used as the beginning resource for the new developed Idaho Highway Safety Coalition in order to incorporate all highway safety issues.

All Section 402, 163, and 410 enforcement grants include seat belt enforcement components and require agencies to have a seat belt policy for employees. The continuing effort by agencies statewide contributes to the sustained enforcement.

Educational tools and materials are provided to the public. The main users of the information are law enforcement agencies, educators from K-12, and other partners such as physicians, community service and outreach organizations. Items distributed this year include: 2,238 Buckle Up! Magnets, 1,413 Click It! Brochures, 1,282 Family Values palm cards, 1,636 Click It! Bandage dispensers, 155 Click It! Pens, 100 Citation jackets, and 850 litter bags.

ITD partnered with FHWA in a booth at the Idaho State Fair by providing educational materials as well as demonstrating seat belt safety by using a toy car and raw eggs. Approximately 250 people per day stopped to watch the display.

Pocatello Police Department – Seat Belt SSB0803, Driving SPT0809, Impaired Driving SAL0803

Funding Grant Total: \$15,000; Expended \$0
SAL0803 Funding : \$ 10,000; Expended \$0
SSB0803 Funding : \$ 5,000 Expended \$0

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

Rupert Police Department – Seat Belts SSB0806

Funded Grant Total: \$7,500; Expended \$7,029
SSB0806 Funded: \$7,500; Expended \$7,029

Accomplishments:

The objective of this grant was to reduce motor vehicle-related fatalities and serious injuries in Rupert by increasing the use of safety restraints by those involved in fatal and seriously injured traffic crashes. The specific goal is to increase the belt use rate by those killed or seriously injured in traffic crashes from the current rate of 42% belted (5 belted/killed or seriously injured out of 12) from 2003-2005 data, to 55% in fiscal year 2008.

Rupert PD conducted a Seat Belt observation survey quarterly. The rate at the start of the grant period was 64% and increased over several months of enforcement to a high of 79% in June, the rate again decreased in the fall to a rate of 65%. Rupert is a very rural town; with harvest in full swing and the use of more trucks, there was a reduction in the seat belt use.

The seat belt use rate for people killed or seriously injured in traffic crashes during the grant period slightly declined from 42% to 40%, however, the number of people killed or seriously injured also declined by 42% from 12 to 5. The decrease may be due to the education and enforcement efforts that the grant provided to Rupert.

Idaho State Police Grant – Seat Belt SSB0809, Aggressive Driving SPT0809, Impaired Driving SAL0809

Funded Grant Total: \$55,000; Expended \$51,459
SSB0809 Funded: \$ 8,000; Expended \$ 7,952

See Aggressive Driving section for details.

CHILD PASSENGER SAFETY PROGRAM

Through public awareness efforts and education, we continue to promote the proper and safe way to restrain children in safety seats. Idaho's Child Passenger Safety Program continues to emphasize NHTSA's best practices regarding child passengers, which is that children less than 4'9" tall should ride in booster seats. Once they are over 4'9" tall, children should continue to ride in the back seat using an appropriate seat belt and never in the front seat, especially in front of an airbag.

Idaho continues to struggle with a weakness in the child passenger safety law which includes a secondary seat belt fine of just \$10 for children 7 years and older, and the nursing baby exemption which allows parents to let their children ride unrestrained, to attend to physiological needs. Because of these weaknesses, Idaho is not eligible for some federal grant funds.

Child Passenger Safety Statewide Services Program – Seat Belt SSB0831

Funded Grant Total: \$44,875; Expended \$ 486

Accomplishments:

- Prepared the materials and worked with WITCO to put together 5,000 WHALE (We Have a Little Emergency) kits.
- Through our safety partners, OHOS was able to distribute the following educational materials: 1,986 WHALE kits, 2,117 Busy Bee Booster Seat user stickers, 239 Growth Chart posters, 1,411 “What’s the Buzz about Booster Seat” brochures, 886 child passenger safety seat palm cards, and 34 Four Step NHTSA posters.

ICAAP, Idaho Chapter of the American Academy of Pediatrics Child Passenger Safety Program – Seat Belt SSB0832, Section 163 funds V069770

Funded Grant Total: \$111,782 Expended \$99,417

SSB0832 Funded: \$ 75,000 Expended \$62,635

V069770 Funded: \$ 36,782 Expended \$36,782

Accomplishments:

- This grant was developed for the statewide distribution of child passenger safety seats with the help of partnerships with healthcare professionals in physician’s offices, hospitals, emergency medical providers, and health care districts. The funds were awarded to the partners based on need and the plan to fill their needs.
- Each key agency developed new partnerships within their respective regions to further Child Passenger Safety education and distribute child passenger safety seats to families giving special attention to socially and economically disadvantaged families which showed a need.
- For patients that came into emergency rooms without proper child passenger safety seats, 20 convertible and 20 booster seats were provided to emergency departments in the Treasure Valley.
- The ICAAP coordinated with seven areas around the state, centering on a goal to reduce deaths and serious injuries to children from motor vehicle crashes by increasing proper use of child passenger safety seats and seat belts. Regional efforts insured distribution through all 44 Idaho counties. Along with the seats, each family received appropriate educational materials and instruction on proper use and installation of the seat.

Agency	Infant	Convertible	Booster	Other	\$ Total Spent
ICAAP	0	650	300	0	\$43,922.35
Kootenai Medical Center	0	92	80		\$6641.40
Success by Six of the Palouse	20	7	50	1	\$6485.01
Canyon County Ambulance	0	100	50		6289.56
Safe Kids Treasure Valley	15	60	40	50	\$6699.94
Safe Kids of the Magic Valley	64	120	0		\$6700.00
SE Dist. Health Dept/Safety Kids SE Idaho	32	52	36	20	\$6700.00
Bonneville County Sheriff	15	44	56		\$5947.47
TOTAL SEATS PURCHASED - 1954	146	1125	612	71	\$89,385.73

BICYCLE AND PEDESTRIAN SAFETY

The goal of the Bicycle Pedestrian Statewide Services Program is to reduce death and serious injuries among bicyclists and pedestrians from motor vehicle crashes, using two strategies: 1) increasing the correct fit and use of bicycle safety equipment, especially helmets and 2) increasing awareness and education of pedestrian laws in Idaho.

The number of bicycle crashes in Idaho decreased in 2007 by 2%. 97% of bicyclists involved in crashes receive some degree of injury, and 26% were between four and fourteen years of age. Only 17% of bicyclists involved in crashes were reported to be wearing helmets, a 1% increase from 2006. 31% of bicyclists, 25 years of age and older, involved in crashes were wearing helmets while only 10% of bicyclists under age 25 were wearing helmets. 50% of those injured in bicycle crashes are under 19 years of age.

Crashes involving pedestrians increased by 9% percent in 2007, while the number of pedestrians killed in crashes more than doubled, increasing by 112%. 98% of the pedestrians involved in crashes received some degree of injury. Of those injured or killed in pedestrian crashes, 20% were between the ages of 4 and 14. Of the pedestrians killed in motor vehicle crashes in 2007, 3 were 6 years of age or younger, 5 were between 21 and 36 years of age, and 9 were over 42 years of age. Impaired pedestrians were involved in 9% of all pedestrian crashes and 24 percent of fatal pedestrian crashes.

Accomplishments:

- Bicycle Helmet Distribution – purchased and distributed 329 bike helmets for bicycle safety and educational programs around the state.
- Public Education Materials – purchased and distributed 3,552 *Ride Safe/Walk Smart Wallet Cards*, purchase and distribution of 1,176 *Bicycle Safety Fun Page*, purchase and distribution of 726 *Pedestrian Safety Fun Page*, distribution of 3,083 *From A to Z; the Comprehensive Guide to Safe Bicycling for Kids and Adults* booklets and distribution of 3,815 *A Correct Fit* bicycle helmet

brochures. Also, the *Bicycle Safety* and *Pedestrian Safety Fun Pages* were distributed via email to agencies and schools throughout the state.

- Media Campaign – purchased 1,228 radio ads to be played during June and July, and received 717 free radio spots for a total of 1,945 30 second radio spots throughout Idaho. We also purchased Indoor billboards addressing impaired pedestrians and placed them in popular businesses that serve alcohol. Total campaign costs were \$20,750.
- Development of Safety Partners – OHOS partnered with Sandpoint Police Department for a pedestrian enforcement mobilization. 51.5 overtime hours were dedicated to the mobilization for a total reimbursement of \$1,728. Between the dates of 08/13/08 and 09/24/08, 85% of vehicles observed yielded to pedestrians. 228 vehicles were observed not yielding to pedestrians, and 139 citations were issued. We also partnered with Bannock Transportation and Planning Organization to develop and produce a *Walk Smart* brochure focused on pedestrian concerns of youth and seniors.

Bicycle and Pedestrian Safety Statewide Services Grant – SPS0801

Funded Grant Total: \$35,000; Expended \$10,459

Accomplishments:

The objective was to reduce death and serious injuries among bicyclists and pedestrians from motor vehicle crashes by increasing the correct fit and use of bicycle helmets in addition to providing workbooks and materials for education and outreach. Accomplishments included purchase and distribution of 329 bike helmets statewide, purchase and distribution of 3,552 *Ride Safe/Walk Smart Wallet Cards*; purchase and distribution of 1,176 *Bicycle Safety Fun Page*, purchase and distribution of 726 *Pedestrian Safety Fun Page*, purchase and distribution of 3,086 reflective *Wrist Wraps*, distribution of 3,083 *From A to Z: the Comprehensive Guide to Safe Bicycling for Kids and Adults* booklets and distribution of 3,815 *A Correct Fit* bicycle helmet brochures. Also, the *Bicycle Safety* and *Pedestrian Safety Fun Pages* were distributed via email to agencies and schools throughout the state.

EMERGENCY MEDICAL SERVICES

The Section 402 Program included funding for the Emergency Medical Services (EMS) Program to provide extrication equipment to EMS agencies. The overall goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes. The FFY 2008 EMS accomplishments include:

- Helping to ensure that EMS providers have the most up-to-date equipment available by funding extrication equipment for 9 agencies located throughout the State of Idaho for a total of \$85,940. As new car technology changes, so does the equipment needed. Many grantees noted their older equipment, for example, extrication cutters, could not cut through newer vehicles. The new equipment purchased allowed them to have technology compatible with newer vehicles, as well as decrease the time it takes to cut through older vehicles;

- Some grantees used the funding to purchase lighter, more portable extrication equipment, which for the first time allowed them to respond to crash victims in hard-to-reach places, such as rollovers down steep embankments;
- Requiring up-to-date training on the use of the equipment purchased was an accomplishment with multiplier benefits to grantees; in some cases an extrication course was taught to help certify ambulance and fire departments, and many of these trainings helped improve the techniques and operations used for existing equipment. In some cases, the training extended beyond the immediate ambulance or fire crew and served both groups, as well as county deputies;
- In cases where the equipment had already been called out, the average response times for extrication of crash victims decreased by at least 25% and in some cases by as much as 50 %.

Teton County Fire Protection District – SEM0802

Funded Grant Total: \$20,025; Expended \$20,025

Accomplishments:

The agency purchased three complete sets of lighter duty extrication equipment to fit on their first response trucks, greatly eliminating some distance traveled, decreasing response time and lessening the time a victim would be trapped in a vehicle. Training on the proper use of the equipment was held September 7, 2008 with 99% of the department attending. At the end of the grant period, the department has not had the occasion to use the equipment on actual victims. In training, the use of the new equipment saved up to 10 minutes on the extrication process.

Bannock County Sheriff Search & Rescue – SEM0803

Funded Grant Total: \$3,843; Expended \$3,843

Accomplishments:

The agency purchased a portable duo pump that will allow the extrication team to power two tools simultaneously and allow one person to carry the pump alone. 84% of the Bannock County SSR have been trained in the equipment use. The use of the new, lighter, and more maneuverable equipment and the ability to power two tools at the same time will create quicker extrication times.

Franklin County Ambulance – SEM0804

Funded Grant Total: \$12,798; Expended \$12,798

Accomplishments:

The agency purchased a duo pump, two hoses, spreader, and quick connect and rotating handle cutter. Training for the use of the new equipment was held on September 03, 2008 with 68% of the personnel in attendance. Having the equipment on a truck at a satellite office shortens travel time and speeds extrication time.

East Side Fire Protection District – SEM0805

Funded Grant Total: \$12,176; Expended \$12,176

Accomplishments:

The agency purchased a duo pump, cutter, spreader, ram, ram support and hose. Training was held on March 29, 2008. One firefighter has been preparing to become the lead trainer for all in-house extrication training. 99% of the firemen have been trained on the use of the equipment and 24 volunteers have had initial training. This agency had no extrication equipment prior to this grant, so they are now prepared to provide early, basic, and safe extrication in a 90 mile square area.

Parma Rural Fire & Ambulance District – SEM0806

Funded Grant Total: \$13,871; Expended \$13,871

Accomplishments:

The agency purchased a duo power unit, mount, single power unit with mount, a super lightweight spreader, cutter, primary spreader and secondary cutter, two hoses and brackets. Training was held on July 14, 2008 with a second training scheduled for February 5, 2009. 85% of the personnel were trained on the new equipment. The new equipment also allows the extrication team to work on two vehicles at the same time or on two sides of one vehicle. Extrication has become an easier process with this new equipment.

