



*Success through partnerships*

# MONTANA

## HIGHWAY TRAFFIC SAFETY

Annual Report  
for  
Federal fiscal year 2011

Prepared by  
Montana Department of Transportation  
State Highway Traffic Safety Office  
PO Box 201001, 2701 Prospect Ave  
Helena, MT 59601  
Online at [www.mdt.mt.gov/safety/safetyprg.shtml](http://www.mdt.mt.gov/safety/safetyprg.shtml)







**M I S S I O N**

**To reduce  
the number and severity  
of traffic crashes,  
injuries and fatalities  
on Montana highways.**



# T A B L E O F C O N T E N T S

Letter from the Governor’s Representative for Highway Traffic Safety .....	1
Introduction .....	3
Crash data .....	4
Performance goals and trends .....	8
Impaired driving .....	29
Occupant protection.....	37
Police traffic services .....	46
Media.....	57
Tribal traffic safety .....	62
Motorcycle safety .....	65
Traffic records .....	66
Financial summary.....	70
Legislation .....	71
Looking to the future.....	73
Contact information .....	77



# LETTER FROM THE DIRECTOR



Montana Department of Transportation

2701 Prospect Avenue  
PO Box 201001  
Helena MT 59620-1001

Timothy W. Reardon, Director  
Brian Schweitzer, Governor

December 21, 2011

John Moffat, Administrator  
Region 10  
National Highway Traffic Safety Administration  
915 Second Ave, Suite 3140  
Seattle WA 98174-1079

Subject: FFY 2011 Annual Report to NHTSA

Dear Mr. Moffat,

Montana is pleased to submit the NHTSA Annual Report describing many of the projects we implemented in FFY 2011 with the goal of saving lives. Based upon preliminary data, Montana saw an increase in fatalities caused by non-seatbelt usage but an ongoing trend in the reduction of drinking and driving crashes and fatalities.

To improve seatbelt usage in Montana, we plan to adopt the recommendations NHTSA provided in a Special Management Review (SMR) report of MDT's occupant protection program. These recommendations will improve our ability to develop and implement an effective seatbelt belt usage program in partnership with Montana's *Comprehensive Highway Safety Plan* stakeholders.

In FFY 2011, MDT used NHTSA funds towards a variety of projects that contributed to the ongoing reduction of alcohol-related fatalities as follows:

- MDT contracted 52 state, local and tribal law enforcement agencies to participate in the Selective Traffic Enforcement Program (STEP). These agencies were funded to conduct statewide impaired driving prevention and occupant protection enforcement overtime activities.
- MDT contracted the Montana Highway Patrol (MHP) to dedicate a strategic enforcement team of five officers. The team patrols roads identified as high crash corridors with a history of fatalities related to alcohol use and low seatbelt use. This program is continuing in FFY 2012.
- MDT continued the unique *Respect the Cage* caravan program that travels around the state educating the public on the importance of buckling up as well as driving sober. The primary target audience is 18 – 34 year olds who have a history of low belt usage.
- MDT contracted a Traffic Safety Resource Officer and Traffic Safety Resource Prosecutor to increase training opportunities for prosecutors and law enforcement. The focus is on consistent detection, apprehension, and prosecution of impaired drivers.
- We continued our support of Montana's five DUI courts that has improved accountability and treatment for some of the state's hard core repeat DUI offenders.

MDT thanks you for the federal grant monies that have made this year's work possible. We appreciate your continued support for our highway safety program and for providing technical assistance to the State Highway Traffic Safety Office with the goal of reducing injuries and fatalities on our roads.

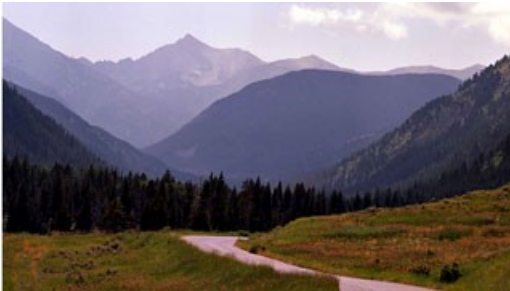
Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Reardon", is written over a light blue circular stamp.

Tim Reardon, Director  
Governor's Representative for Highway Traffic Safety

copies: Lynn Zanto, Planning Division Administrator

.....  
**Southwest of Ekalaka in the southeast  
corner of the state**  
.....



.....  
**Gallatin National Forest**  
.....



.....  
**The City of Great Falls, Montana**  
.....



## I N T R O D U C T I O N

In 2011, the State of Montana saw an increase in fatal crashes by 22 statewide in comparison to 2010 (January 1 through December 19, 2011). We believe this increase was caused mainly by non-seatbelt usage. The same preliminary information shows a decline in alcohol involvement in the fatalities (seven fewer fatalities for the same time period) which may be due in part to the continued implementation of Montana's *Comprehensive Highway Safety Plan*.

We believe that impaired driving prevention and intervention projects funded by NHTSA contributed to this reduction. This includes continued funding of law enforcement overtime, Montana Highway Patrol (MHP) Roving Patrols, implementation of DUI courts, and other DUI related programs. Media publicity regarding DUI, and more stringent DUI laws passed by the 2011 Legislature, also played a significant role. Based on the decline in alcohol-related crashes and the recent changes in laws, it appears that Montana's culture around alcohol use is beginning to shift, with positive results for traffic safety.

Montana recognizes substantial progress has not been made in meeting its priority goals in increasing seatbelts usage in 2011. A Special Management Review (SMR) of Montana's occupant protection program was conducted by NHTSA from September 26–30, 2011. The SMR was initiated in response to that State's most current data available from FARS, mileage death rates, and seatbelt observational surveys.

After interviewing key traffic safety stakeholders in Montana, including law enforcement and Comprehensive Safety Plan representatives, NHTSA developed recommendations that focus on the following to help improve Montana's seatbelt usage rate: efficient administration, effective planning, programming, implementation and evaluation of activities that have the potential to save lives. In FFY 2012, the State Highway Traffic Safety Bureau—in response to the SMR—is jointly developing a Performance Enhancement Plan with NHTSA that includes strategies to implement based upon the recommendations agreed to by both parties.

Like NHTSA, we recognize that increasing seatbelt usage is an important element in our traffic safety program to re-

duce the number of people injured and killed on our roads. Many of Montana's law enforcement agencies are committed to enforcing seatbelt usage, including the Montana Highway Patrol's Strategic Enforcement Team. These officers focus their attention on Montana's high-risk roadways identified as having a history of alcohol-related crashes and high rates of non-seatbelt usage.

Montana's current Governor's Representative (GR) for Highway Safety will continue to advocate traffic safety throughout the state at our annual Comprehensive Highway Safety Planning meetings, and other venues.

The GR approves traffic safety related projects funded by NHTSA. Some of these projects are also included as strategies in support of some of the emphasis areas identified in Montana's *Comprehensive Highway Safety Plan*. These emphasis areas include Safety Belt Use, Alcohol & Drug Impaired Crashes, Native American Crashes, Traffic Records Management, Reduction of Young Driver Crashes, and more. For additional information about our *Comprehensive Highway Safety Plan* please visit [www.mdt.mt.gov/safety/plans-programs/chsp.shtml](http://www.mdt.mt.gov/safety/plans-programs/chsp.shtml)

When analyzing the state's fatal and incapacitating injury crash data for the past calendar year, we see our major traffic safety challenges are still impaired driving and non-seatbelt use. Compounding poor driver choice is that many single vehicle run-off-the-road crashes occur on rural roads, such as those appearing in two of the photos on the opposite page, far-removed from emergency response personnel and services.

We believe continuing our partnerships with other traffic safety stakeholders such as our 34 local DUI Task forces, the Montana Sheriff's & Peace Officers Association, local police and tribal law enforcement agencies, the Montana Highway Patrol, the Department of Public Health & Human Services, the Department of Revenue, and others will help us continue making significant strides in reducing traffic-related fatalities.

We will continue working with our NHTSA Regional Office to determine other strategies that will help us further reduce our fatality and injury rates.

## M O N T A N A C R A S H D A T A

The following section provides ten years of raw data, when available, for Montana's performance measures. Each of these measures a specific traffic safety area where the State Highway Traffic Safety Office and its partners through the *Comprehensive Highway Safety Plan* focus. The data is collected from multiple sources:

- ◆ NHTSA State Traffic Safety Information (Years 2006 - 2010)
- ✦ Montana Department of Transportation, Traffic Safety Problem Identification, Safety Management System, FARS queries, and Contractor reports

*NOTE: All 2010 figures are based on preliminary data and are subject to change as more information becomes available.*

Current goals are listed in the Performance Goals and Trends section.