Clearwater County Ambulance – SEM0807

Funded Grant Total: \$8,940; Expended \$7,293

Accomplishments:

The agency purchased one deluxe Combi-cutter, pulling set with hooks and pulling chain set. Training is scheduled to take place on November 22, 2008 for 95% of the personnel. This equipment will allow personnel to extricate on steep terrain where rescue vehicles are not able to get close.

Prichard-Murray Volunteer Fire Department – SEM0808

Funded Grant Total: \$4,711; Expended \$2,551

Accomplishments:

The agency purchased two hose reels and hoses. Training was scheduled for October 28, 2008 with 100% of the personnel expected at the mandatory training. The new equipment decreased the time necessary to perform extrications by 50% because of the time necessary to connect tools in the past.

Horseshoe Bend Ambulance – SEM0809

Funded Grant Total: \$17,000; Expended \$16,854

Accomplishments:

The agency purchased a DC-1 Damage Control Kit, auto crib pair, winch, long jack and medium jack. Training was held on July 8, 2008 and July 12, 2008. 100% of all personnel received the training.

New Plymouth Fire & Rescue – SEM0812

Funded Grant Total: \$13,383; Expended \$13,383

Accomplishments:

The agency purchased a spreader, conversion kit, two hoses, ram support saw and blade, valve adaptor, and step chocks. Four trainings were held on October 6, 2008, October 20, 2008, October 27, 2008, and November 4, 2008. 100% of personnel have been trained for new equipment use.

TRAFFIC RECORDS/ROADWAY SAFETY

The overall goal of the Traffic Records/Roadway Safety Program area is to improve the operational efficiency of the record systems involving crash statistics, so that effective and accurate problem identification tools are available and useful to others.

Comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program must include a process to identify highway safety problems, develop measures to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools.

All of the Idaho Transportation Department utilizes the OHOS crash data and analysis tools. The OHOS must be able to identify high crash locations with timely and accurate crash data, and then focus limited resources on the problems of greatest need. In FFY 2008, the OHOS continued to concentrate on the efficient and accurate collection and dissemination of traffic data. Idaho continues to be a leader among the states in timely gathering of crash data and reporting systems.

Traffic Records Statewide Services – STR0801

Funded Grant Total: \$127,475; Expended \$127,430

Roadway Safety Statewide Services – SRS0801

Funded Grant Total: \$30,000; Expended \$5,276

Section 408 Incentive Data Program SAFETEA-LU – SK90701

Funded Grant Total: \$672,605; Expended \$28,891

Section 163 Incentive Impact – V069800

Funded Grant Total: \$1; Expended \$1

Section 163 Incentive WebCARS – V069780

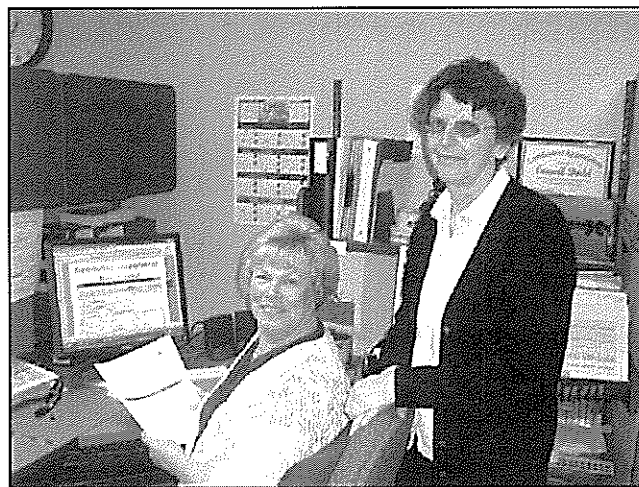
Funded Grant Total: \$49,224; Expended \$49,224

Accomplishments:

- Law enforcement agencies were encouraged to send crash reports to the OHOS electronically. Electronically transferred crash reports were sent by 113 law enforcement agencies. However, some agencies did not transfer all of the crash reports electronically to the OHOS. In 2007, 28,887

crash reports were transmitted electronically. Nearly 98% of all crash reports completed by law enforcement were transmitted electronically.

- Web hosting was replaced with new internal servers. This has given more stability to the system. A transition was made from VisualBasic to a .net platform for transmitting crash reports. This is in the testing phase. When fully implemented, crash reports will transmit through the web service at ITD and any system changes to Impact will update through the same web service.
- During 2008, a working group was created to review the Impact crash reporting program. Each field and instruction guideline for completing the field were reviewed. Officers requested standardization and uniformity for completing the form. After internal review, law enforcement agencies from all districts participated in a video conference to review the “old version” and the “improved version”. Recommended changes from the video conference will be implemented in the next grant year.
- Thirty-six agencies received crash report training during 2008. Fifteen classes were conducted throughout the state, with 289 officers being trained.



In the picture above, Carroll Dodd, Crash Report Training Specialist, is reviewing changes being made with Susan Mulkey, supervisor of the Crash database.

COMMUNITY TRAFFIC SAFETY

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

Traffic Safety Summit – Section 402 SCP0801, Section 163 V079870, State Budget TR0801

Funded Grant Total: \$34,777; Expended \$24,389

SCP0801 Funded: \$22,000; Expended \$11,612

V079870 Funded: \$ 7,777; Expended \$ 7,777

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

Accomplishments:

The summit was held on May 13, 2008 at the DoubleTree Riverside in Boise. *Smart Choices Save Lives* was the theme of this year's Summit. Speakers from outside Idaho included: John Whetsel, Oklahoma County Sheriff; Lowell Porter from Washington Traffic Safety Commission; Glenn Cramer and Shirley Wise from NHTSA Region 10. In-state speakers included: Traffic Safety Resource Prosecutor, Jared Olson, presented updates on Idaho traffic laws; Boise Police Department officers Kyle Wills and Eric Simunich presented on team efforts during highway safety mobilizations; and Bingham County Sheriff's Captain Mark Cowley, with a Bingham County teen, Brandon Ibarra presented on reducing risky youth driving behaviors, and "Project Ignition". The lunch keynote speaker was delivered by nationally acclaimed speaker Greg Patton, a Boise State University coach.

Attendance totaled 179. Over half of those attending, 54%, represented law enforcement agencies, including police, sheriff, and state police agencies. Others attending were traffic and roadway safety professionals and injury prevention professionals.

Total costs for the summit was \$24,389.

The evaluation responses included 72% from law enforcement officers, 6% from injury prevention professionals, and 22% from traffic and roadway safety professionals. Excerpts from the evaluations were:

- "Our agency will include more traffic enforcement, in response to Sheriff Whetsel's statistic on 80 percent crime decline in Oklahoma County with traffic enforcement."
- "The teen gave me great information to use on the job with his "police officers give too many warnings to teens. Don't give the warning, give the ticket."
- "This training will motivate my officers for effective traffic enforcement."
- "Networking with other agencies and departments was very valuable."



MOTORCYCLE SAFETY

402 funds were used for salary.

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

**INCENTIVE
GRANT
PROGRAMS**

SECTION 410 IMPAIRED TRAFFIC INCENTIVE GRANT PROGRAM

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

Impaired Driving Statewide Services Grant – SK80801

Funding Grant Total: \$454,321; Expended \$266,869

Accomplishments:

- **\$5,572** funded a November 2007 statewide Impaired Driving enforcement mobilization. The mobilization utilized federal funds for 36 agencies to perform DUI overtime saturation or dedicated patrol hours. The result was 1,239 officers making 15,491 traffic stops which resulted in 377 DUI arrests. **\$24,874** from Section 163 also funded this mobilization. See Section 163 mobilizations.
- **\$27,992** funded a December 2007 statewide Impaired Driving enforcement mobilization. The mobilization utilized federal funds for 40 agencies to perform DUI overtime saturation or dedicated patrol hours. The result was 1,749 officers making 11,456 traffic stops which resulted in 349 DUI arrests. **\$28,816** from Section 163 also funded this mobilization. See Section 163 mobilizations.
- **\$42,306** funded a March 2008 statewide Impaired Driving enforcement mobilization. The mobilization utilized federal funds for 35 agencies to perform DUI overtime saturation or dedicated patrol hours. The result was 1,103 officers making 5,470 traffic stops which resulted in 273 DUI arrests.
- **\$28,129** funded a July 2008 statewide Impaired Driving enforcement mobilization. The mobilization utilized federal funds for 27 agencies to perform DUI overtime saturation or dedicated patrol hours. The result was 728 officers making 3,775 traffic stops which resulted in 162 DUI arrests.
- **\$54,606** funded a Labor Day 2008 statewide Impaired Driving enforcement mobilization. The mobilization utilized federal funds for 29 agencies to perform DUI overtime saturation or dedicated patrol hours. The result was 1,165 officers making 7,856 traffic stops which resulted in 281 DUI arrests.
- **\$35,400** funded *Celebrate Graduation* activities for 89 high schools, with 9,604 seniors participating across Idaho. The purpose of this program is to provide a safe, non-alcoholic, chaperoned, fun event for seniors to attend on graduation night. The end result was no alcohol-related youth fatalities reported on graduation nights. This is a partnership project with the State Department of Education and the State Department of Juvenile Corrections.

- \$5,000 funded the purchase of shirts with the screened winning artwork from a poster contest. The shirts were distributed in conjunction with the celebrate graduation project. The theme of the contest was “No to Alcohol” and “Yes to Wearing a Seat Belt.” This is a partnership project with the State Department of Education and the State Department of Juvenile Corrections.
- \$1,570 funded the coordinator of the State Drug Recognition Expert (DRE) program to attend the annual DRE conference in Indianapolis with DRE coordinators from across the United States.
- \$2,410 funded 5 magistrate judges to attend a Traffic Court Seminar sponsored by the American Bar Association in Seattle.
- \$947 funded a Boise Police Department officer to attend the annual Alcohol Policy 14 Conference in Florida.
- \$350 funded a Boise Police officer to do a combined underage alcohol patrol with Meridian Police Department. This resulted in 7 under-age youths being cited for alcohol possession, 1 underage DUI, and 3 citations issued to bars for allowing under age youths on the premises.
- \$607 funded 5 Ada County Paramedics to take part in the *Every 15 Minutes* program at Kuna High School. This is an event that re-enacts a teen ager involved in a fatal vehicle crash that was alcohol-related.
- \$11,140 funded 8 members of the Ada County DUI Court team to attend the NHTSA sponsored training in California that provides training and guidelines for starting a DUI court.
- \$10,500 funded 43 law enforcement officers and prosecutors to attend a training course on “Prosecuting the Drugged Driver”. The course was sponsored by the Idaho Prosecuting Attorney’s Association and taught by Idaho’s Traffic Safety Resource Prosecutor.
- \$11,756 funded a 2 day in-service training for more than 100 of Idaho’s Drug Recognition Experts which was held in Meridian. This in-service provided training on data entry into the national database, as well as discussion on the newest updates to the DRE Training Manual. Attendees also had the opportunity to perform mock evaluations while being supervised by an instructor. This is one of the requirements for recertification.
- \$27,100 funded the reimbursement of equipment purchased by law enforcement agencies that participated in the “Equipment Incentive” program. Examples of equipment were alcohol sensors for breath testing, and in-car video systems for court evidence in impaired driving cases.
- \$480 for printing of educational materials.

- \$180 for annual subscription to the Civic Research Institute publication on impaired driving related articles.

Traffic Safety Resource Prosecutor Grant – SK80802

Funding Grant Total: \$128,000; Expended \$114,499

Accomplishments:

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

In 2008, Olson assessed, developed, and provided training for prosecutors and law enforcement which included:

“Prosecuting the Drugged Driver,” “Prosecuting the Impaired Driver: Basic DUI,” and “Cops in Court.” In addition, Olson received 62 training requests.

Olson responded to approximately 445 requests for technical assistance compared to 236 in the previous fiscal year. Olson provided technical assistance to 33 county prosecutor offices, 15 city prosecutor offices, the Idaho Attorney General's office, 25 law enforcement agencies, and all six regions of the Idaho State Police.

Olson was a presenter at Idaho's 2008 Highway Safety Summit with an attendance that included 94 law enforcement officers or agency staff and 79 highway safety partners from various organizations. Evaluations were positive and indicated participants had learned a great deal.

Olson provided four editions of “For the Road”, a quarterly newsletter mainly directed towards prosecutors, but also containing timely information for law enforcement officers as well.

Olson was a presenter at the 2008 Idaho Prosecuting Attorney's Association training for new prosecutors. He visited 27 of Idaho's 44 counties, meeting with prosecutors and local law enforcement.

Twin Falls County DUI Court Grant – SJ80803

Funding Grant Total: \$38,000; Expended \$36,155

Accomplishments:

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

Participants in DUI court enter into a one year intense program including weekly court appearances, Alcoholics Anonymous (AA) attendance, close monitoring by a probation officer, and treatment if ordered by the court.

At the end of September 2008, 27 participants had graduated, and there was one drug/alcohol-free baby born during the program. When the court was first started, the capacity was set at 25, but has now been increased to 34. Because of the number of participants, a larger court room is being used since the old court rooms capacity has been exceeded.

Since starting the DUI Court in 2007, there have only been three instances of an offender receiving a new DUI charge.

Steve Conger is the DUI Court Probation Officer and has also been assigned as the DUI Court Coordinator. In 2008, Steve completed an "Intense Coordinator Training" at the National Drug Court Institute held at the National Judicial College.

SECTION 157 OCCUPANT PROTECTION GRANT PROGRAM

The overall goal of the Section 157 Occupant Protection Program was to increase safety restraint use in Idaho in order to reduce the deaths, serious injuries and societal costs that result from motor vehicle crashes. Safety restraint use includes the use of seat belts, booster seats and child passenger seats. All Section 157 funds and activities are coordinated with the Section 402 Safety Restraint Program to increase safety restraint use and more program details can be found in that section of this report. Remaining Section 157 Incentive funds for Idaho's seat belt program totaled \$104,913.68. The funds were expended as follows:

Paid Media-	\$75,343
Enforcement -	\$29,376
Coalition Website -	\$ 195

The coalition website was brought up to date with new unbelted yearly totals and new OHOS contact information.

The enforcement funds were utilized for the November 2007 and May 2008 seat belt mobilizations. They funded overtime and equipment purchases. The paid media funds were used in conjunction with the mobilization media campaign.

See the Paid Media section and Mobilization sections for more details.

SECTION 408 DATA PROGRAMS IN SAFETEA-LU

Section 408 Incentive Data Program SAFETEA-LU – SK90801

Funded Grant Total: \$1,172,606; Expended \$29,891

Program funding is provided to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of the safety data, and to identify priorities. In the June 2006 Traffic Records Assessment, each of the systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance were evaluated to determine how effectively Idaho can gather and analyze the traffic crash data. Deficiencies were listed in the report, and a Strategic Plan was developed to address the deficiencies noted. The strategic plan is updated on an ongoing basis by the Traffic Records Coordinating Committee (TRCC).

Of the systems developed for the collection, management, retrieval and analysis of crash data, the Impact (Idaho Mobile Program for Accident Collection) system was recognized at the 2005 annual conference of the Governors Highway Safety Association (GHSA) with the Peter K. O'Rourke Special Achievement Award. Impact is the system utilized in collecting crash data from law enforcement agencies. Of Idaho's 125 law enforcement agencies, 113 agencies submitted 98% of all crash reports electronically.

Projects are listed in the Strategic Plan and prioritized to address recommendations noted in the Traffic Records Assessment. Baseline values have been set for each project and are used to determine whether measurable progress is being met. In the Strategic Plan, projects have been prioritized to address recommendations noted in the Assessment.

With the June 2008 Section 408 application, a *Current Report* was submitted. Two projects were noted as achieving measurable progress. An update to this report is provided below:

Measurable Progress:

EMS Patient Care Reporting System, ID-P-EMS began October 2007. The baseline value was established at 0 for the 103 emergency response agencies submitting 129 fields of information via the PERCS (Pre-Hospital Electronic System).

A query run on May 28, and noted in the June 2008 *Current Report*, reported meeting measurable progress. This was accepted by the NHTSA as meeting measurable progress. The total number of records submitted since May 28 is 13,985. Since the June 2008 *Current Report*, 35 additional agencies are submitting via PERCS.

On December 15, 2008, a query run shows 41,525 additional records have been submitted manually by hard copy of the completed form. Several of the larger emergency providers, such as Ada County, typically submit one time per year and this data will skew the percentages with an artificially high denominator.

Location Identification Project, ID-P-00201 was not included on crash reports prior to 2007. Since then, agencies are now using a latitude and longitude component from the Google mapping program. If the transmitted crash report does not include the latitude and longitude, the Office of Highway Operations and Safety (OHOS) crash analysts will locate the coordinates, based on the location information portion of the crash report. OHOS believes GPS coordinates of latitude and longitude are 100% accurate in locating the crashes on the line work provided by Google. The coordinates of specific crashes will be aligned in Google Maps, and also be analyzed and mapped using Google Maps. This will provide consistency.

A measure of progress reported by the OHOS in the June 2006 *Current Report*, utilized Google mapping for location coordinate information of the crash report. A query run of reports for July 2007 through April 2008 indicated 11,247, of a total 13,254 crash records, included latitude and longitude coordinates. This is 85% of reports including latitude and longitude coordinates. As reported in June 2008, this was an increase of 77 percent when compared with June 2007.

Project status update on remaining projects:

Technology Advances with eCitation:

New Projects, ID-P-500: Considerations for new projects by the Traffic Records Coordinating Committee (TRCC) will be reviewed at the end of the Request for Projects (RFP) deadline, February 13, 2009. New projects will be selected at this meeting.

Twin Falls County, ID-P-00502 has begun a sole source bid for purchase of software and equipment for the eCitation project. County legal review of the bid is scheduled to be completed in November 2008. Software and equipment will be ordered in December 2008, for a projected implementation by February 2009.

Lewiston Police Department, ID-P-00503 has met challenges with their initial planned purchase of software and equipment. A revised plan will be submitted to the TRCC for the next meeting, March 2009.

Idaho Trauma Registry, ID-P-00602 The Emergency Medical Services Bureau of Idaho Health and Welfare has submitted an enhancement project for consideration of funding. This project will be reviewed at the next TRCC meeting being held in March 2009.

WebCars Mapping Solution, ID-P-00101 This project will proceed when the new version of elmpact is fully implemented throughout the state.

DMV / County System Stabilization (CFER), ID-P-00401 is being developed to improve the county Department of Motor Vehicles (DMV) system. In planning the project, problems were encountered. The project is currently funded with a grant from the Federal Motor Carriers Safety Administration (FMSCA). Identification of the overall project Work Breakdown Structure (WBS) of work, milestones

and resource allocations has been revised, but the same standards, acceptance criteria and contract compliance measures remain in place. Saber continues as the vendor.

Sign and Signal Database, ID-P-00202 began in September 2008 with a Project Team and Executive Steering Committee being established. The Project Team meets weekly, and the Steering Committee meets bi-weekly. Project management controls and processes have been instituted within the project. A Project Charter (scope document), Issue, Risk, Decision, and Change Log/processes have been established.

ITD has engaged Cartegraph, a software development company, to provide a data management solution to meet programmatic and operational requirements. To address key decision points and definition for the services, ITD will first contract to complete an "Onsite Needs Assessment". This result will detail vendor deliverables and show a clear implementation path on architectural approach, licensing, GIS interface connections, etc. The second contract will execute the developed implementation, training plan and procure appropriate licensing.

MMUCC Compliance and Idaho Vehicle Collision Training Manual Revision, ID-P-00110 the working group has begun meeting to review each MMUCC element and attribute. Measurable progress will be met during the next year, as the drivers license classification is now being collected in the new version of Impact, eImpact. Ada County Sheriff's Office, Garden City Police Department, Meridian Police Department and Caldwell Police Department have now implemented the eImpact. As of December 12, 2008, the crash data is being transmitted with this added element.

CIRCA Enhancements Automated Vehicle Data Link, ID-P-00301 project will proceed when the new version of eImpact is fully implemented throughout the state.

Data System Projects to be Identified includes a project with the Idaho Trauma Registry enhancements and will be considered at the March 2009 TRCC meeting.

Completed Projects:

Idaho State Police Bar (ISP) Code Scanner, ID-P-00520 was funded from the Federal Motor Carriers Safety Administration to purchase equipment for electronically scanning the driver license record and vehicle registration information into the ISP Commercial Vehicle ASPEN software, and integrate with the crash system. Information is now electronically transmitted for crashes investigated by ISP Commercial Vehicle Services crashes into the Impact system. Detailed project information is awaiting the statewide implementation of eImpact.

Location Identification Project on Public Road Data, ID-P-00201 gives project detail under the sub section of Section 408 as "measurable progress."

A Project being removed from the Strategic Plan will be the Driver Conviction Data Link, ID-P-00402. The project was to provide analysis of information through a data link with the driver license data.

The project proposal will be reviewed after the upgrade of the DMV/County Stabilization Project currently in process.

Ada County Sheriff Electronic Citation Program – SK90802

Funded Grant Total: \$42,909; Expended \$39,973

The citation project was fully implemented in September 2008, but the agency still considers the system as “troubleshooting mode” and being close to resolving all problems and errors. Officers are using the system daily to write tickets and process the electronic citations in the county’s secure network.

On a weekly basis, the Ada County Clerk’s Office is importing the electronic citations in the Idaho State Police (ISP) ISTARs records management system. After importation, a criminal “case” is created, and the case information is immediately available to all ISTARs users, including the online public viewing version. In the future, routine importing may become more frequent.

Ada County Sheriff’s Office met the goal of the project, to help provide officers with the tools to process citations more quickly, with fewer errors and electronically transmit the information to the courts. Initial analysis shows:

Ada County eCitation Pilot Project Comparison

	Baseline Data	After Implementation
Dates of Tracking	June 9 - 20, 2008	September 15 - December 15, 2008
Number of Citations Tracked	183	650
Citations with Errors	16	19
% of Errors	8.7%	2.9%
Types of Errors:		
Missing date of occurrence	Yes	No
Incorrect date of occurrence	Yes	No
Misspelled violator name	Yes	No
Missing officer name and/or ID number	Yes	Yes*
Missing violation code	Yes	No
Incorrect violations code	Yes	2**
Incorrectly classified (infraction v. misdemeanor)	Yes	No
Missing information (i.e. vehicle information)	Yes	3***
Unrecognized officer name and/or jurisdiction not recognized by ISTARs	No	3****
Incorrect court dates	No	10*****†

Details on errors:

*	Citation numbering sequence is specific to the unit being used and is cross referenced to the officer assigned to the unit. Error was corrected the same day.
**	Local ordinance was not recognized by ISTARs. Errors were corrected and recognition for the ordinance is being installed.
***	During re-installation of software, citation number sequences were typed in wrong. Errors were correct the same day.
****	Errors were identified and corrected immediately after importing citations.
+	Software conflict was identified and corrected.

Section 408 Strategic Plan Project Schedule and Costs
Update for FFY 2008 Final Evaluation
 October 1, 2007 through September 30, 2008

Project Description	Monitoring System Project Identifier	Projected Budget Funding Year 3 6/16/08 - 6/15/09			Expenditures 9/30/2008				Funding Source
		Federal 408	Federal Other	State/City/ or County	Federal 408	Federal Other	State/City/ or County	Match 408	
Current Projects:									
Technology Advances with Electronic Citation Pilot Project	ID-P-00501	\$193,312			\$0				Fed - NHTSA 408
Ada County eCitation	ID-P-00501	\$42,909			\$39,973				Fed - NHTSA 408
Twin Falls County eCitation	ID-P-00502	\$45,000	\$38,100	\$37,500	\$0		\$0		Fed - NHTSA 408 & JAG; County & City Funding
Lewiston Police eCitation	ID-P-00503	\$65,538		\$41,519	\$0		\$0		Fed - NHTSA 408; City Budgeted Funding
EMS Patient Care Reporting System	ID-P-00601			\$250,000			\$54,000		EMS State Dedicated
Idaho Trauma Registry	ID-P-00602			\$250,000			\$276,896		EMS State Dedicated
WebCars Mapping Solution	ID-P-00101	\$379,696	\$30,000	\$9,000	\$18,898	\$54,500			Fed - NHTSA 402 & 408, FHWA 163
DMV / County System Stabilization (CFER)	ID-P-00401		\$500,000	\$1,000,000		\$500,000	\$101,808		Fed - FMCSA, ITD State Dedicated
Sign & Signal Database	ID-P-00202	\$96,150			\$0				Fed - NHTSA 408
MMUCC Compliance & Idaho Vehicle Collision Training Manual Revision	ID-P-00110	\$240,000	\$90,000	\$30,000	\$8,949	\$181,301	\$93,239		Fed - NHTSA 402, FHWA 163; ITD State Dedicated
Unbiased Policing Incentive Grant	ID-P-00510		\$992,522			\$0			Fed - NHTSA 1906
Data System Projects to be Identified		\$60,000				\$0			Fed - NHTSA 408
Future Projects:									
CIRCA Enhancements Automated Vehicle Data Link	ID-P-00301								Fed - NHTSA 408
Subtotal Current and Future Projects		\$1,122,605	\$1,650,622	\$1,618,019	\$67,820	\$633,441	\$424,135	\$0	
Completed Projects:									
ISP Bar Code Scanner Project	ID-P-00520		\$26,400			\$26,400			Fed - FMCSA
Location Identification Project on Public Road Data	ID-P-00201	\$50,000			\$3,331				Fed - NHTSA 408
Subtotal Completed Projects		\$50,000	\$26,400	\$0	\$3,331	\$26,400	\$0	\$0	
Projects removed from the Strategic Plan:									
Driver Conviction Data Link	ID-P-00402	\$10,000							Fed - NHTSA 408
Program Match							\$31,000		
Total Section 408 Projects		\$1,162,605	\$1,677,022	\$1,618,019	\$71,151	\$659,841	\$424,135	\$31,000	

SECTION 2010 MOTORCYCLE SAFETY

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

Motorcycle Safety – SK60801

Funded Grant Total: \$100,000; Expended \$94,016

SK60801 Funded: \$ 8,502; Expended \$ 3,538

SK60802 Funded: \$ 98,325; Expended \$90,478

Accomplishments:

- Motorcycle fatalities decreased 23.7% from 38 in 2006, to 29 in 2007. In 2008, there have been 29 fatalities through November.
- OHOS secured Motorcycle Safety funding with a submitted application for Section 2010 Motorcycle Safety in July. An award for \$100,000 was funded for FFY08.
- OHOS developed a public safety paid media message campaign for May & August to increase motor vehicle operators' awareness of motorcyclists (slogan "Share the Road" with Motorcycles).
- For the first time, OHOS sponsored a Motorcycle Impaired & Aggressive campaign in August, directed at motorcycle riders. This was a pilot project with 5 agencies in Boise and Canyon County participating.
- Through the partnership between the OHOS and the Idaho STAR program, funds were used to create a public announcement for both radio and television focused on raising awareness regarding motorcycle safety.
- OHOS contributed \$90,478 towards the motorcycle media campaign. The funding paid for the production of the public announcement, and paid media purchased spots in the five top Idaho markets for a three-week period from 5/05/08 to 5/18/08 and 06/09/08 to 06/22/08. The ad will also be used during motorcycle safety campaigns in FFY08.