General Traffic Safety	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Fatalities ◆	230	269	262	229	251	263	277	229	221	189	
Incapacitating Injuries ✦	1,433	1,738	1,634	1,557	1,541	1,607	1,427	1,336	1,110	996	
Fatality Rate, per 100M VMT ◆	2.30	2.57	2.40	2.05	2.26	2.33	2.45	2.12	2.01	1.69✦	
Urban Fatality Rate, per 100M VMT ◆				0.85	1.21	0.53	0.52	0.69	0.67	0.43✦	
Rural Fatality Rate, per 100M VMT ◆				2.40	2.57	2.89	3.05	2.57	2.44	2.11✦	
Pedestrian Fatalities ◆	9	14	10	7	13	12	15	11	15	8	

Safety Belt Use	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Seat Belt Use, Outboard, Front Seat Occupants ✦	76.3%	78.4%	79.5%	80.9%	80.0%	79.0%	79.6%	79.3%	79.2%	78.9%	90.0%
Seat Belt Use, Drivers ✦	76.1%	78.2%	79.3%	80.7%	79.7%	78.6%	79.1%	79.1%	79.1%	78.8%	
Unrestrained Occupant Fatalities, Total ◆	141	166	161	135	148	143	145	117	100	91	
Unrestrained Occupant Fatalities, % of All Vehicle Occupant Fatalities ✦	69.1%	72.8%	69.1%	70.7%	72.9%	68.0%	72.8%	71.3%	62.6%	61.6%	55.0%

Alcohol & Impaired Driving	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Fatalities Involving BAC 0.08+ ◆	96	106	102	97	108	104	105	90	81	73	
Alcohol-Impaired Fatality Rate, per 100M VMT ✦	0.96	1.01	0.94	0.87	0.97	0.92	0.93	0.83	0.74	0.63	
Fatalities Involving BAC 0.01+, Total	104	126	128	106	124	126	124	103	92	92	90
Fatalities Involving BAC 0.01+, % of All Fatalities ✦	45.2%	46.8%	48.9%	46.3%	49.4%	47.9%	44.8%	45.0%	41.6%	48.7%	40.0%
Alcohol-Related Fatality Rate, per 100M VMT ✦	1.04	1.20	1.17	0.95	1.11	1.12	1.10	0.96	0.84	0.82	0.80

Native American	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Native American Fatalities, Total ✦	37	51	42	46	34	46	43	27	34	30	30
Native American Fatalities, % of All Fatalities ✦	16.1%	19.0%	16.0%	20.1%	13.5%	17.5%	15.5%	11.8%	15.4%	15.9%	12.0%

Single Vehicle Run-Off-the-Road	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Single Vehicle Run-Off-the-Road Crashes †	6,265	7,211	7,216	6,395	6,808	6,727	6,406	6,740	6,054	5,875	6,200
Single Vehicle Run-Off-the-Road Fatal Crashes †	122	139	144	131	139	138	154	117	117	95	120

Young Driver (Age 20 and Below)	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Young Driver Crash Rate, per 1,000 Licenses †	121	129	121	114	117	119	119	115	111	102	90
Young Driver Fatal Crash Rate, per 1,000 Licenses †	0.62	0.74	0.91	0.63	0.61	0.62	0.58	0.62	0.79	0.60	0.40
Young Drivers Involved in Fatal Crashes †	40	47	57	39	37	36	32	32	41	31	

High Crash Corridors	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Fatalities in High Crash Corridors †	21	20	21	14	14	23	12	21	11	11	130 (combined)
Incapacitating Injuries in High Crash Corridors †	126	183	155	122	132	133	95	91	69	67	
Crashes in High Crash Corridors †	971	1,063	1,122	1,034	1,005	1,061	997	872	737	721	

Trucks	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Crashes Involving Trucks †	1,159	1,228	1,288	1,163	1,241	1,227	1,223	1,212	1,052	990	1,150
Fatal Crashes Involving Trucks †	25	20	21	15	22	24	31	24	22	13	18

Urban Areas	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Fatal Crashes in Urban Areas †	14	23	25	25	30	17	19	33	18	12	20

Motorcycles	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Fatal Crashes Involving Motorcyclists †	11	24	12	20	28	25	33	38	24	25	20
Motorcyclist Fatalities, Total †	12	24	12	20	28	26	36	36	26	26	
Motorcyclist Fatalities, Unhelmeted †	8	15	9	12	15	14	19	20	20	14	

Older Drivers (Age 65 and Above)	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Older Driver Crash Rate, per 1,000 Licenses †	28	30	29	28	28	26	25	24	24	24	
Older Driver Fatal Crash Rate, per 1,000 Licenses †	0.32	0.37	0.36	0.32	0.38	0.34	0.31	0.27	0.30	0.23	
Older Driver Crashes, % of All Crashes †	12.7%	12.6%	12.7%	13.0%	13.0%	12.5%	12.8%	12.9%	13.5%	14.2%	
Older Driver Fatal Crashes, % of All Fatal Crashes †	14.4%	16.4%	13.4%	14.8%	13.8%	16.4%	13.7%	15.4%	17.7%	18.0%	

Speed Control	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Speeding-Related Fatalities †	99	102	113	101	96	112	96	72	86	68	
Speeding-Related Fatal Crashes, % of All Fatal Crashes †	43.3%	37.9%	43.1%	42.1%	36.6%	41.6%	35.3%	33.7%	38.9%	38.5%	
Vehicles in Fatal Crashes Above the Speed Limit, % of All Vehicles in Fatal Crashes †	5.2%	6.2%	7.0%	7.7%	7.7%	7.1%	5.1%	6.3%	14.6%	3.6%	5.0%
Vehicles in Fatal Crashes Too Fast for Conditions, % of All Vehicles in Fatal Crashes †	12.7%	11.6%	10.7%	11.0%	11.5%	11.6%	11.7%	10.6%	6.3%	1.8%	10.0%

Grant-Funded Enforcement Activities	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2010 GOAL
Seat Belt Citations Issued †				3,299	4,843	5,892	5,514	3,257	7,159	2,373	
Impaired Driving Arrests †				466	830	951	791	1,194	878	967	
Speeding Citations Issued †				10,73	19,56	18,38	16,14	10,89	14,48	12,119	

# Glossary of Montana terms

## **ALCOHOL-IMPAIRED**

Crashes or fatalities that involve at least one driver or motorcycle operator with a BAC of 0.08 grams per deciliter (g/dL) or higher.

## **ALCOHOL-RELATED**

A crash, fatality or injury is alcohol-related if at least one driver or nonoccupant (such as a pedestrian or pedalcyclist) involved in the crash is determined to have had a BAC of 0.01 g/dL or higher OR if police indicate on the police accident report that there is evidence of alcohol present. This does not necessarily mean that a driver or nonoccupant was tested for alcohol.

The term alcohol-related does not indicate that a crash, fatality or injury was caused by the presence of alcohol.

## **BLOOD ALCOHOL CONCENTRATION (BAC)**

The BAC is measured as a percentage by weight of alcohol in the blood (g/dL). A positive BAC level (0.01 g/dL and higher) indicates that alcohol was consumed by the person tested; a BAC level of 0.08 g/dL or more indicates that the person was alcohol-impaired.

## **CRASH**

An event that produces injury and/or property damage, involves a motor vehicle in transport and occurs on a trafficway, or while the vehicle is still in motion after running off the trafficway.

**FATAL CRASH** A law enforcement-reported crash involving a motor vehicle in transport on a trafficway in which at least one person dies within 30 days of the crash.

**INJURY CRASH** A law enforcement-reported crash involving a motor vehicle in transport on a trafficway in which no one died but at least one person was reported to have an injury.

**PROPERTY DAMAGE ONLY** A law enforcement-reported crash involving a motor vehicle in transport on a trafficway in which no one in the crash suffered any injuries.

## **DRIVER**

An occupant of a vehicle who is in physical control of a motor vehicle in transport, or for an out-of-control vehicle, an occupant who was in control until control was lost.

**OLDER DRIVER** A driver over the age of 64 years.

**YOUNG DRIVER** A driver under the age of 21 years.

## **FATALITY ANALYSIS REPORTING SYSTEM (FARS)**

A national database that contains data on fatal crashes.

## INJURY

**FATAL** A injury that results in the person dying within 30 days of the crash.

**INCAPACITATING** Any injury, other than a fatal injury, which prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing.

**SEVERE** A fatal or incapacitating injury.

**NON-INCAPACITATING** Any injury other than a fatal or incapacitating injury, which is evident to observers at the scene of the crash.

**POSSIBLE/OTHER** Any claim of injuries not evident, complaint of pain, etc.

## LOCATION

**RURAL** Any location not specifically marked as urban.

**URBAN** Any location either identified as a city or identified as a urban trafficway by the Department of Transportation.

## MOTORCYCLE

A two- or three-wheeled motor vehicle designed to transport one or two people, including motor-scooters, minibikes and mopeds. This excludes ATVs and snowmobiles.

## OCCUPANT

Any person who is in or upon a motor vehicle in transport. This includes the driver, passengers, and persons riding on the exterior of a motor vehicle.

## RUN-OFF-THE-ROAD CRASHES

Crashes where the first harmful event was overturn, immersion, other non-collision, collisions with motor vehicle on another roadway and collision with any fixed object, since these objects would be off the roadway.

## TRAFFICWAY

Any land way open to the public as a matter of right or custom for moving persons or property from one place to another.

## TRUCK

Vehicle with a truck body-type and over 10,000 pounds gross vehicle weight rating, including single unit trucks and truck tractors. Not limited to commercial vehicles, but all trucks.

## VEHICLE MILES TRAVELLED (VMT)

The estimated number of total miles driven by all vehicles on public roads.

## P E R F O R M A N C E   G O A L S   A N D   T R E N D S

The following section provides the specific current (2013) goals for each performance measure. The charts provide a visual of the historical data for the goal, the current (2010) value, and a linear depiction toward our stated goals. It is important to note that some goals measure annual numbers while others measure a three- or five-year average.

### General Traffic Safety

#### 2012 Goal: Reduce Fatalities

Reduce the three-year average number of fatalities from 257 in 2008 to 220 by 2012.

*(Matches NHTSA Core Outcome Measure C-1.)*

#### 2013 Goal: Reduce Incapacitating Injuries

Reduce the total annual number of incapacitating injuries from 1,336 in 2008 to 1,200 by 2013.