Although the number of motorcycle crashes increased in 2007 by 19%, from 516 in 2006, to 615, the number of fatalities decreased 23.7%, from 38 in 2006 to 29 in 2007.

SECTION 1906 RACIAL PROFILING GRANT PROGRAM

Unbiased Racial Profiling – SK10801

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

Accomplishments:

- The Racial Profiling grant was awarded at the end of FFY07, and has been programmed in the FFY09 Performance Plan.
- This grant is in place to insure law enforcement agencies have racial profiling policies and procedures, and officers are following those when making traffic stops. Ada County Sheriff's Office was selected to develop the pilot program to capture race and ethnicity data on traffic stops, analyze the data, and make reports available to the public who request the information.
- The Ada County Sheriff's Office is currently negotiating a contract with Washington State University to determine how to successfully capture the data, analyze it, and identify problem areas.
- This grant will also allow Ada County to purchase electronic ticketing equipment and in-car video cameras to support the data captured.

SECTION 163 (0.08 BAC) PROGRAM

Section 163 funds were used for many purposes in FFY 2008 to reduce deaths and serious injuries on our highways.

Paid Media Campaigns – V069730

Funded Grant Total: \$ 31,939; Expended \$ 29,170

Aggressive (H921) Funded: \$ 25,939; Expended \$ 23,170

Youthful (H912) Funded: \$ 6,000; Expended \$ 6,000

These funds were instrumental in funding the OHOS paid media campaigns during FFY 2008. A summary of the types of paid media purchases are provided by program area below. See Paid Advertising Program section for more details on the paid media campaigns.

Program Area	Media purchases
Aggressive Driving	Radio and outdoor mobilization advertising
Youthful Drivers	May Mobilization advertising
TOTAL	\$29,170

Traffic Safety Summit – Section 402 Community Traffic Safety SCP0801, Section 163 V079870, State Budget TR0801

Funded Grant Total: \$34,777; Expended \$24,389
V079870 Funded: \$ 7,777; Expended \$ 7,777
SCP0801 Funded: \$ 22,000; Expended \$11,612
State Funded: \$ 5,000; Expended \$ 5,000

Accomplishments:

The summit was held on May 13, 2008 at the Doubletree Riverside in Boise for a total cost of \$24,389. *See Section 402 Community Traffic Safety for more details.*

XTR4 Website – V069740

Funded Grant Total: \$63,999; Expended \$ 2,250

Accomplishments:

Updates to the website have been minimal as OHOS plans a major update during the next federal fiscal year. Information on the XTR4.com website continues to be promoted with partners, such as the annual statewide Driving Instructor’s Workshops.

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

Funded Grant Total: \$36,782; Expended \$36,782

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

See Section 402 Child Passenger Safety for more details.

IMPACT2K.net Grant – V069800

Funding Grant Total: \$ 1; Expended \$1.

Accomplishments:

A transition was made from VisualBasic to a .net platform for transmitting crash reports. See Section 408 Traffic Records for more detail.

WebCARS – V069780

Funded Grant Total: \$49,224; Expended \$49,224

Accomplishments:

Enhancements were made for the mapping of crashes. Reports were added to allow users to map crashes using latitude and longitude. High Accident Location reports were added to access high

accident clusters. When Idaho Transportation Department moved to all SQL servers, database changes were made for WebCars to run on Framework 2.0.

Mobilizations – V079850

<u>Funded Grant Total:</u>	Expended \$126,313
<u>Impaired (H911) Funded:</u>	Expended \$ 52,621
<u>Seat Belts (H961) Funded:</u>	Expended \$ 40,000
<u>Aggressive (H921) Funded:</u>	Expended \$ 22,750
<u>Youthful (H912) Funded:</u>	Expended \$ 10,942

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

Idaho State Police Enforcement Grant – V079890

Funded Grant Total: \$16,768; Expended \$16,768

Accomplishments:

The ultimate objective of the grant was to reduce motor vehicle-related fatalities and serious injuries across the six regions of Idaho by reducing impaired driving and aggressive driving crashes, and increasing the use of safety restraints. This grant funded overtime dedicated to impaired or aggressive driving as well as seat belt compliance in all of the regions. Over 1450 hours were worked. Results include 54 impaired driving arrests, 891 aggressive driving citations, and 322 seat belt citations. WEBCARS reports showed a decrease in both aggressive driving and impaired driving crashes over prior year's results. This program will be continued in FY 2009.

Refer to Section 402 for additional details of the grant.

Law Enforcement Liaison – SCP0802, V079880

<u>Funded Grant Total:</u>	\$75,462; Expended \$37,768
<u>SCP0802 Funded :</u>	\$50,000 Expended \$27,659
<u>V079880 Funded :</u>	\$25,462 Expended \$10,109

The objective of the Law Enforcement Liaison (LEL) program is to increase the participation and effectiveness of law enforcement agencies and officers in the Idaho Transportation Department's six districts statewide. The LEL's promote multi-agency task forces, solicit and increase agency participation and officer commitment, and effectiveness during traffic enforcement mobilizations, while assisting OHOS with officer perspectives as we develop programs and plans to save lives and reduce serious injuries resulting from traffic crashes.

Accomplishments:

Each of the six ITD districts is represented by an LEL representative. The agreements are arranged through a memorandum of agreement with each respective employing agency. The program includes three police officers, two county sheriff's officers, and one Idaho State Trooper. The LEL from ISP was unable to continue so he was replaced in April by ISP Corporal Andy Hitt.

This year a leadership model for the LEL's was established. Sergeant Ted Piche', with the Lewiston Police Department, was selected as the LEL Chairman in August 2008. The Chairman acts as the lead in working with OHOS. OHOS offers administrative support to the LEL Chairman for the coordination of meetings, conference calls, or other coordinated efforts. This model has proven to be effective in improving communication and leadership recognition.

Each agency that supports an LEL was granted \$7,500 to fund their efforts by funding overtime, travel, and per diem. The officers worked continuously to recruit new agencies for participation in the traffic enforcement mobilizations. As a result of their efforts, several agencies that had never participated were able to this year. For those officers that did not expend their entire amount of granted funds (their agencies did not seek reimbursement), they purchased traffic enforcement equipment to aid in the LEL's efforts. One agency purchased 4 radar units to replace outdated models. The radars will aid in the enforcement of aggressive driving. The other agency purchased a Crash Data Report system for retrieving black box information post crash. This can be used to demonstrate the equipment available when partnering with OHOS. In addition to aiding the agency with post-crash investigation, the unit will serve as a pilot program for effectiveness.

The LEL's were offered continued education; four attended the Western States Regional LEL Conference in Denver, Co., three attended the Lifesaver's Conference in Portland, OR, and two have attended the NHTSA TOPS training program. After attending the educational conferences/meetings, each LEL gave a presentation to all of the other LEL's and the OHOS staff regarding ideas received and best practices learned.

The two officers that attended the TOPS training are working closely with the state to provide TOPS as part of the core curriculum for POST training. Officer Kyle Wills, after attending the TOPS training, presented the complete program to the LEL's and OHOS staff.

FLEX OF HSIP FUNDS FOR BEHAVIORAL SAFETY

- Idaho is one of the lowest funded states from NHTSA, for its highway safety program. This is largely because Idaho cannot qualify for seat belt incentive grant funds due to the law requirements for Section 405 & Section 406 funding. This inability to obtain the passage of more effective seat belt and child passenger safety laws has reduced funding for occupant protection projects under SAFETEA-LU as compared to funding received under TEA-21. The result has been a decrease in seat belt use in Idaho.
- To address this shortfall and bolster other programs, Idaho was able to flex a portion of the Highway Safety Improvement Program funding as provided by the Federal Highway Administration into the behavioral safety program. This took great support from our Idaho Federal Highway Administration Division office (FHWA) and the Executives of the Idaho Transportation Department (ITD). The Flex funds, totaling \$1,592,000 are being spent on; paid media and enforcement for the statewide mobilizations, teen project intended to change attitudes and develop decision-making skills, child passenger safety, and traffic records enhancements. Although Idaho qualified for 10 percent, it was decided to use only 5 percent of the flex funds with the rest used on infrastructure projects.
- The majority of the funds will supplement NHTSA funds to build upon the successful format of the Click It or Ticket mobilizations. In FFY 2009, Idaho will conduct ten mobilizations geared toward reducing impaired driving, aggressive driving, and increasing the use of seat belts. Idaho has been increasing the number of statewide mobilizations starting in 2006.
- \$1.592 Million flex funding became available to the Office of Highway Operations and Safety (OHOS) on August 18, 2008. However, no funding has been spent in FFY 2008.

**PAID ADVERTISING
PROGRAM**

PAID ADVERTISING

The overall goal of the Paid Advertising Program is to enhance the effectiveness of highway safety programs through paid media buys. Our public relations contractor, Es/Drake, worked hard to bring earned media to our highway safety issues. Strategic purchase of mass multi-media including radio, television, cinema, billboard, traffic/weather/news reports, and other printed medium were conducted to arouse public awareness and motivate behavioral changes to promote safe driving habits. Eleven campaigns were conducted in seven highway safety focus areas during FFY 2008.

Impaired Driving – Section 402 SPM0801 (H911), Section 410 SK808PM,

Funded Grant Total: \$377,216; Expended \$313,448

SPM0801 (H911) Funded: \$ 45,000; Expended \$ 8,040

SK808PM Funded: \$332,216; Expended \$305,408

Accomplishments:

Section 402

\$2500 of 402 funding was used to place an impaired driving message in a Hispanic “Yellow Pages” called Buena Vista that is distributed in the three main Hispanic regions of Idaho.

\$5500 of 402 funding was used to place an 8’ x 20’ impaired driving billboard on the outfield fence of the Boise Hawks Minor League Baseball team, using the message “Over the Limit Under Arrest.” Included with the package was a radio spot for home games and live reads during games about having designated drivers.

\$2,850 of 402 funding was used place an 8’ x 20’ impaired driving billboard on the outfield fence of the Idaho Falls Chukkars Minor League Baseball team, using the message “Over the Limit Under Arrest.”

Section 410

\$36,200 of 410 funding purchased two weeks of television ads in October 2007, aimed at underage drivers. There were 644 airings statewide. The video PSA was developed by Idaho’s Youth Education Alcohol Advisory Committee.

\$17,215 of 410 funding went toward the November Impaired Mobilization for the purchase of 30 second radio ad’s with the message of “Over the Limit Under Arrest.” This purchased 528 spots with an equal match of free spots.

\$59,414 of 410 funding went toward the December Impaired Mobilization for the purchase of airtime on TV, radio, and outdoor billboards with the message “Over the Limit Under Arrest.” This purchased 477 TV airings with an equal match of free airings, 482 radio spots with equal matching of free spots, and 33 outdoor billboards.

\$56,929 of 410 funding went toward the March Impaired Mobilization for the purchase of TV, airtime on radio, and outdoor billboards with the message "Over the Limit Under Arrest." This purchased 193 TV airings with an equal match of free airings, 274 radio spots with equal matching of free spots, and 33 outdoor billboards.

\$53,174 of 410 funding went toward the July Impaired Mobilization for the purchase of TV, airtime on radio, and outdoor billboards with the message "Over the Limit Under Arrest." This purchased 61 TV airings with an equal match of free airings, 198 radio spots with equal matching of free spots, and 33 outdoor billboards.

\$5,000 of 410 funding went toward an August Impaired mobilization directed at motorcycle riders. This was the first time anything had been directly aimed at motorcycle riders and was restricted to radio. There were 3 different "live reads." This purchased 212 radio spots.

\$78,457 of 410 funding went toward the Labor Day Impaired Mobilization for the purchase of TV, airtime on radio, and outdoor billboards with the message "Over the Limit Under Arrest." This purchased 71 TV airings with an equal match of free airings, 1000 radio spots with equal matching of free spots, and 47 Outdoor Billboards.

Seat Belts – Section 402 SMP0801 (H961), Section 157 S57PM71

<u>Funded Grant Total:</u>	\$121,679; Expended \$121,679
<u>SPM0801 (H961) Funded:</u>	\$ 46,336; Expended \$ 46,336
<u>S57PM71 Funded:</u>	\$ 75,343; Expended \$ 75,343

We conducted two seat belt campaigns in coordination with the two seat belt traffic enforcement mobilizations. Funding for the campaigns came from Section 157 incentive grant funds and Section 402 funds. The primary target audience for the radio and television buys was 18-34 year old males, based on the low seat belt use rate, high unbelted death rate and high unbelted serious injury rate of that age group. We also targeted the pickup truck driver for the same reasons.

Accomplishments:

The Thanksgiving Seat Belt Mobilization media campaign included 2014 radio spots, 510 television spots, and 31 billboards posted statewide. The television and radio spots began to run on the week prior to the start of the mobilizations and continued through the event. The billboards ran for a full 30 days beginning November 1st.

- Paid media campaign consisting of television and radio advertising costing \$59,696 utilizing Section 157 funds. The television ad featured a NHTSA-funded rolling pickup story. The radio ads included live reads such as, "Enforcing seat belt laws is NOT about writing tickets. It IS about saving lives. Buckling up is your best defense against serious injury or death. Seat belt law enforcement patrols are under way now. So...Click It, Don't Risk It! Brought to you by the Idaho Transportation Department." We also used the "Sound Effects" ad developed by Es/Drake.

The May mobilization paid media campaign consisted of billboard, television, radio, and theatre. Billboards (51 around the state) featured the truck ad "Seat Belt Enforcement Under Way" in addition to the static theatre advertisement. The billboard and theatre spots ran for the entire month of May. Television and radio spots began 1 week prior to the scheduled traffic enforcement mobilizations. During this period, there were 119 TV ads and 1,036 radio ads. Earned media included 2 press conferences, 2 seat belt related TV news stories, and 2 print news stories. We also ran public service announcements in 2 trade publications, which were the Idaho UNIDO and the Idaho Association of Police Chiefs.

- Paid media campaign consisting of billboard, television, radio, costing \$73,159, down from \$84,387 in 2006, and down from \$187,463 in 2005. Billboards featured a "Ticket Repellent" message. Television ads used a combination of the rolling pickup and the "Friendly Officer," another NHTSA-funded ad showing an officer ticketing a teenager. Radio ads included the "Sound Effects" ad developed by Es/Drake as well as our Law Enforcement Liaison locally produced ads. The *Click It, Don't Risk It!* theme was recently seen or heard by 85 percent of Idaho's population based on a public opinion poll conducted the following September;

Child Passenger Safety – Section 402 – SPM0801

Funded Grant Total: \$34,803; Expended \$34,803
SPM0801 (H961) Funded: \$34,803; Expended \$34,803

Accomplishments:

A paid media campaign aired during September Child Passenger Safety Week. This campaign included 604 paid radio ads accompanied by 589 free radio ads distributed statewide for a total of 1,193. There were also 39 billboards with the message "Children are Gifts – Wrap Them Securely" and a photo of a young boy properly belted in a booster seat. The billboards were on display for a minimum of 30 days each.

Aggressive Driving – Section 402 SPM0801 (H921), Section 163 V069730 (H921)

Funded Grant Total: \$105,939; Expended \$100,906
SPM0801 (H921) Funded: \$ 80,000; Expended \$ 77,736
V069730 (H921) Funded: \$ 25,939; Expended \$ 23,170

Accomplishments:

The OHOS conducted two aggressive driving campaigns, April 18 -27 and July 18–27. The mobilization was combined with the Youthful Driver Program to provide additional focus and funding. The ads for both mobilizations were "Drivers Chill or Pay the Bill."

The media buy for the April mobilization included 39 billboards, 795 adult radio ads. It was estimated that 54.8% of the population was reached. Paid media for the campaign cost \$42,251.

The media buy for the July mobilization included 61 billboards, 793 adult radio ads. It was estimated that 49.6% of the population was reached. Paid media for the campaign cost \$49,395.

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

Funded Grant Total: \$148,000; Expended \$ 127,871
SPM0801 (H912) Funded: \$142,000; Expended \$ 121,768
V069730 (H912) Funded: \$ 6,000; Expended \$ 6,000

Accomplishments:

During October 15 to 21, Teen Driver Safety Week, paid media was purchased on radio to encourage teens, parents, and communities to examine and discuss teen driving safety issues. Radio messages were purchased for \$5,206.

Lance Galbraith from the Idaho Stampede championed a message for teens to be alert for winter driving hazards. The ad was developed and produced by the Idaho Transportation Department. Television and cable media was purchased for a total of \$39,423 during December 17 to 30, 2008, and again January 7 to 13, 2009. The ad was recognized with a 2008 *Regional Pace Award* for AAMVA Region IV.

Television and cable media for a total of \$34,862 was purchased, March 3 to 23, and focused on reducing teen impaired driving. The television ad produced by YEAAC, the Youth Education Account Advisory Committee, promoted the message to teens throughout the state.

Paid media purchases were coordinated with the Aggressive Driving and Seat Belt mobilization campaigns featuring radio messages on teen speeding and distracted driving, as well as always wearing a seat belt. Billboard expenditures totaled \$10,000, and the remaining radio advertising was \$37,490.

The XTR4 website was advertised on idahosports.com during high school basketball playoffs for which broadcasts. The total purchased was \$890.

Bicycle/Pedestrian Safety – Section 402 SPM0801 (H981)

Funded Grant Total: \$17,487; Expended \$17,487
SPM0801 (H981) Funded: \$17,487; Expended \$17,487

Accomplishments:

Media Campaign – purchased 1,228 “Share the Road” FHWA radio ads which were aired during June and July and received 717 free radio spots for a total of 1,945 30-second radio spots throughout Idaho. We also purchased indoor advertising addressing impaired pedestrians (Take the Time to Cross Safely) and placed them in popular businesses public event locations (eg. County fair, Meridian Speedway, Boise Zoo, sporting events, etc.) that serve alcohol. The posters were designed and printed in-house for cost effectiveness and were displayed in restroom stalls. Total campaign costs were \$20,750.

Motorcycle Safety –Section 2010 SK60802

Funding Grant Total: \$100,000; Expended \$90,478

Accomplishments:

Through the partnership between the OHOS and the Idaho STAR program the funds were used to create a public announcement for both radio and television focused on raising awareness regarding motorcycles safety.

The OHOS funded \$90,478 towards the motorcycle media campaign which included \$2,500 to the University of Idaho for a media survey.

In addition to the Motorcycle Awareness campaign in May, OHOS sponsored an Impaired/Aggressive campaign the first two weeks of August (1-17th), targeted directly at motorcycle riders. Five agencies within Ada and Canyon County participated in this campaign.

144 Pump Topper posters were added to the media buy plan for FFY08, and placed in 36 locations throughout the state during the month of May.

FFY 2008 PAID ADVERTISING

	Overall Highway Safety	Alcohol	Occupant Protection	Child Passenger Safety	Aggressive Driving	Youthful Drivers	Motorcycle Safety	Bike/Pedestrian Safety
Section 402	\$48,779	\$8,040	\$46,336	\$34,803	\$77,736	\$121,768	\$0	\$17,487
Section 410		\$305,408	\$0	\$0	\$0	\$0	\$0	\$0
Section 157 Incentive	\$0	\$0	\$75,343	\$0	\$0	\$0	\$0	\$0
Section 163	\$3,775	\$0	\$0	\$0	\$23,170	\$6,000	\$0	\$0
Section 2010	\$0	\$0	\$0	\$0	\$0	\$0	\$90,478	\$0
Total Paid Media		\$313,448	\$121,679	\$34,803	\$100,906	\$127,768	\$90,478	\$17,487

	Overall Highway Safety	Alcohol	Occupant Protection	Child Passenger Safety	Aggressive Driving	Youthful Drivers	Motorcycle Safety	Bike/Pedestrian Safety
Budget for Section 402	\$80,000	\$45,000	\$47,273	\$45,125	\$80,000	\$142,000	\$0	\$20,750

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
<i>Seatbelt Safety</i>	Radio/Live Read	11/5 - 11/18	Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA, Small Market (Bonners Ferry, Driggs, CDA, Logan, Rupert, Orofino, McCall, St. Maries, Grangeville, Sandpoint, Sun Valley, Salmon, Wallace and Hispanic)	8.8	61.5%	1,434	1,434	\$24,967.48
	Television/Cable	5/12 - 6/1	Boise, Idaho Falls/Pocatello, Twin Falls, Lewiston	3.3	63.3%	244	243	\$16,094.75
	Radio/Live Read		Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA, Small Market (Driggs, Emmet, Rupert, Sandpoint, Orofino, McCall, Grangeville, Sun Valley, Salmon, Wallace)	7.9	42.8%	834	834	\$21,859.11
	Outdoor	5/5 - 6/1	Boise, Nampa/Caldwell, Mountain Home, Payette, Weiser, Twin Falls, Buhl, Burley, Gooding, Jerome, Paul, Rupert, Pocatello, American Falls, Blackfoot, Preston, Idaho Falls, Rigby, Shelley, Montpelier, Orofino, Riggins, Grangeville, CDA, Post Falls, Bonners Ferry	51 boards	11,400,600 Impressions	NA	NA	\$28,286.90
	Movie Ads		Boise, Idaho Falls, CDA	72 screens	360,243 monthly attendance	NA	NA	\$9,452.52
<i>Impaired Driving</i>	Impaired MC Radio	7/28 - 8/17	Boise	NA	NA	212	212	\$4,505.00
	Radio	11/5 - 11/18/07	Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	6.25	55.0%	1024	1025	\$14,018.20
	Radio	12/17 - 1/6	Boise, Idaho Falls, Pocatello, Twin Falls, Lewiston/Clarkston, Spokane	5.43	39.7%	334	334	\$7,437.50
	Television/Cable		Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane	3.1	70.3%	726	725	\$22,972.95
	Outdoor	12/3 - 1/6/08	Boise, Nampa/Caldwell, Mountain Home, Payette, Twin Falls, Burley/Rupert, Idaho Falls, Pocatello, Blackfoot, Lewiston, Moscow, Post Falls, Kellogg/Wallace	34 boards	9,242,708 Impressions	NA	NA	\$17,609.45
	Television/Cable	3/3 - 3/23	Boise, Idaho Falls/Pocatello, Twin Falls, Lewiston	3	66.0%	213	213	\$11,517.93
	Radio		Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	6.4	36.8%	284	284	\$6,908.28
	Outdoor	2/25 - 4/30	Boise, Nampa/Caldwell, Mountain Home, Payette, Idaho Falls, Pocatello, Blackfoot, Twin Falls, Rupert, Burley, Moscow, Lewiston, CDA, Post Falls, Kellogg, Bonners Ferry	33 boards	9,489,060 Impressions	NA	NA	\$25,345.09
	Television/Cable	6/23 - 7/6	Boise, Idaho Falls/Pocatello, Twin Falls, Lewiston	2.4	55.7%	167	166	\$12,906.17
	Radio		Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	7.88	43.2%	823	824	\$8,303.25
	Outdoor	6/16 - 7/13	Boise, Nampa/Caldwell, Mountain Home, Payette, Idaho Falls, Pocatello, Blackfoot, Twin Falls, Rupert, Burley, Moscow, Lewiston, CDA, Post Falls, Kellogg/Wallace, Bonners Ferry	34 boards	8,793,300 Impressions	NA	NA	\$20,372.59
	Television/Cable	8/11 - 9/7	Boise, Idaho Falls/Pocatello, Twin Falls, Lewiston	3.33	72.0%	282	283	\$22,884.23
	Radio		Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	10	41.6%	514	514	\$9,619.11
	Outdoor		Boise, Nampa/Caldwell, Mountain Home, Payette, Idaho Falls, Pocatello, Blackfoot, Twin Falls, Rupert, Burley, Moscow, Lewiston, CDA, Post Falls, Kellogg, Bonners Ferry, Heyburn, Weiser, Culdesac, Osburn	44 boards	9,957,300 Impressions	NA	NA	\$27,732.10