*(Matches NHTSA Core Outcome Measure C-2.)*



## General Traffic Safety

### 2013 Goal: Reduce the Fatality Rate

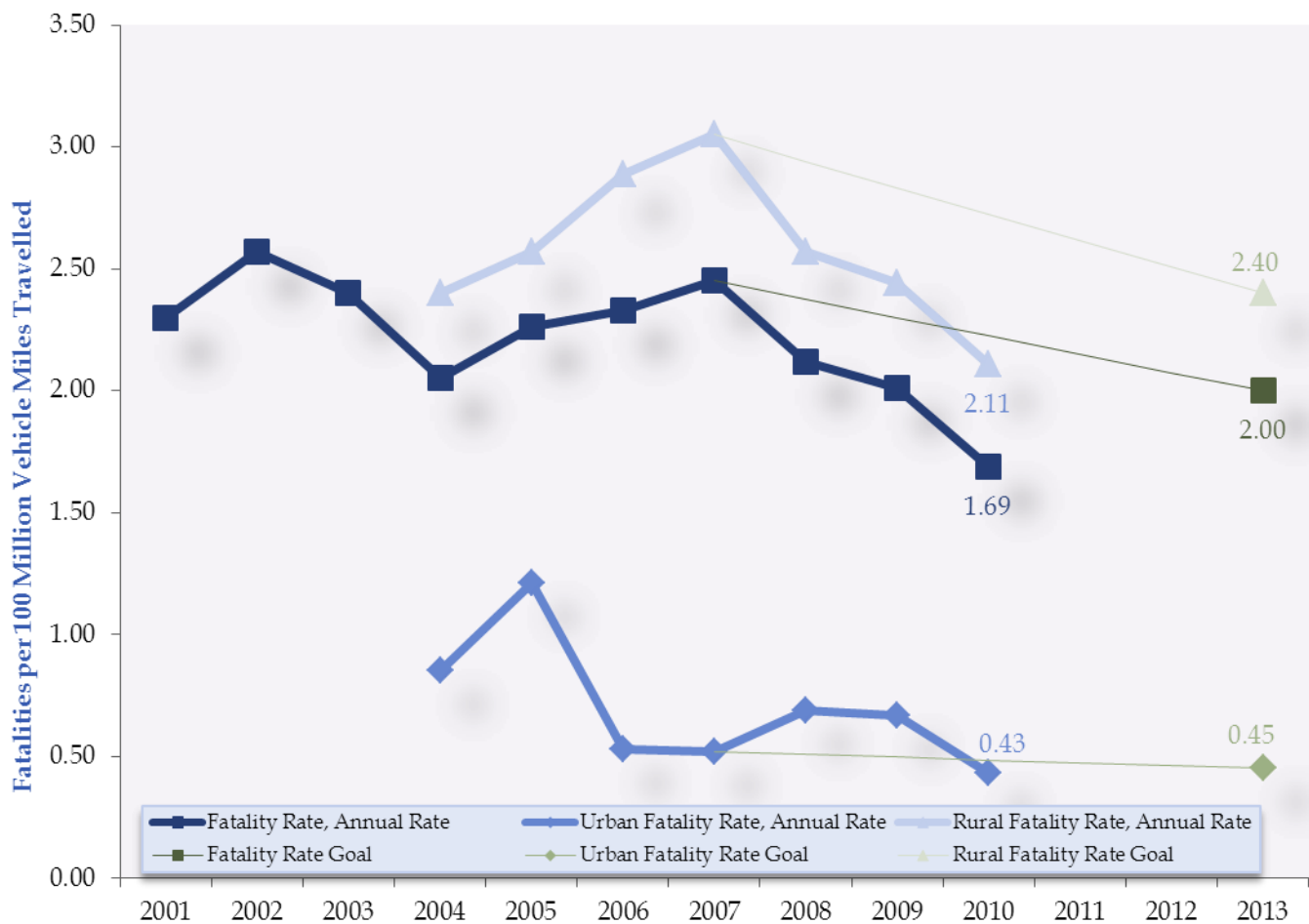
Reduce the annual fatality rate per 100 million vehicle miles travelled from 2.45 in 2007 to 2.00 by 2013.  
 (Matches NHTSA Core Outcome Measure C-3.)

### 2013 Goal: Reduce the Urban Fatality Rate

Reduce the annual urban fatality rate per 100 million vehicle miles travelled from 0.52 in 2007 to 0.45 by 2013.

### 2013 Goal: Reduce the Rural Fatality Rate

Reduce the annual rural fatality rate per 100 million vehicle miles travelled from 3.05 in 2007 to 2.40 by 2013.



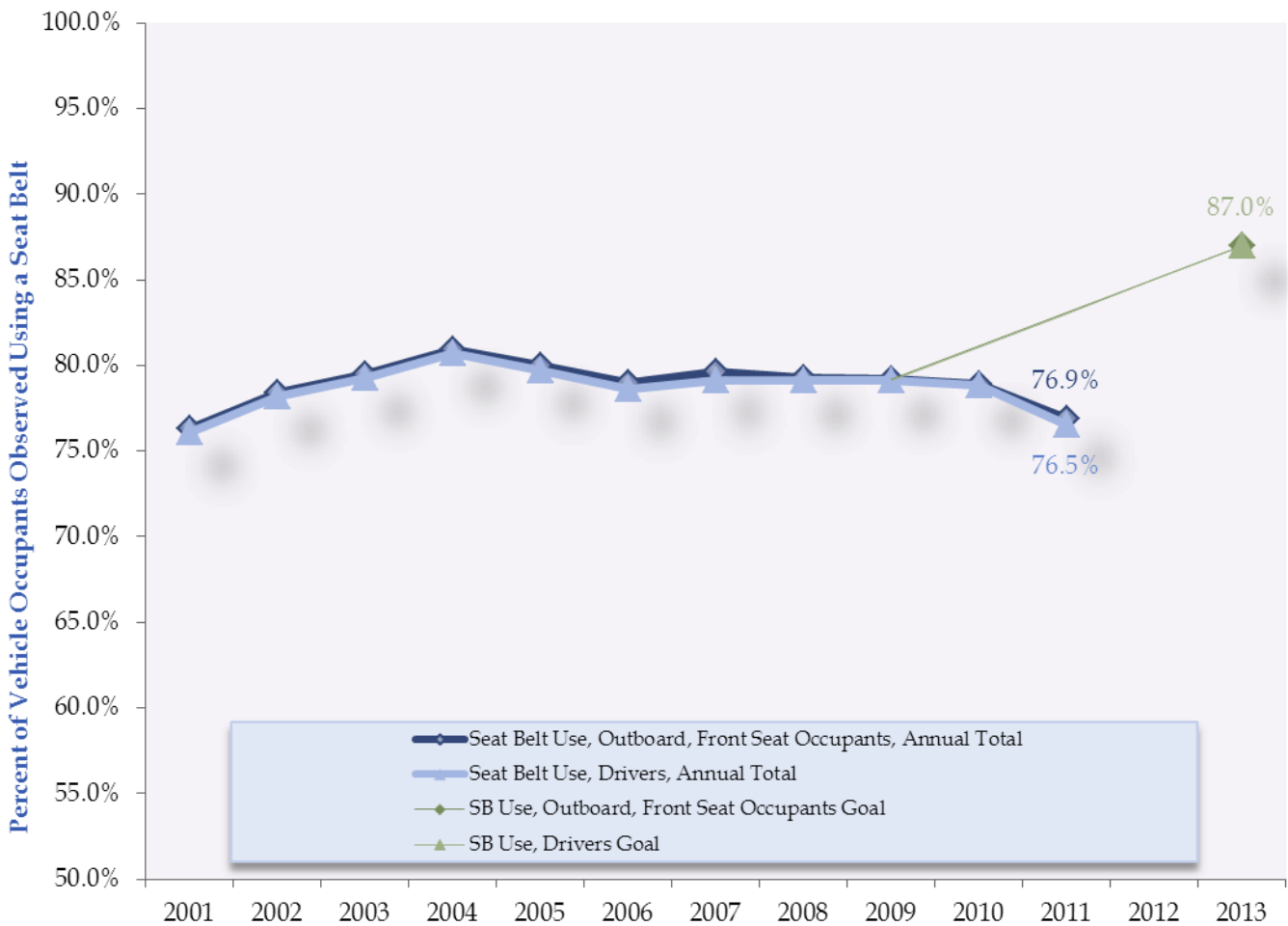
## Seat Belt Use

### 2013 Goal: Increase Seat Belt Use of Outboard, Front Seat Vehicle Occupants

Increase the annual statewide seat belt use for outboard, front seat vehicle occupants from 79.2% in 2009 to 87% by 2013.

### 2013 Goal: Increase Seat Belt Use by Drivers

Increase the annual statewide seat belt use for vehicle drivers from 79.1% in 2009 to 87% by 2013.