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Aggressive Driving	Radio	4/14 - 5/4	Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA.	8.12	54.8%	795	795	\$18,741.82
	Outdoor	3/31 - 5/4	Boise, Nampa/Caldwell, Mountain Home, Payette, Idaho Falls, American Falls, Pocatello, Blackfoot, Twin Falls, Rupert/Burley, Filer, Gooding, Jerome, Paul, Rupert, Shoshone, Wendell, Moscow, Lewiston, Riggins, Grangeville, CDA, Post Falls, Bonners Ferry	39 boards	9,336,360 Impressions	NA	NA	\$23,509.60
	Radio	7/14 - 8/10	Mountain Home, Twin Falls Area, IF/Poc Area, Lewiston Area	8.8	49.6%	793	793	\$18,778.40
	Outdoor		Boise, Nampa/Caldwell, Mountain Home, Payette, Weiser, Emmett, American Falls, Pocatello, Blackfoot, Preston, Soda Springs, Twin Falls, Buhl, Burley, Filer, Gooding, Jerome, Paul, Rupert, Shoshone, Wendell, Idaho Falls, Rexburg, Rigby, Shelley, St. Anthony, Montpelier, Moscow/Pullman, Lewiston/Clarkston, Orofino, Riggins, Ferdinand, Grangeville, CDA, Post Falls, Kellogg/Wallace, Bonners Ferry	61 boards	12,969,840 Impressions	NA	NA	\$30,616.79
Child Passenger Safety	Radio	9/8 - 9/28	Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA, Sandpoint, Orofino, Grangeville, Salmon, Sun Valley, Driggs	8.78	46.4%	826	826	\$12,603.02
	Outdoor		Boise, Nampa/Caldwell, Mountain Home, Payette, Weiser, Emmett, American Falls, Pocatello, Blackfoot, Soda Springs, Twin Falls, Buhl, Burley, Filer, Gooding, Jerome, Paul, Rupert, Shoshone, Idaho Falls, Rexburg, Rigby, Shelley, St. Anthony, Montpelier, Moscow/Pullman, Lewiston/Clarkston, Orofino, Riggins, Ferdinand, Grangeville, CDA, Post Falls, Kellogg/Wallace, Bonners Ferry	44 boards	7,806,390 Impressions	NA	NA	\$20,237.61
Motorcycle	Movie Ads	5/5 - 5/18 & 6/9 - 6/22	Boise, Idaho Falls, CDA	9.4	59.1%	959	958	\$18,607.85
	Television/Cable		Boise, Idaho Falls/Pocatello, Twin Falls, Lewiston, Spokane	4.87	84.3%	1540	1540	\$52,173.00
	Radio		Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	6.6	33.0%	424	423	\$10,642.00
	Pump Toppers	5/5 - 6/1	Boise, Nampa, Meridian, Caldwell, Idaho Falls, Pocatello, Rexburg, Twin Falls, CDA, Lewiston	144 posters, 36 locations	3,030,300 Impressions	NA	NA	\$8,321.39
Bike/Ped Safety	Radio	6/16 - 7/6	Boise, Idaho Falls, Pocatello, McCall, Driggs, Sun Valley, Grangeville, Orofino, Sandpoint, Wallace, Lewiston	7.25	47.5%	651	651	\$12,855.09
	Creative Indoor	6/16 - 8/3	Boise, Meridian, Nampa/Caldwell	48 boards, 12 locations	102,500 monthly visitors	NA	NA	\$4,080.00
Seatbelt, Impaired, Aggressive	Live Read Radio	9/1 - 10/5	Boise, Spokane, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston	NA	NA	1840	1840	\$4,080.00

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Youth	Radio	10/15 - 10/21	Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	3.4	49.8%	282	282	\$5,206.25
	Radio	4/14 - 6/1	Boise, Idaho Falls, Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA	18.4	66.8%	1602	1603	\$26,038.90
	Radio (Seatbelt)	11/5 - 11/8	Boise, Idaho Falls/Pocatello, Twin Falls/Jerome, Lewiston/Clarkston, Spokane/CDA, Small Market (Bonners Ferry, Driggs, CDA, Logan, Rupert, Orofino, McCall, St. Maries, Grangeville, Sandpoint, Sun Valley, Salmon, Wallace and Hispanic)	8.8	61.5%	1434	1434	\$24,967.48
	Radio (Seatbelt)	5/19 - 6/8	Part of the 4/14-6/1 flight.	NA	NA	NA	NA	NA
	Television/Cable	12/17 - 12/30 and 1/7 - 1/13	Boise, Twin Falls, Idaho Falls/Pocatello, Spokane	2.4	31.0%	1148	1148	\$33,886.95
	Television (Teen Drinking/Driving)	3/3 - 3/23	Boise, Idaho Falls/Pocatello, Spokane, Twin Falls, Lewiston	4.33	45.8%	368	368	\$28,202.15
ISP Partnership	Radio	4/28 - 5/11	Boise	5.3	55.0%	248	248	\$8,202.50

Summary of Paid Advertising Survey Results

The University of Idaho, Social Science Research Unit, conducted a telephone survey to examine driving behavior among Idaho residents. A total of \$12,952 was paid for the data collection and analysis. The survey was designed to assess the efficacy of the public awareness campaigns concerning seat belt use, driving behavior, child safety restraint use, aggressive and impaired driving.

A random sample of 1,200 Idaho households with listed numbers was purchased from Survey Sampling, Inc. Pre-notification postcards were mailed to each household on July 22, 2008 to let the respondents know they would be contacted over the phone. The postcard listed the toll free number of the SSRU in case the respondent had any questions about the survey, wished to schedule an appointment, or refuse the survey.

All telephone interviews were begun July 31, 2008 and continued until September 8, 2008. Completing the survey were 445 households, 60 were ineligible households (households that did not have a valid driver in the household, were deceased, seriously ill, or no longer drove), 243 refusals, 160 disconnected numbers, 292 non-contacted households. Three surveys were conducted in Spanish. The final response rate was 45.4%.

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

- Nearly 86% of Idaho drivers report they always wear a seat belt when driving or riding in a vehicle, with a 95% confidence limit of (82.6% - 89.0%). The confidence limit from this study overlaps the confidence limit from a statewide observational study of seatbelt use (73.3% - 83.7% seatbelt use), indicating similar findings from the two studies;
- Over half of the respondents (56.9%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seat belt, even if that was the only reason for which they were pulled over, which is an increase from previous years.
- Speeding and tailgating are the most common forms of aggressive driving cited by Idaho drivers, similar to the 2007 results;
- The most commonly sighted inappropriate driving behaviors by teenagers are speeding (41.0%) and cell phone use (27.5%);
- Just over 40% (40.4%) of Idaho drivers feel that teenage drivers should have 50 hours of supervised driving before they can get their license, which is equal to the amount currently required by Idaho law;
- Over half (57.7%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, but many individuals also commented that requirements should be based on the size of the child rather than the age;

- Over 90% (90.3) of respondents felt it was very important for Idaho to enforce the drinking and driving laws, although only 1 in 5 (20.0%) feel that it is very likely a person arrested for a DUI will be convicted;
- 71.8% of respondents would support legislation requiring helmet use among motorcyclists, similar to the 2007 results;
- Respondents felt that some motorcyclists chose not to wear a helmet because it is their right to ride without one (22.6%), it is uncomfortable (21.0%), or because it's "not cool" or you don't fit in by wearing a helmet (17.2%).

2008 Paid Advertising Survey Results

How often do you drive a motor vehicle?

Response	Frequency	Percent
Never	1	0.2
A few times a year	4	0.9
A few times a month	23	5.2
Almost every day	118	26.5
Every day	299	67.2
Total	445	100.0

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

Response	Frequency	Percent
Never	4	0.9
Rarely	12	2.7
Occasionally	9	2.0
Usually	38	8.5
Always	381	85.6
Total	444	99.8

Have you recently seen or heard messages about wearing your seatbelt?

Response	Frequency	Percent
No	95	21.3
Yes	343	77.1
Don't know -- don't read	5	1.1
Total	443	99.6

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

Response	Frequency	Percent
No	80	18.0
Yes	363	81.6
Don't know -- don't read	2	0.4
Total	445	100.0

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

Response	Frequency	Percent
No	47	10.6
Yes	34	7.6
Reported they always wear seatbelt	276	62.0
Total	357	80.2

How much more often do you wear your seatbelt?

Response	Frequency	Percent
25 % More	8	1.8
50 % More	6	1.3
75 % More	7	1.6
I always wear my seatbelt now	14	3.1
Don't know	1	0.2
Total	36	8.1

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

Response	Frequency	Percent
Definitely not support	100	22.5
Probably not support	52	11.7
I am neutral	35	7.9
Probably support	85	19.1
Definitely support	166	37.3
Don't know -- don't read	3	0.7
Total	441	99.1

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

Response	Frequency	Percent
Not a problem	47	10.6
Small problem	91	20.4
Moderate problem	181	40.7
Big problem	86	19.3
Don't know -- don't read	40	9.0
Total	445	100.0

In your community, how big of a problem is aggressive driving?

Response	Frequency	Percent
Not a problem	56	12.6
Small problem	118	26.5
Moderate problem	178	40.0
Big problem	89	20.0
Don't know -- don't read	3	0.7
Total	444	99.8

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

Response	Frequency	Percent
Speeding	152	34.2
Tailgating	131	29.4
Running red lights or stop signs	45	10.1
Lane weaving	47	10.6
Failure to yield	15	3.4
I haven't observed any aggressive behavior	10	2.2
Don't know -- don't read	32	7.2
Other	5	1.1
Total	437	98.2

How often do you engage in aggressive driving behavior?

Response	Frequency	Percent
Never	195	43.8
Rarely	174	39.1
Occasionally	65	14.6
Usually	8	1.8
Don't Know	2	0.4
Total	444	99.8

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

Response	Frequency	Percent
I am late	152	34.2
I am upset with another driver	39	8.8
I am upset with road construction or conditions	6	1.3
I am upset with something in my personal life	3	0.7
Some laws are meant to be broken	5	1.1
Other	41	9.2
Don't Know	7	1.6
Total	253	56.9

Have you recently seen or heard messages about aggressive driving?

Response	Frequency	Percent
No	192	43.1
Yes	247	55.5
Don't know -- don't read	5	1.1
Total	444	99.8

Did the message cause you to avoid aggressive driving?

Response	Frequency	Percent
No	138	31.0
Yes	96	21.6
Don't know -- don't read	4	0.9
Total	238	53.5

In your community, are inappropriate driving behaviors of teenagers a problem?

Response	Frequency	Percent
I don't notice a problem	95	21.3
Minor problem	104	23.4
Moderate problem	172	38.7
Major problem	58	13.0
Don't know -- don't read	15	3.4
Total	444	99.8

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

Response	Frequency	Percent
Speeding	142	31.9
Tailgating	15	3.4
Not wearing a seat belt	1	0.2
Driving impaired (drunk driving)	2	0.4
Distraction by passengers	30	6.7
Talking on a cell phone/text messaging	95	21.3
Running red lights or stop signs	10	2.2
Lane weaving	22	4.9
Don't know -- don't read	13	2.9
Other	16	3.6
Total	346	77.8

Have you recently seen or heard messages about teen driving?

Response	Frequency	Percent
No	316	71.0
Yes	125	28.1
Don't know -- don't read	4	0.9
Total	445	100.0

Do you feel this message may cause teens to change their driving behaviors?

Response	Frequency	Percent
No	70	15.7
Yes	41	9.2
Don't know -- don't read	14	3.1
Total	125	28.1

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

Response	Frequency	Percent
Parents	209	47.0
Law enforcement	31	7.0
Driving instructor	28	6.3
Other teens	164	36.9
Other	5	1.1
Don't Know	8	1.8
Total	445	100.0

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

Response	Frequency	Percent
No	164	36.9
Yes	256	57.5
Don't know -- don't read	22	4.9
Total	442	99.3

If you transport children under the age of 12 in your car, do they ride in the front or back seat?

Response	Frequency	Percent
Front	11	2.5
Back	270	60.7
Both/Depends	35	7.9
Don't transport children	128	28.8
Total	444	99.8

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

Response	Frequency	Percent
No	231	51.9
Yes	210	47.2
Don't know -- don't read	3	0.7
Total	444	99.8

Did the message cause you to use child safety or booster seats for the children in your cars?

Response	Frequency	Percent
Yes	24	5.4
No	19	4.3
Do not transport children	82	18.4
No, I already use child safety seats all the time	85	19.1
Don't know	1	0.2
Total	211	47.4

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

Response	Frequency	Percent
Very important	402	90.3
Important	34	7.6
Neutral	7	1.6
Not important	1	0.2
Don't know	1	0.2
Total	445	100.0

How likely do you believe it is that a person arrested for DUI will be convicted?

Response	Frequency	Percent
Very likely	89	20.0
Likely	129	29.0
Am Neutral	86	19.3
Unlikely	62	13.9
Very Unlikely	41	9.2
Don't know -- don't read	38	8.5
Total	445	100.0

How likely do you believe it is that a person arrested for DUI will receive punishment?

Response	Frequency	Percent
Very likely	88	19.8
Likely	154	34.6
Am Neutral	70	15.7
Unlikely	68	15.3
Very Unlikely	39	8.8
Don't know -- don't read	24	5.4
Total	443	99.6

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

Response	Frequency	Percent
No	65	14.6
Yes	377	84.7
Don't know -- don't read	2	0.4
Total	444	99.8

Did you hear the message "Drunk driving. Over the limit. Under arrest."?

Response	Frequency	Percent
No	181	40.7
Yes	247	55.5
Don't know -- don't read	16	3.6
Total	444	99.8

Did the message cause you to not drink and drive?

Response	Frequency	Percent
Yes	30	6.7
No	27	6.1
I don't drink alcohol	99	22.2
I never drink and drive	91	20.4
Don't know	1	0.2
Total	248	55.7

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

Response	Frequency	Percent
No	118	26.5
Yes	310	69.7
Don't know -- don't read	15	3.4
Total	443	99.6

Have you recently seen or heard messages about motorcycle awareness?

Response	Frequency	Percent
No	167	37.5
Yes	271	60.9
Don't know -- don't read	4	0.9
Total	442	99.3

Have you recently seen or heard the message "Think, Look Twice, for Motorcyclists?"

Response	Frequency	Percent
No	151	33.9
Yes	287	64.5
Don't know -- don't read	4	0.9
Total	442	99.3

Do you believe that seeing this message increased your awareness of motorcyclists?

Response	Frequency	Percent
No	66	14.8
Yes	219	49.2
Don't know -- don't read	4	0.9
Total	289	64.9

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

Response	Frequency	Percent
No	116	26.1
Yes	319	71.7
Don't know -- don't read	9	2.0
Total	444	99.8

Do you have a motorcycle endorsement on your driver's license?

Response	Frequency	Percent
No	401	90.1
Yes	41	9.2
Don't know -- don't read	1	0.2
Total	443	99.6

Do you currently own a motorcycle licensed for street use?

Response	Frequency	Percent
No	398	89.4
Yes	46	10.3
Total	444	99.8

Do you or a member of your household plan to purchase a motorcycle, moped, or gas powered scooter within the next 12 months?

Response	Frequency	Percent
No	393	88.3
Yes	50	11.2
Don't know -- don't read	1	0.2
Total	444	99.8

What is the PRIMARY reason that some riders choose to ride without a helmet?

Response	Frequency	Percent
It's uncomfortable	93	20.9
It's "not cool" or you don't fit in, if you are wearing one -	76	17.1
Helmets block your view	16	3.6
Helmets block too much sound and you can't hear -	2	0.4
Riders don't understand the risks if they don't wear it -	36	8.1
The cost to purchase a helmet is too high -	1	0.2
It's their right to ride without one	100	22.5
Don't know -- don't read	42	9.4
Other	77	17.3
Total	443	99.6

Please tell me how strongly you agree or disagree with the following statement: My insurance and/or taxes go up as a result of injuries sustained in an accident by motorcyclists not wearing their helmet:

Response	Frequency	Percent
Strongly agree	68	15.3
Agree	171	38.4
Neither agree nor disagree	94	21.1
Disagree	63	14.2
Strongly disagree	10	2.2
Don't know -- don't read	37	8.3
Total	443	99.6

The amount of highway safety messages I see is....

Response	Frequency	Percent
Too many	10	2.2
Adequate	244	54.8
Too few	172	38.7
Don't know -- don't read	15	3.4
Total	441	99.1

What type of vehicle do you drive most often?

Response	Frequency	Percent
Car	223	52.4
Pick-Up	69	15.5
Sport Utility Vehicle (SUV)	95	21.3
Van	38	8.5
Motorcycle	4	0.9
Other	4	0.9
Total	443	99.6

Sex of Respondent

Response	Frequency	Percent
Female	271	60.9
Male	173	38.9
Total	444	99.8

**MOBILIZATION
PROGRAM**

TRAFFIC ENFORCEMENT MOBILIZATIONS

Mobilizations – Section 402 Impaired SAL0801, Seat Belts SSB0801, Aggressive SPT0801, Aggressive Youthful SPT0821, Seat Belts Youth SSB0821, Pedestrian Safety SPS0801, Section 410 Impaired SK80801, Section 157 S570P81, Section 163 V079850

The traffic enforcement mobilization program is a concerted effort to reduce deaths and serious injuries in traffic crashes by funding dedicated overtime enforcement hours and to provide a means for agencies to acquire traffic enforcement equipment for hours worked during Idaho's Traffic Enforcement Mobilization.

One to two weeks prior to each mobilization, a paid and earned media campaign designed to address driver behavior is conducted using TV, radio, print and billboards. This media campaign advertises and enhances the effectiveness of each mobilization.

The mobilization effort is conducted by each contractor/agency providing a commissioned police officer with appropriate equipment on a paid overtime basis to enforce impaired driving, aggressive driving, and safety restraint use with emphasis as designated by OHOS. Some agencies also worked regular duty hours dedicated to the Traffic Enforcement Mobilizations. The hours can be counted toward funding of the purchase of traffic safety equipment. Each agency is asked to publicize the enforcement effort to increase its effectiveness by working with local media contacts to increase the awareness of enforcement efforts and to provide education to the public. OHOS provides promotional materials and draft press releases. The agency also participates in statewide highway safety paid media campaigns and accepts the benefits of having the ads run in their local communities.

Eight traffic enforcement mobilizations were conducted. The mobilization efforts often coordinated with the NHTSA national mobilizations. Idaho has a total of 130 law enforcement agencies. Some sort of traffic enforcement mobilization was taking place 117 days during FFY 2008. The number of dedicated enforcement hours for the first two mobilizations is high because Idaho State Police participated statewide and tracked the results.

<u>Funded Grant Total:</u>	Expended \$544,936
<u>402 Impaired :</u>	Expended \$ 72,435
<u>410 Impaired :</u>	Expended \$177,905
<u>163 Impaired (H911) :</u>	Expended \$ 52,621
<u>402 Seat Belts :</u>	Expended \$ 52,066
<u>157 Seat Belts :</u>	Expended \$ 29,376
<u>402 Aggressive :</u>	Expended \$131,739
<u>163 Aggressive (H921) :</u>	Expended \$ 22,750

163 Youthful: Expended \$ 10,942
402 Youthful; Expended \$ 14,316
402 Pedestrian Safety: Expended \$ 1,728

<u>Mobilization Date</u>	<u>Focus Area</u>	<u># of Participating Agencies</u>	<u>Overtime Hours</u>	<u>Dedicated Enforcement Hrs.</u>
Thanksgiving: Nov. 12-25	Impaired Driving and Seat Belts	36	1862	12,343
New Years: Dec. 17 –Jan. 2	Impaired Driving	40	1744	13,752
St. Patrick's – March 12-19	Impaired Driving	35	1103	6726
April 18-27	Aggressive Driving	34	1082	8209
Click It: May 19-June 1	Seat Belts	30	1443	1851
Independence Day – July 2-7	Impaired Driving	27	728	5915
August 1 – 17	Aggressive Driving	30	1125	1971
Labor Day – Aug. 20 – Sept. 3	Impaired Driving	29	1165	1404

Using regular duty patrol hours dedicated to the Traffic Enforcement Mobilizations, agencies earned reimbursement for approved traffic safety equipment. The following is a list of equipment which was reimbursed to agencies:

<u>Equipment</u>	<u>Quantity</u>
Speed Trailer	1
Radars	37
Bicycle Helmets	65
Digital Cameras with required accessories	107
Portable Alcohol Testing Equipment	17
Window Tint Meters	10
Crash Data Retrieval System	1
Video Camera Systems	14
Digital Voice Recorders	18
Warning Devices	219
Electronic Ticketing Equipment	3
Other Electronic Equipment	8

Impaired Driving – Section 402 SAL0801, Section 410 SK80801, Section 163 (H911) V079850

Funded Grant Total: Expended \$302,961
SAL0801: Expended \$ 72,435
SK80801: Expended \$177,905
V079850 (H911): Expended \$ 52,621

Accomplishments:

- \$9,998 supported the July 2008 statewide Overtime Impaired Driving enforcement mobilization resulting in 55 law enforcement officers, 250 hours, 370 traffic contacts, and 18 DUI arrests. The mobilization was also supported with Section 410 funds.

- \$64,335 funded equipment purchases during mobilizations that agencies earned by claiming regular traffic patrol hours for impaired driving, aggressive driving, and seat belt enforcement. Some examples of equipment included in-car video systems, speed detection equipment, alcohol monitoring devices, and electronic ticket writing equipment.
- \$53,690 from Section 163 funded 60 law enforcement agencies to perform overtime driving patrols for Thanksgiving and Christmas holidays.

Seat Belts – Section 402 SSB0801, Section 157 S57OP71, Section 163 (H961) V079850

<u>Funded Grant Total:</u>	Expended \$121,442
<u>SSB0701:</u>	Expended \$ 52,066
<u>S57OP71:</u>	Expended \$ 29,376
<u>V079850:</u>	Expended \$ 40,000

Accomplishments:

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

- Enforcement mobilization costing \$51,162. Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to seat belt enforcement;
- Enforcement by 27 participating law enforcement agencies;
- Seat belt enforcement totaling nearly 1,883 hours; and
- Seat belt citations written totaling 3,059.

A seat belt mobilization was conducted May 21 through June 3, 2006 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402, 157, and 163 funds. Due to the loss of federal funding, our May Mobilization highlights are significantly less than in recent years but include:

- Enforcement mobilization costing \$85,118, down from \$108,326 in 2006, and less than one third of the \$219,771 paid for enforcement for the 2005 May Mobilization. Reimbursement for traffic enforcement equipment was granted to agencies for regular duty hours dedicated to seat belt enforcement;
- Enforcement by 38 participating law enforcement agencies, down from 41 in 2006, and down from 77 in 2005;
- Seat belt enforcement totaling 3,175 hours, down from 3,490 hours in 2006, and down from more than 7,700 hours in 2005; and
- Seat belt citations written totaling 4298, down from 6,400 in 2006, and down from 10,500 in 2005.

Aggressive Driving – Section 402 SPT0801, Section 163 V079850 (H921)

<u>Funded Grant Total:</u>	Expended \$154,489
<u>SPT0801:</u>	Expended \$131,739
<u>V079850 (H921):</u>	Expended \$ 22,750

Accomplishments:

Two aggressive driving campaigns were conducted, April 18-27 and July 18-27, 2008. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided \$63,109.65 toward overtime, and \$51,971.06 toward incentives of traffic enforcement equipment.

The law enforcement agency participation level increased from 35 agencies in FFY 07 to 37 agencies in FY 08.

Total agency participation during the mobilization timeframe resulted in 5,777 speeding tickets, 126 reckless driving tickets, 347 DUI arrests, 853 seat belt tickets, 37 felony arrests, and 59 child passenger safety tickets. (A total of 10,101 tickets were issued during the timeframe).

Aggressive Youthful Driving – Section 402 SPT0821

<u>Funded Grant Total:</u>	Expended \$ 6,928
<u>SPT0821:</u>	Expended \$ 2,308
<u>V079850 (H921):</u>	Expended \$ 4,620

Accomplishments:

The Youthful Driver program participated in the Aggressive Driver mobilization campaigns to reduce teen traffic deaths and serious injuries. Funding was coordinated for additional resources to reduce typical teen driving behaviors such as speeding, passing a stop sign, following too close, and disregarding a signal during the Aggressive Driving mobilizations. Overtime was funded during the April 18 through 27 Aggressive Driving mobilization, totaling \$7,107. During all mobilization campaigns, an average of 33 agencies participated in campaigns coordinated with Youthful Driver funding. Twenty-one agencies utilized the *Parent Notification* brochures to notify 234 parents of their teen's driving performance, and being stopped for traffic violations. Statistics from the campaigns show 253 teens were cited for speeding, with 258 youths being cited from not wearing a seat belt. During the campaign, 501 underage alcohol arrests were made.

Distribution of teen oriented brochures included: 1,751 *Parent Notification* brochures where law enforcement agencies inform a parent when their teenagers have been stopped for traffic violations; 2,762 XTR4 palm cards through law enforcement agencies, schools and commercial driver education programs; 657 *Snow and Ice – Think Twice* for winter driving advice; 1,005 *Are You Under 21?* through law enforcement agencies, probation offices and MADD.

In partnership with the Seat Belt and Aggressive Driver campaigns, the OHOS contributed \$42,190 in paid media promotion for the Youthful driver message through a media contractor. Radio and billboard advertising were featured. During the March 12 through 19 Impaired Driving mobilization, paid media television was purchased focused on impaired teens. The ad was developed and produced by YEAAC, Idaho's Youth Education Account Advisory Committee. See Paid Media section for more details.

New materials were developed to concentrate on teens and winter driving hazards. A dvd, *Teen Winter Driving*, was produced by the Idaho Transportation Department videographers. Viewing time

is 8 minutes, and allowed schools to broadcast it on their Channel 1. More students were able to view the important information by limiting the time. To accompany the 240 dvd's sent to all Idaho schools with grades 9-12, a brochure, *Snow and Ice – Think Twice*, was developed and printed for teens on winter driving advice.