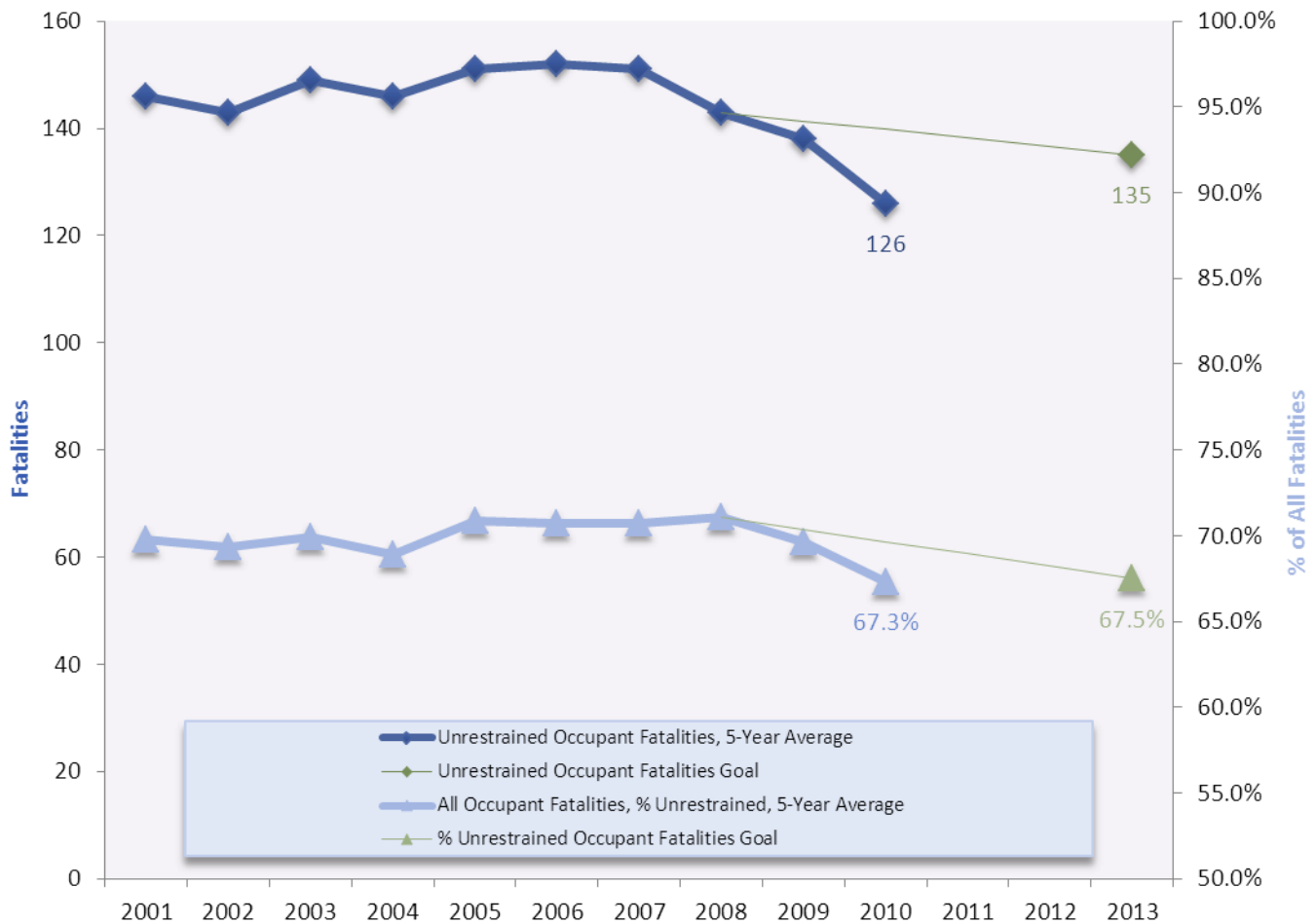
## Seat Belt Use

### 2013 Goal: Reduce Unrestrained Vehicle Occupant Fatalities, Total

Reduce the five-year average number of unrestrained vehicle occupant fatalities from 143 in 2008 to 135 by 2013. (Matches NHTSA Core Outcome Measure C-4).

### 2013 Goal: Reduce Unrestrained Vehicle Occupant Fatalities, Percent

Reduce the five-year average number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities from 71.1% in 2008 to 67.5% by 2013.



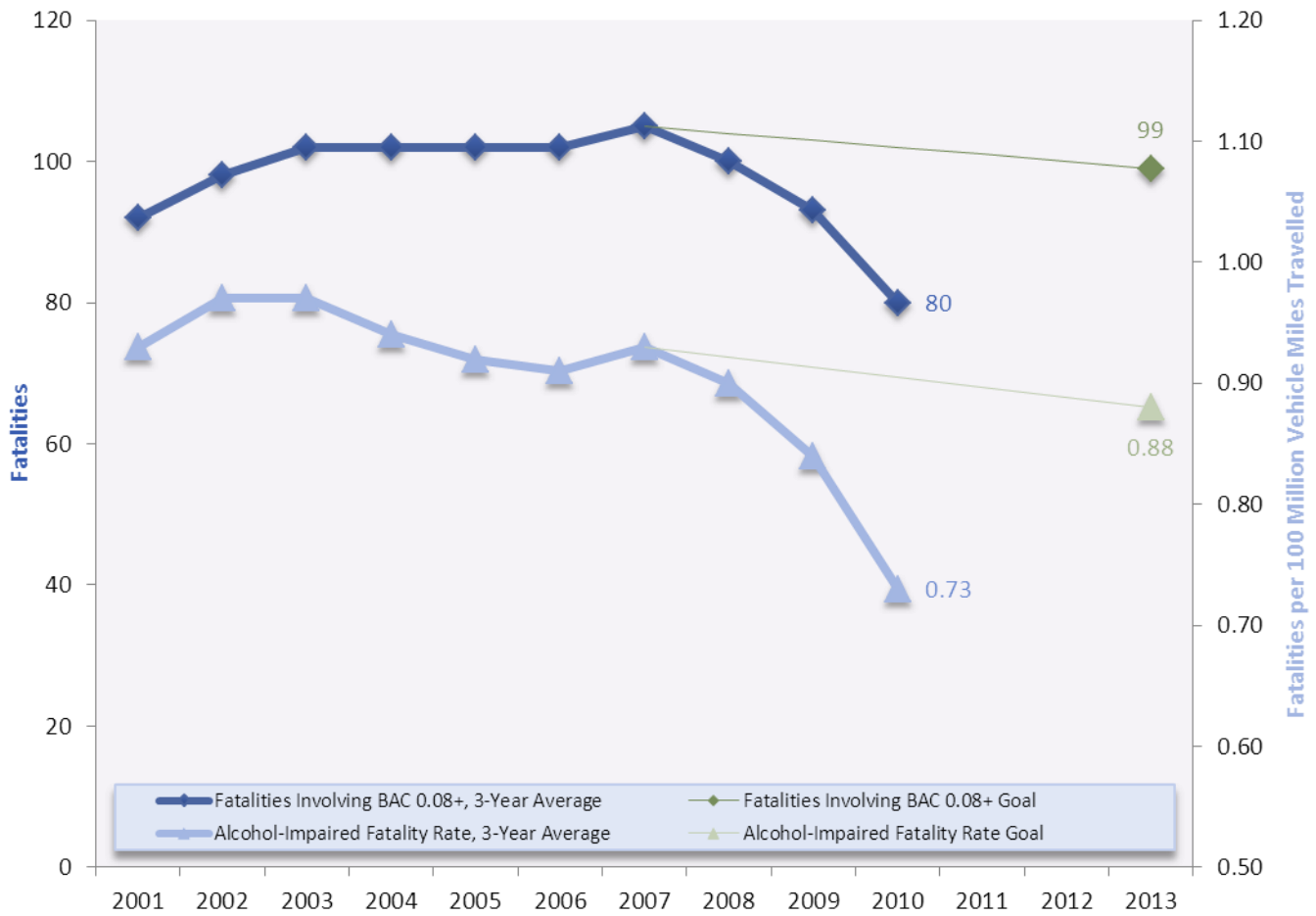
# Alcohol & Impaired Driving Fatalities

## 2013 Goal: Reduce Alcohol-Impaired Fatalities

Reduce the three-year average number of fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+) from 105 in 2007 to 99 by 2013. (Matches NHTSA Core Outcome Measure C-5.)

## 2013 Goal: Reduce Alcohol-Impaired Fatality Rate

Reduce the three-year average alcohol-impaired (driver or motorcycle operator with BAC 0.08+) fatality rate per 100 million vehicle miles travelled from 0.93 in 2007 to 0.88 by 2013.



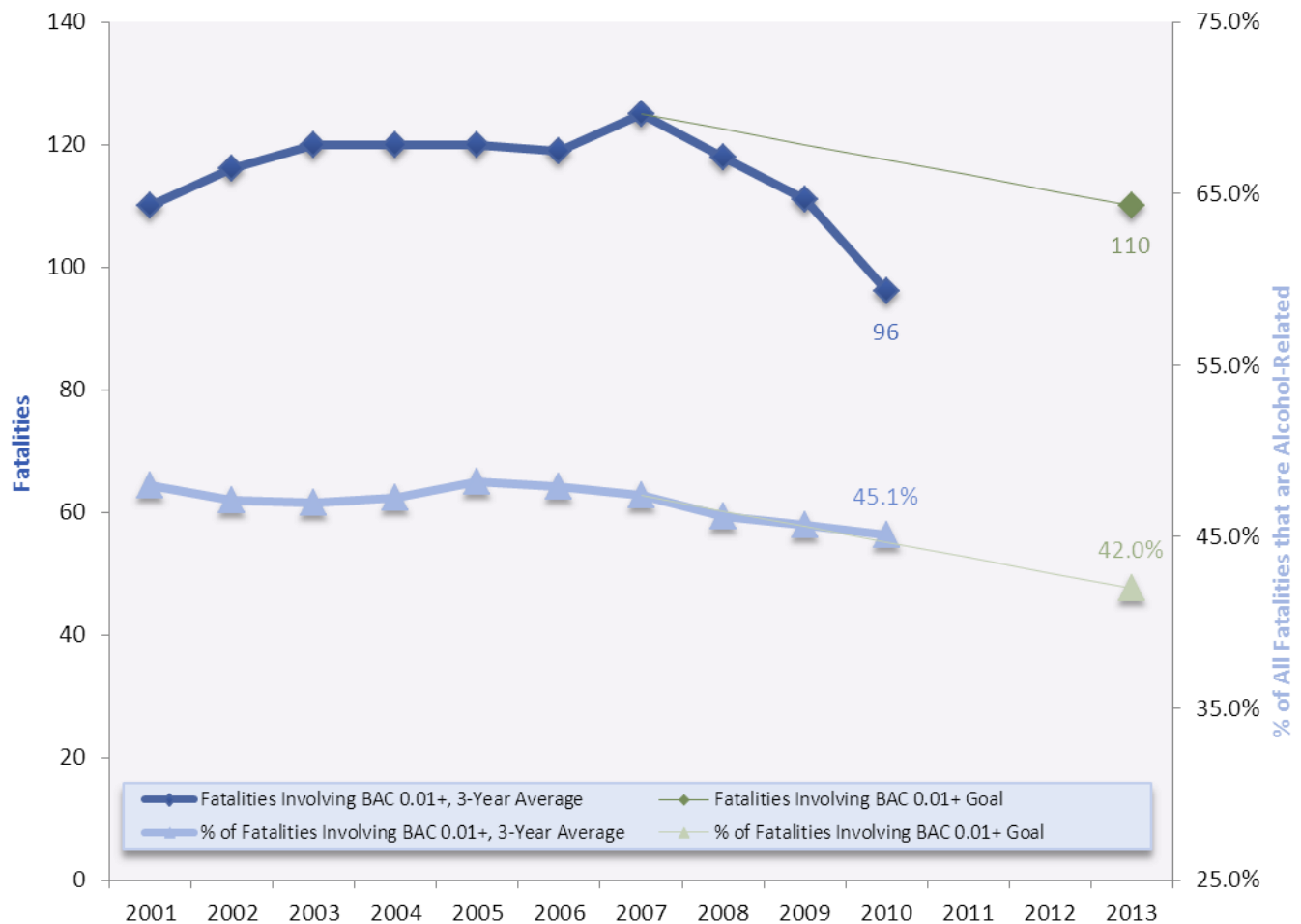
## Alcohol & Impaired Driving Fatalities

### 2013 Goal: Reduce Alcohol-Related Fatalities, Total

Reduce the three-year average number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ from 125 in 2007 to 110 by 2013.