Seat Belt Youthful Driving – Section 402 SSB0821, Section 163 V079850

<u>Funded Grant Total:</u>	Expended \$ 18,330
<u>SSB0821 Funded:</u>	Expended \$ 12,008
<u>V079850 (H912):</u>	Expended \$ 6,322

Accomplishments:

The Youthful Driver program participated in the Seat Belt mobilization campaign to reduce teen traffic deaths and serious injuries. Funding was coordinated for additional resources to place emphasis on the importance of wearing a seat belt during the Seat Belt mobilization. During May, November 12 through 25, 2008, and May 19 through June 1 law enforcement campaigns funded overtime and incentive equipment totaling \$18,151. During all campaigns, an average of 33 agencies participated in campaigns coordinated with Youthful Driver funding.. Twenty-one agencies utilized the *Parent Notification* brochures to notify 234 parents of their teen's driving performance, and being stopped for traffic violations. Statistics from the campaigns show 253 teens were cited for speeding, with 258 youths being cited from not wearing a seat belt. During the campaign, 501 underage alcohol arrests were made.

Pedestrian Safety – Section 402 SPS0801

<u>Funded Grant Total:</u>	Expended \$1,728
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Accomplishments:

The Memorandum of Understanding (MOU) funded 51.5 overtime hours for Sandpoint Police officers, resulting in 139 citations. 85% of the vehicles observed yielded to pedestrians and 15% did not yield. Part of the budget was to fund equipment incentives, but the equipment was not purchased prior to the fiscal year end.

2008 Mobilization Summary

	402		410		157		163		Total Campaigns		Focus Area Mobilization Total Overtime & Equipment
Focus Area	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equipment	
Impaired Total	\$8,099	\$64,336	\$150,783	\$27,122	\$0	\$0	\$52,621	\$0	\$211,503	\$91,458	\$302,961
Seat Belt Total	\$7,942	\$44,124	\$0	\$0	\$29,376	\$0	\$40,000	\$0	\$77,317	\$44,124	\$121,442
Youthful Driver											
Youth Seat Belt	\$7,538	\$4,470					\$6,322	\$0	\$13,861	\$4,470	\$18,331
Youth Aggressive	\$2,308	\$0					\$4,620	\$0	\$6,927	\$0	\$6,927
Youthful Driver Total	\$9,846	\$4,470	\$0	\$0	\$0	\$0	\$10,942	\$0	\$20,788	\$4,470	\$25,258
Aggressive Total	\$75,956	\$55,783	\$0	\$0	\$0	\$0	\$21,350	\$1,400	\$97,306	\$57,183	\$154,489
Pedestrian Safety Total	\$1,728	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,728	\$0	\$1,728
Total Mobilizations	\$101,843	\$168,713	\$150,783	\$27,122	\$29,376	\$0	\$124,913	\$1,400	\$406,914	\$197,235	\$604,149

2008 Traffic Enforcement Mobilization Arrest/Citation Summary

Total Agency Results during the traffic enforcement mobilization periods

Performance	Impaired/Seat Belt	Impaired	Impaired	Aggressive	Seat Belt	Impaired	Aggressive	Impaired	TOTAL
	Nov 12-24	Dec 17 - Jan 2	March 12-19	April 18-27	May 20 - Jun 2	July 2-7	July 18-27	Aug 20-Sept 3	Mobilization
DUI Arrests	337	471	282	214	188	147	133	281	2,053
Seat Belt Citations	2,827	360	308	555	2,420	185	332	349	7,336
Youth Seat Belt Citations	80	10	24	13	137	8	21	29	322
Child Safety Seat Citations	82	37	19	34	259	12	25	27	495
Felony Arrests	240	262	104	120	167	59	100	104	1,156
Recovered Stolen Vehicles	25	12	1	5	9	1	9	4	66
Fugitives Apprehended	677	455	128	158	399	96	108	118	2,139
Suspended Licenses	485	529	291	320	376	132	169	224	2,526
Uninsured Motorists	1,798	1,443	562	740	1,111	380	604	906	7,544
Speeding Citations	3,473	2,025	1,429	3,487	1,492	1,198	2,495	891	16,490
Youth Speeding Citations	27	19	33	99	72	8	106	54	418
Reckless Driving Citations	75	79	34	65	76	39	61	28	457
Drug Arrests	282	373	187	116	155	57	97	96	1,363
Underage Alcohol Arrests	65	85	49	99	128	57	61	126	670
Parent Notifications	72	54	23	62	30	38	47	55	381
								TOTAL	43,416

Results from only the officers who received overtime or worked incentive equipment hours during the mobilizations.

Performance	Impaired/Seat Belt	Impaired	Impaired	Aggressive	Seat Belt	Impaired	Aggressive	Impaired	TOTAL
	Nov 12-24	Dec 17 - Jan 2	March 12-19	April 18-27	May 20 - Jun 2	July 2-7	July 18-27	Aug 20-Sept 3	Mobilization
DUI Arrests	246	311	208	89	10	89	44	182	1,179
Seat Belt Citations	2,418	241	195	444	2,029	37	216	103	5,683
Youth Seat Belt Citations	80	10	12	16	129	4	21	11	283
Child Safety Seat Citations	60	16	15	20	41	0	11	6	169
Felony Arrests	66	4	24	21	5	13	16	26	175
Recovered Stolen Vehicles	9	0	0	1	2	0	0	0	12
Fugitives Apprehended	369	39	18	39	20	4	28	19	536
Suspended Licenses	261	231	148	160	117	40	97	100	1,154
Uninsured Motorists	1,067	629	297	417	594	116	416	267	3,803
Speeding Citations	2,361	1,304	1,068	3,006	1,009	111	164	268	9,291
Youth Speeding Citations	27	19	23	90	49	5	64	8	285
Reckless Driving Citations	44	44	18	37	27	8	28	8	214
Drug Arrests	115	123	71	35	15	16	31	22	428
Underage Alcohol Arrests	65	85	25	17	18	29	18	30	287
								TOTAL	23,499

SAFETY PROGRAM

PLANNING

AND

ADMINISTRATION

SAFETY PROGRAM PLANNING AND ADMINISTRATION

The Planning and Administration Grant provided the necessary resources to develop and administer the activities of the FFY 2008 Highway Safety Plan (HSP). These tasks included:

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

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

PLANNED VERSUS ACTUAL COSTS

The table on the following page shows the planned HSP costs, the actual FFY 2008 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 47 percent, whereas, actual expenditures show the benefits to local entities at 40 percent.

COMPARISON OF COSTS PLANNED IN FFY 2008 HSP VS. ACTUAL EXPENDITURES

Program Area	Planned Costs*			Actual Costs^			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/ Local	Federal	Local Benefit
Alcohol Traffic Safety	237,600	320,050	227,750	130,252.14	196,373.07	140,343.27	\$107,347.86	\$123,676.93	\$87,406.73
Alcohol Traffic Safety (Youth)	17,986	44,857	33,000	17,477.05	20,872.29	18,540.82	\$508.74	\$23,984.71	\$14,459.18
Emergency Medical Services	39,888	119,622	107,071	36,032.71	108,094.39	102,794.00	\$3,855.44	\$11,527.81	\$4,277.00
Motorcycle Safety	6,167	18,500	-	2,780.58	8,341.86	-	\$3,386.13	\$10,158.14	\$0.00
Occupant Protection	229,000	300,727	177,500	61,841.07	121,888.31	58,208.52	\$167,159.22	\$178,838.69	\$119,291.48
Occupant Protection (Youth)	1,994	37,982	25,000	1,264.65	15,802.77	11,867.41	\$729.29	\$22,179.06	\$13,132.59
Child Passenger Safety	3,200	134,600	25,000	1,269.71	66,930.29	-	\$1,930.33	\$67,669.71	\$25,000.00
Pedestrian/Bicycle Safety	9,533	64,350	24,000	7,277.50	32,292.03	12,003.39	\$2,255.84	\$32,057.97	\$11,996.61
Police Traffic Services	187,233	357,450	284,750	96,979.09	255,070.59	202,658.75	\$90,254.24	\$102,379.41	\$82,091.25
Police Traffic Services (Youth)	109,986	219,958	44,000	47,545.34	45,341.17	11,756.64	\$62,440.53	\$174,616.43	\$32,243.36
Traffic Records	11,233	161,175	-	5,369.62	143,538.88	-	\$5,863.71	\$17,636.12	\$0.00
Community Traffic Safety Project	9,000	185,394	-	-	39,270.82	-	\$9,000.00	\$146,123.18	\$0.00
Roadway Safety	1,401	34,203	-	47.77	5,418.89	-	\$1,353.30	\$28,784.31	\$0.00
Paid Advertising	-	468,773	275,029	-	376,454.63	48,054.40	\$0.00	\$92,318.37	\$226,974.74
Planning & Administration	66,306	110,180	-	45,254.88	75,199.78	-	\$21,051.01	\$34,980.59	\$0.00
NHTSA 402 Total	930,527.75	2,577,821.20	1,223,100.14	453,392.11	1,510,889.77	606,227.20	477,135.64	1,066,931.43	616,872.94
Program Benefit to Local			47%			40%			7%
410 Planning & Administration	18,824.09	31,279.96	-	2,518.43	4,184.77	-	\$16,305.66	\$27,095.19	\$0.00
410 Alcohol SAFETEA-LU	288,000.00	684,600.33	188,000.00	253,074.77	452,801.47	182,440.73	\$34,925.23	\$231,798.86	\$5,559.27
410 Alcohol Paid Advertising SAFETEA-LU	-	332,215.84	-	-	305,407.53	-	\$0.00	\$26,808.31	\$0.00
408 Data Program	35,000.00	715,514.54	-	31,000.00	69,863.78	-	\$4,000.00	\$645,650.76	\$0.00
157 Incentive	\$28,000.00	\$29,570.57	\$29,375.57	19,000.00	29,570.57	\$29,375.57	\$9,000.00	\$0.00	\$0.00
157 Incentive Paid Advertising	\$0.00	\$75,343.11	\$61,816.58	-	75,343.11	\$14,460.28	\$0.00	\$0.00	\$47,356.30
2010 Motorcycle Safety	-	8,502.00	-	-	3,537.90	-	\$0.00	\$4,964.10	\$0.00
2010 Motorcycle Safety Paid Advertising	-	98,325.00	-	-	90,477.75	-	\$0.00	\$7,847.25	\$0.00
1906 Prohibit Racial Profiling	134,588.00	538,352.00	10,000.00	-	-	-	\$134,588.00	\$538,352.00	\$10,000.00
Total Incentive Programs	504,412.09	2,513,703.35	289,192.15	305,593.20	1,031,186.88	226,276.58	198,818.89	1,482,516.47	62,915.57
Grand Total	1,434,939.84	5,091,524.55	1,512,292.29	758,985.31	2,542,076.65	832,503.78	675,954.53	2,549,447.90	679,788.51

* Using HCS 41 & 48

^ Using Voucher 32 & 33

ADDENDUM

Governors Highway Safety Association 2007 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2000	2001	2002	2003	2004	2005	2006	2007
Fatalities	276	259	264	293	260	275	267	252
Serious Injuries (Defined as: Incapacitating Injury)	1,733	1,615	1,750	1,607	1,667	1,812	1,689	1,806
Fatalities & Serious Injuries Combined	2,009	1,874	2,014	1,900	1,927	2,087	1,956	2,058
Fatality Rate /100 million VMT	2.01	1.81	1.85	2.03	1.75	1.84	1.75	1.59
Fatality & Serious Injury Rate/ 100 million VMT	14.63	13.11	14.08	13.19	13.00	13.94	12.82	12.99
Fatality Rate / 100K population	21.33	19.61	19.68	21.44	18.66	19.24	18.21	16.81
Fatality & Serious Injury Rate / 100K population	155.26	141.86	150.17	139.06	138.31	146.04	133.38	137.25
Alcohol Related Fatalities	97	94	97	115	103	100	110	101
Alcohol Related Fatalities as a percentage of All Fatalities (%)	35.1%	36.3%	36.7%	39.2%	39.6%	36.4%	41.2%	40.1%
Alcohol Related Fatality Rate/ 100 million VMT	0.71	0.66	0.68	0.80	0.69	0.67	0.72	0.64
Alcohol Related Fatality Rate/ 100K population	7.50	7.12	7.23	8.42	7.39	7.00	7.50	6.74
Percent of Population Using Safety Belts*	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%
Drivers & occupants of passenger vehicles killed (Percent Restrained**)	29.0%	29.3%	37.4%	37.7%	42.3%	40.0%	38.8%	34.8%
Drivers & occupants of passenger vehicles killed (Percent Unrestrained**)	67.2%	67.4%	59.8%	59.4%	54.1%	57.3%	56.3%	61.0%
Drivers & occupants of passenger vehicles killed (Percent Restraint Use Unknown**)	3.8%	3.3%	2.8%	2.9%	3.6%	2.7%	4.9%	4.3%
AVMT	13,728,357,452	14,298,599,802	14,303,172,548	14,400,462,268	14,824,908,521	14,968,756,060	15,259,409,046	15,837,006,358
Population	1,293,953	1,321,006	1,341,131	1,366,332	1,393,262	1,429,096	1,466,465	1,499,402

*Observational Survey was changed in 1998 to meet guidelines set forth in the Federal Register

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