### 2013 Goal: Reduce Alcohol-Related Fatalities, Percent

Reduce the three-year average number of fatalities in crashes involving a driver or motorcycle operator with BAC 0.01+ as a percent of all fatalities from 47.4% in 2007 to 42% by 2013.



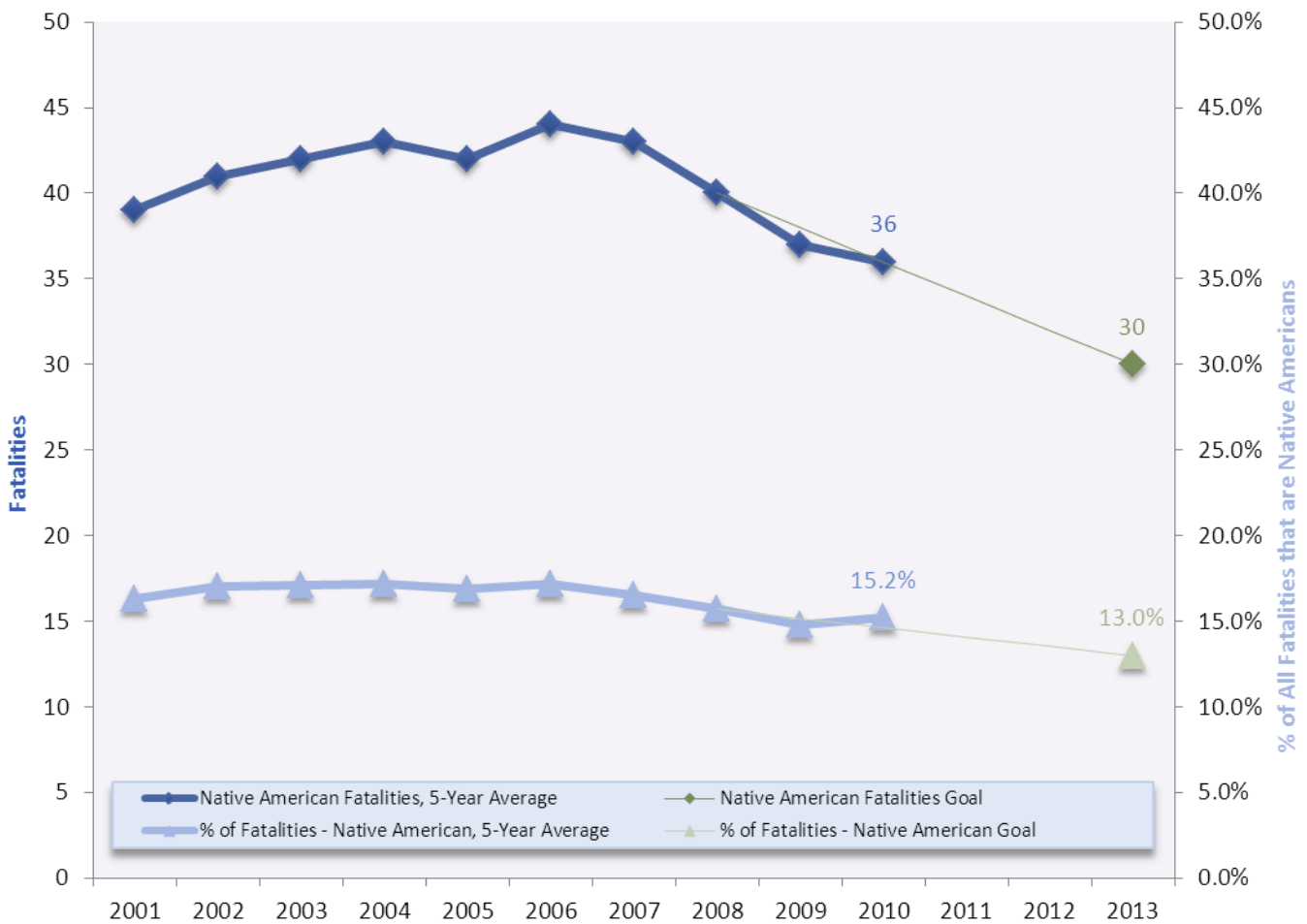
## Native American Crash Fatalities

### 2013 Goal: Reduce Native American Fatalities, Total

Reduce the five-year average number of Native American fatalities from 40 in 2008 to 30 by 2013.

### 2013 Goal: Reduce Native American Fatalities, Percent

Reduce the five-year average number of Native American fatalities as a percent of all fatalities from 15.7% in 2008 to 13% by 2013.



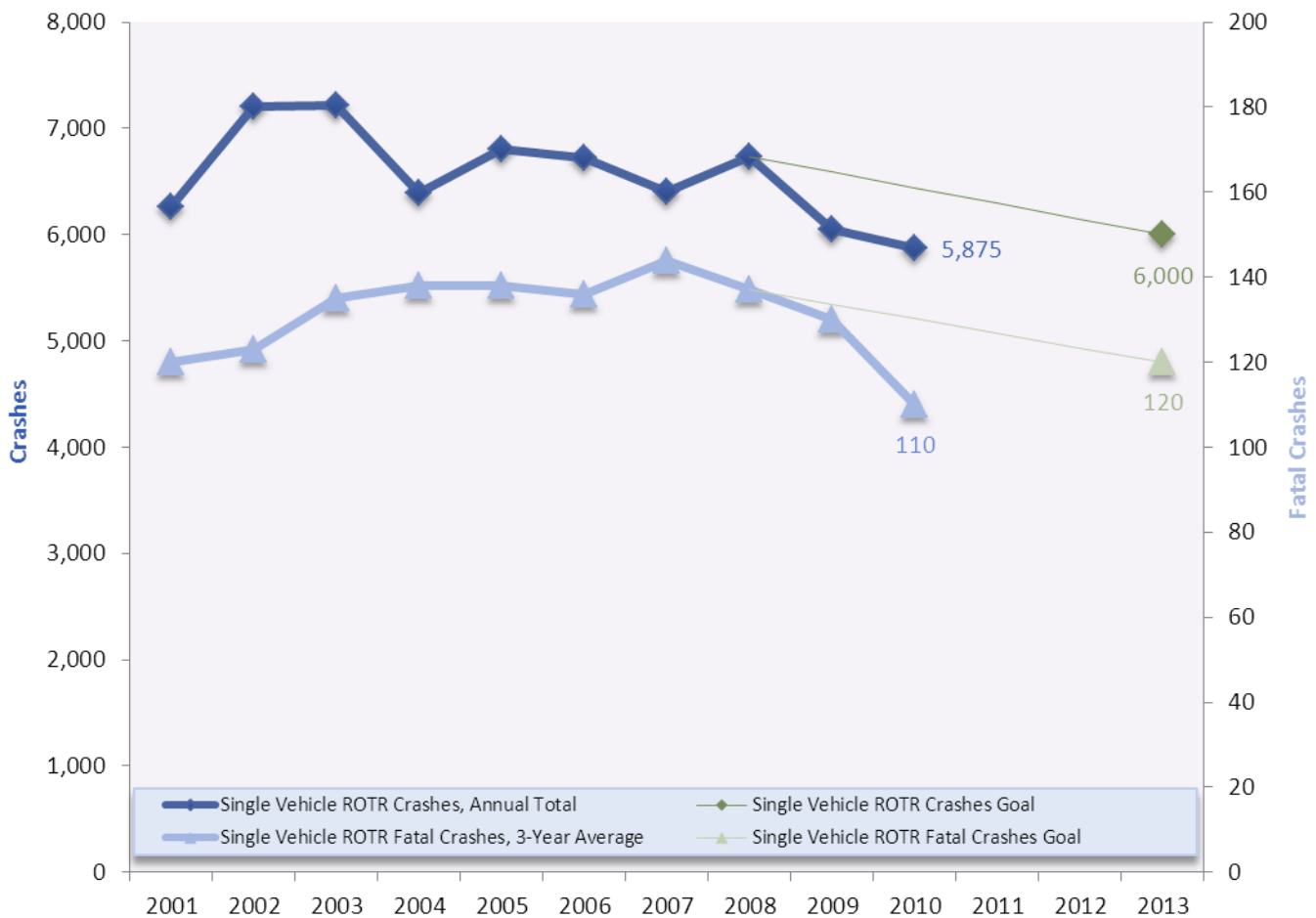
## Single Vehicle, Run-Off-The-Road Crashes

### 2013 Goal: Reduce Single Vehicle, Run-Off-The-Road Crashes

Reduce the total annual number of single vehicle, run-off-the-road crashes from 6,740 in 2008 to 6,000 by 2013.

### 2013 Goal: Reduce Single Vehicle, Run-Off-The-Road Fatal Crashes

Reduce the three-year average number of single vehicle, run-off-the-road crashes from 137 in 2008 to 120 by 2013.



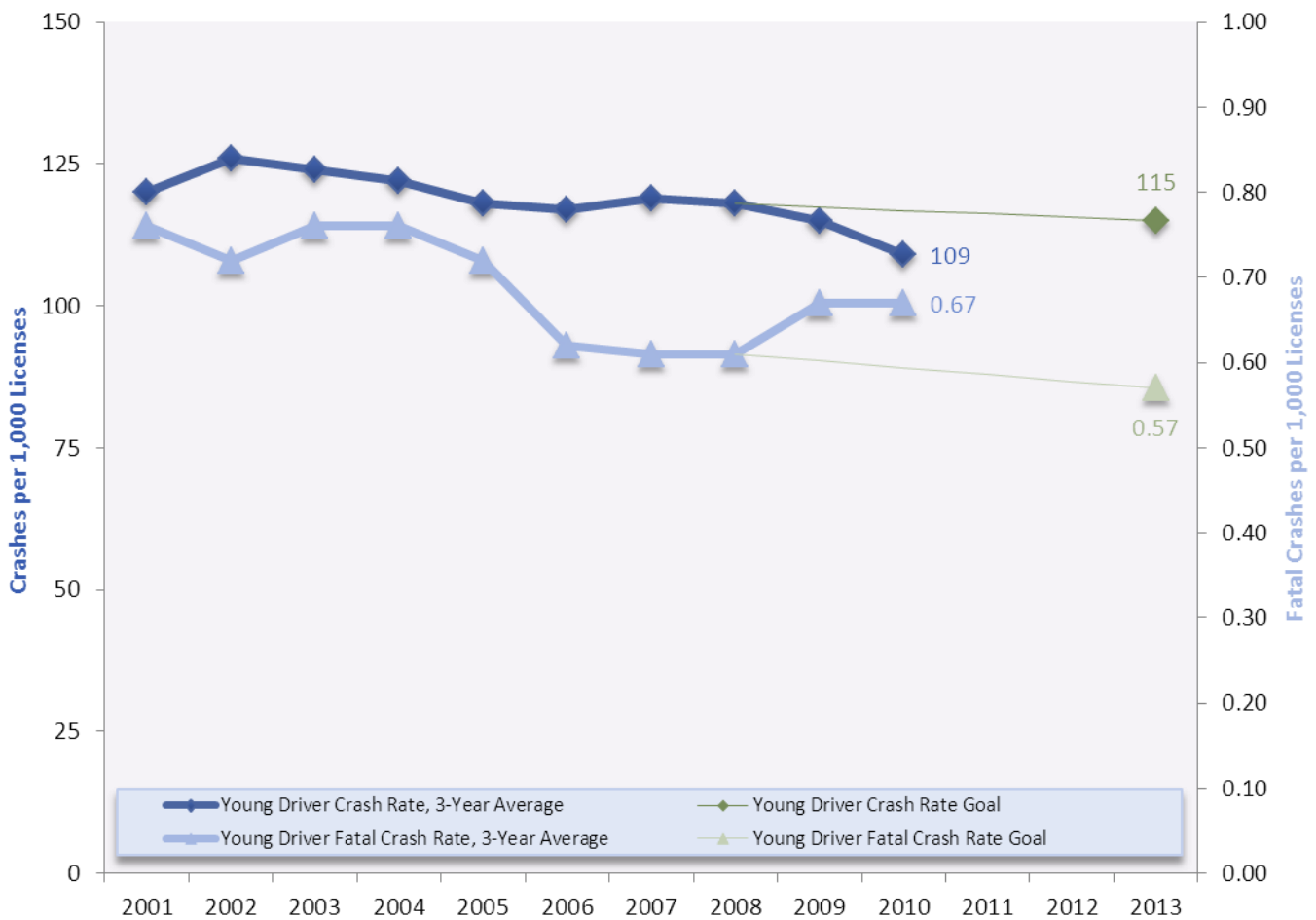
## Young Driver Crashes (Age 20 and Below)

### 2013 Goal: Reduce the Young Driver Crash Rate

Reduce the three-year average crash rate per 1,000 licensed drivers age 20 and below from 118 in 2008 to 115 by 2013.

### 2013 Goal: Reduce the Young Driver Fatal Crash Rate

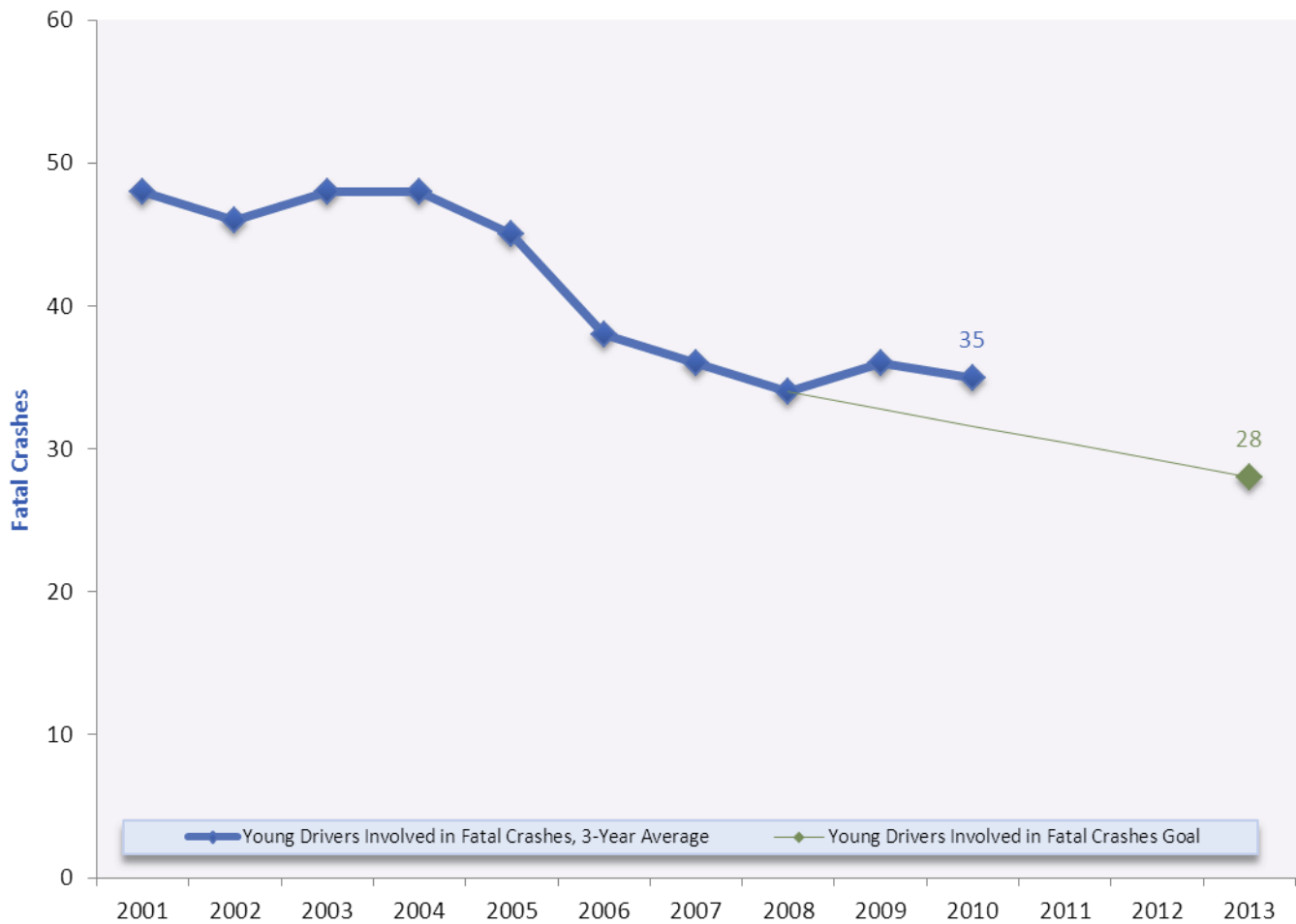
Reduce the three-year average fatal crash rate per 1,000 licensed drivers age 20 and below from 0.61 in 2008 to 0.57 by 2013.



## Young Driver Crashes (Age 20 and Below)

### 2013 Goal: Reduce Young Driver Fatal Crashes

Reduce the three-year average number of fatal crashes involving drivers age 20 and below from 34 in 2008 to 28 by 2013. (Matches NHTSA Core Outcome Measure C-9.)



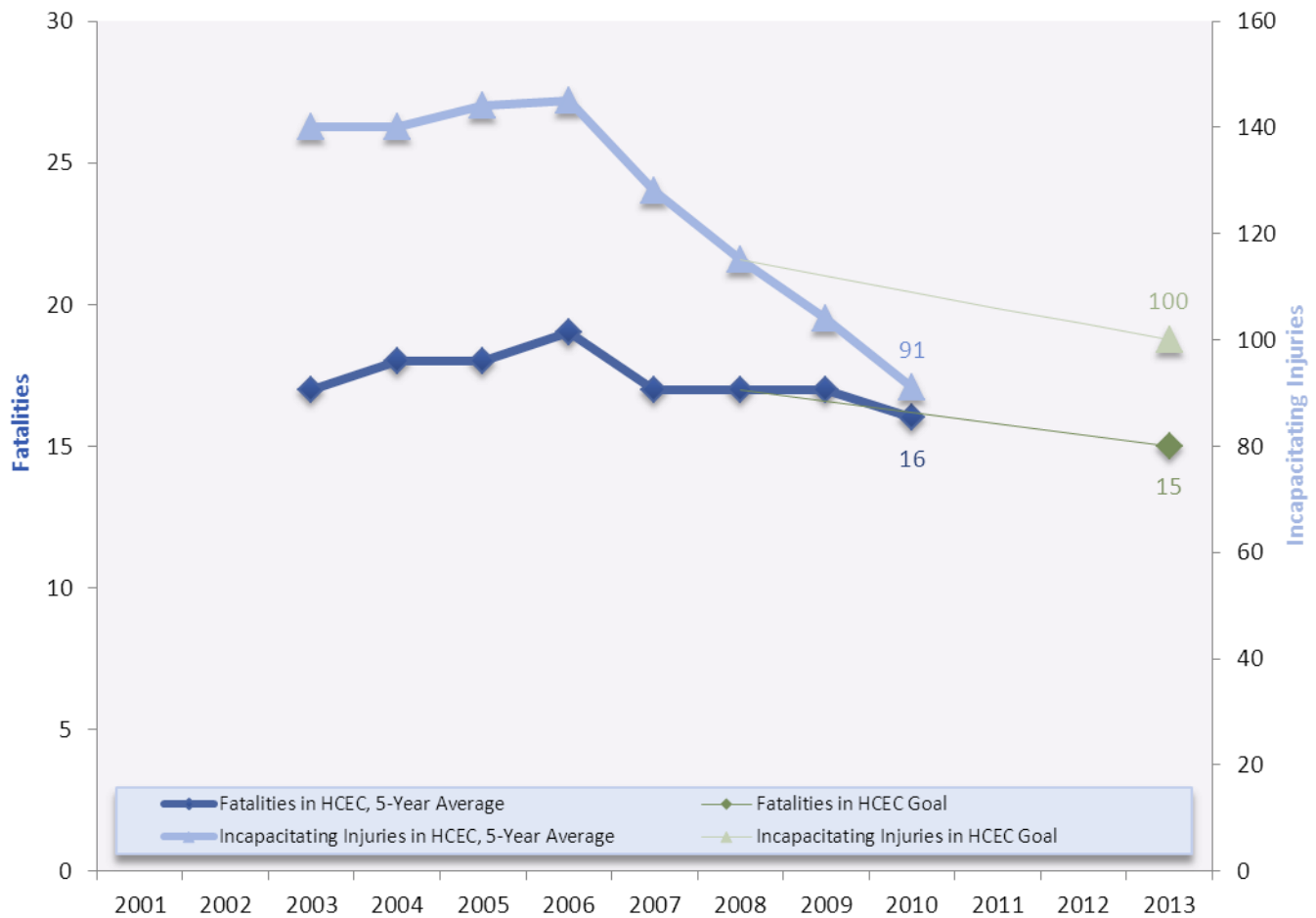
## High Crash Enforcement Corridors

### 2013 Goal: Reduce Fatalities in High Crash Enforcement Corridors

Reduce the five-year average number of fatalities occurring in high crash enforcement corridors from 17 in 2008 to 15 by 2013.

### 2013 Goal: Reduce Incapacitating Injuries in High Crash Enforcement Corridors

Reduce the five-year average number of incapacitating injuries occurring in high crash enforcement corridors from 115 in 2008 to 100 by 2013.





## High Crash Enforcement Corridors

### 2013 Goal: Reduce Crashes in High Crash Enforcement Corridors

Reduce the three-year average number of crashes occurring in high crash enforcement corridors from 977 in 2008 to 925 by 2013.



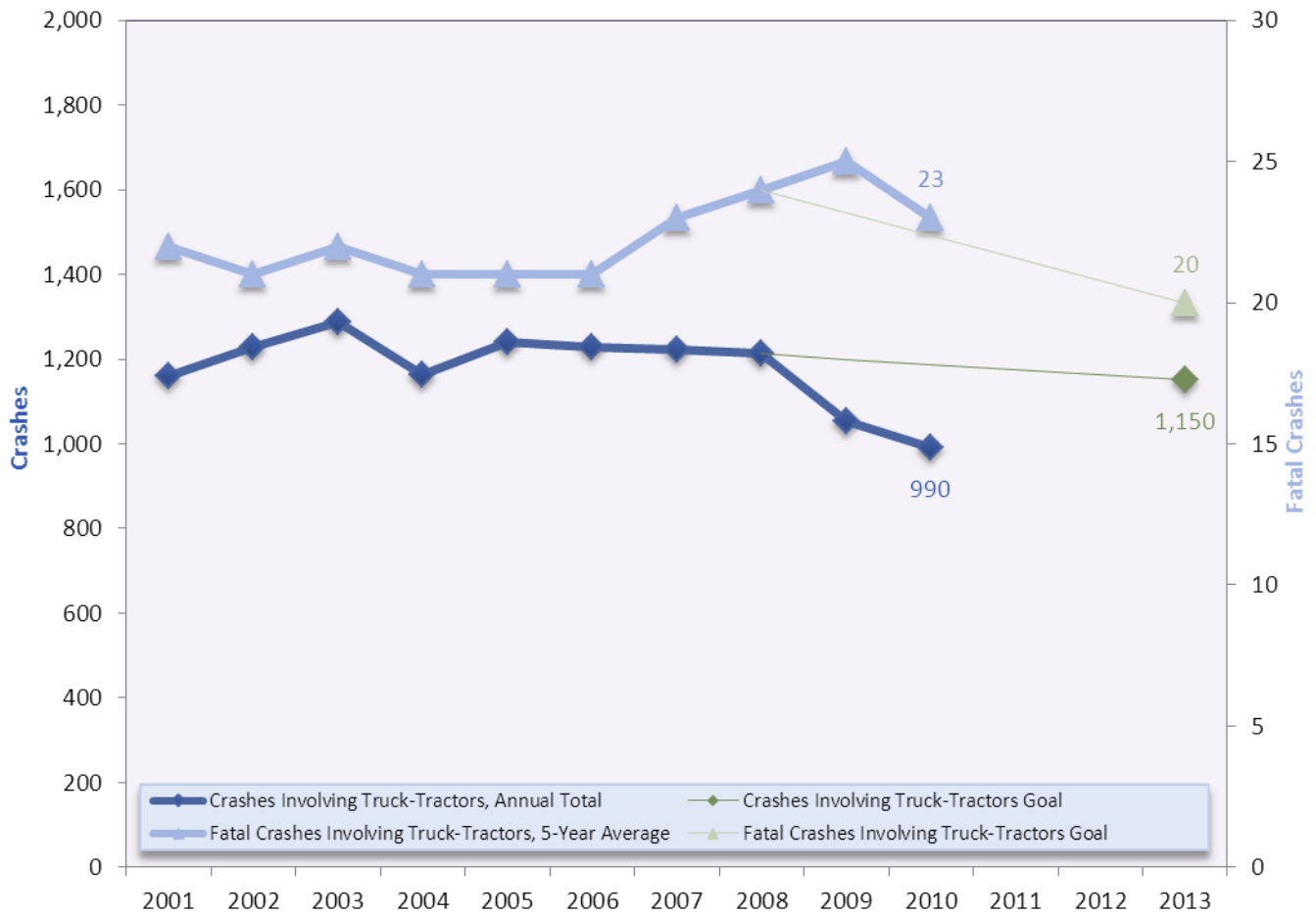
# Truck Crashes

## 2013 Goal: Reduce Truck Crashes

Reduce the total annual number of crashes involving trucks from 1,212 in 2008 to 1,150 by 2013.

## 2013 Goal: Reduce Fatal Truck Crashes

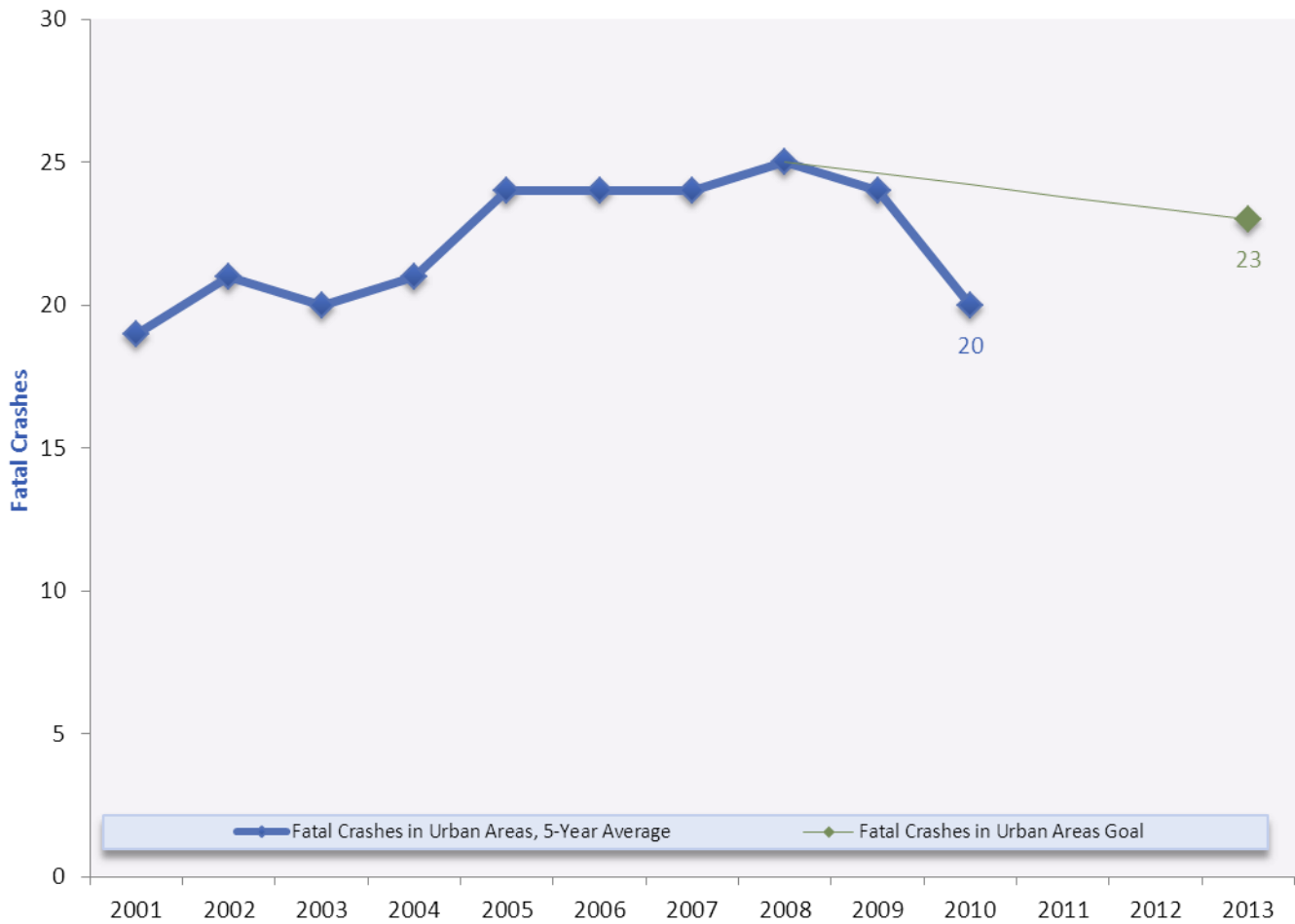
Reduce the five-year average number of fatal crashes involving trucks from 24 in 2008 to 20 by 2013.



## Urban Area Crashes

### 2013 Goal: Reduce Fatal Crashes in Urban Areas

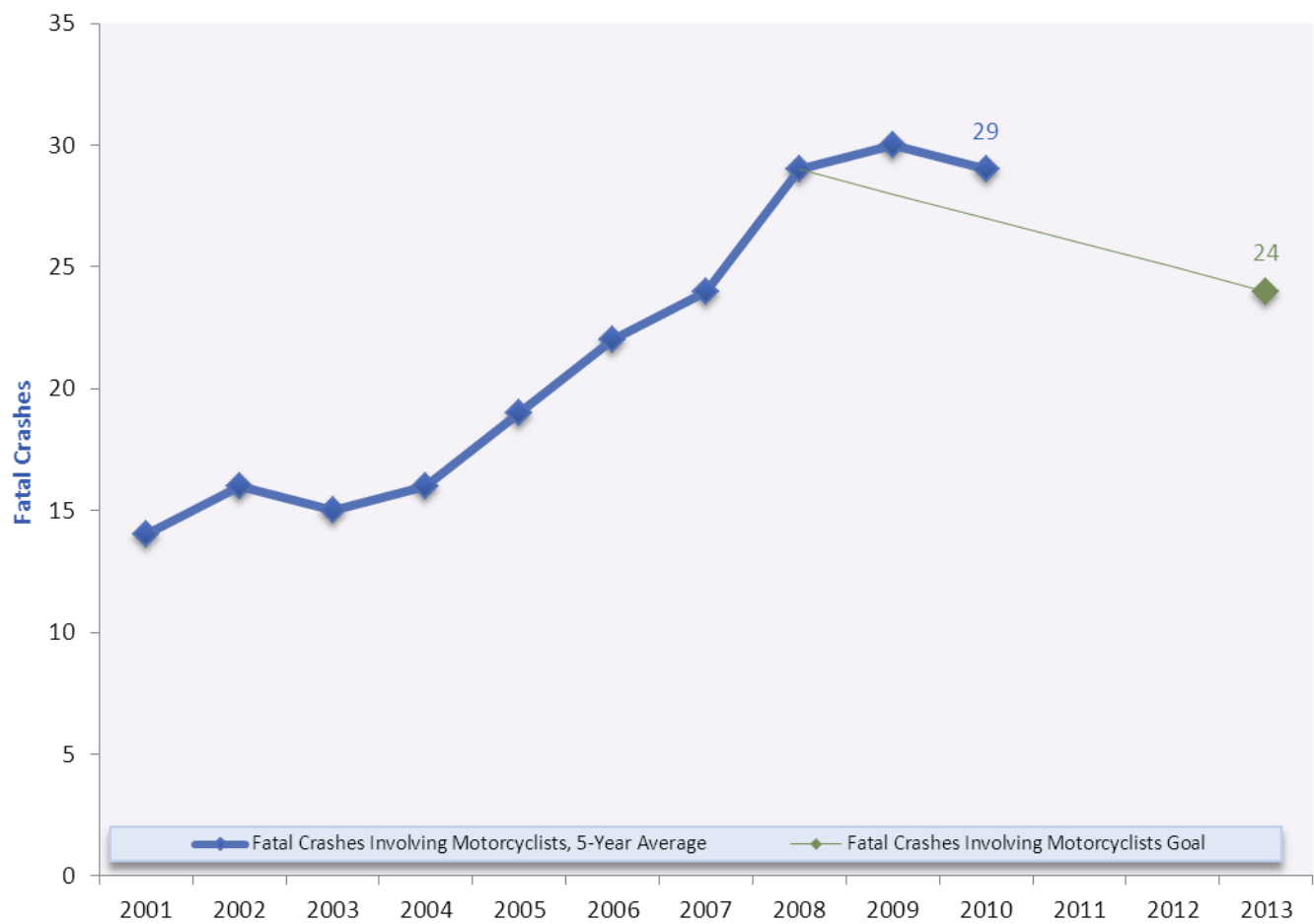
Reduce the five-year average number of fatal crashes occurring in urban areas from 25 in 2008 to 23 by 2013.



## Motorcycle Crashes

### 2013 Goal: Reduce Fatal Crashes Involving Motorcycles

Reduce the five-year average number of fatal crashes involving motorcycles from 29 in 2008 to 24 by 2013.



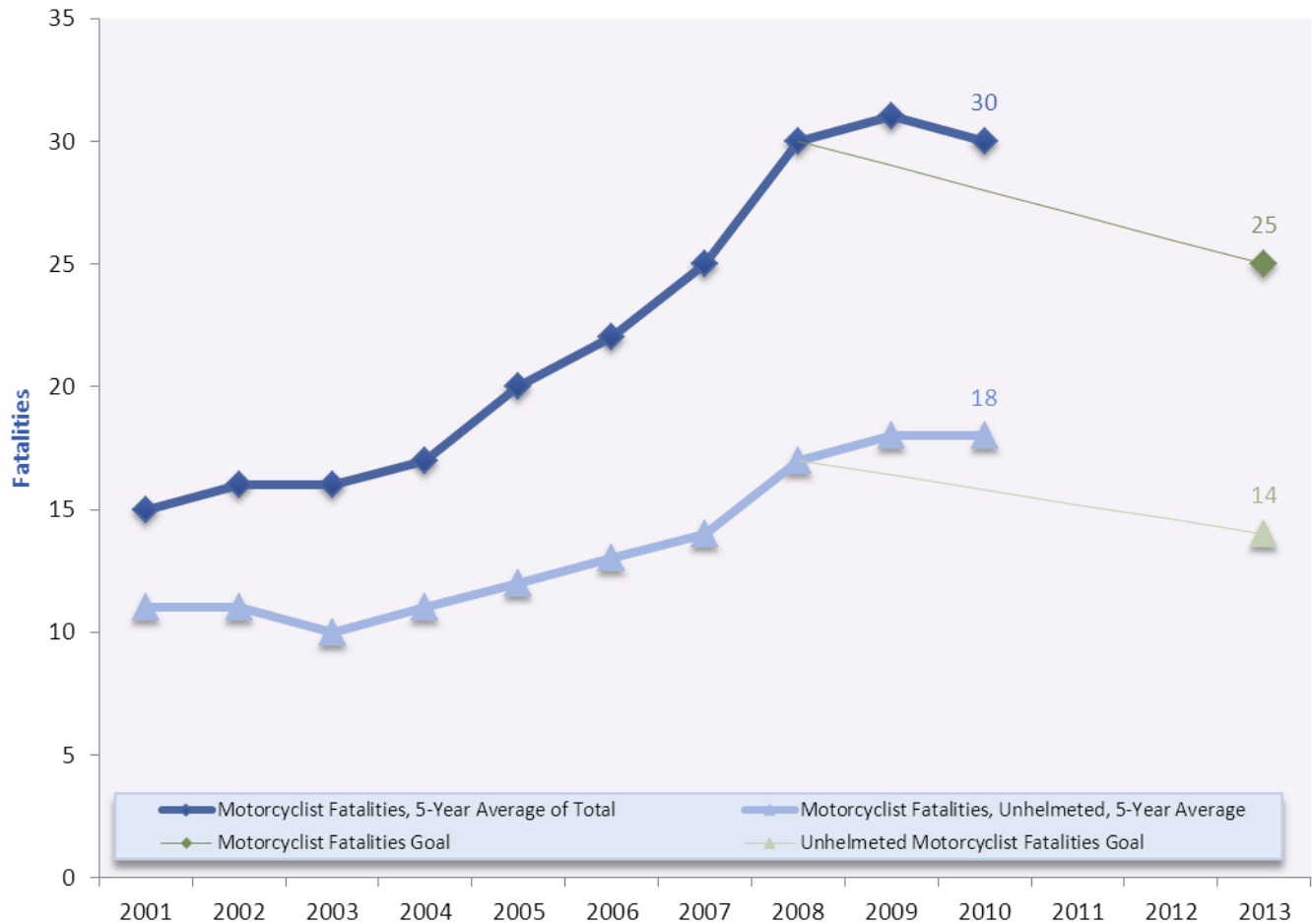
# Motorcycle Crashes

## 2013 Goal: Reduce Motorcyclist Fatalities

Reduce the five-year average number of motorcyclist fatalities from 30 in 2008 to 25 by 2013. (Matches NHTSA Core Outcome Measure C-7.)

## 2013 Goal: Reduce Fatalities for Motorcyclists Not Wearing Helmets

Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 17 in 2008 to 14 by 2013. (Matches NHTSA Core Outcome Measure C-8)



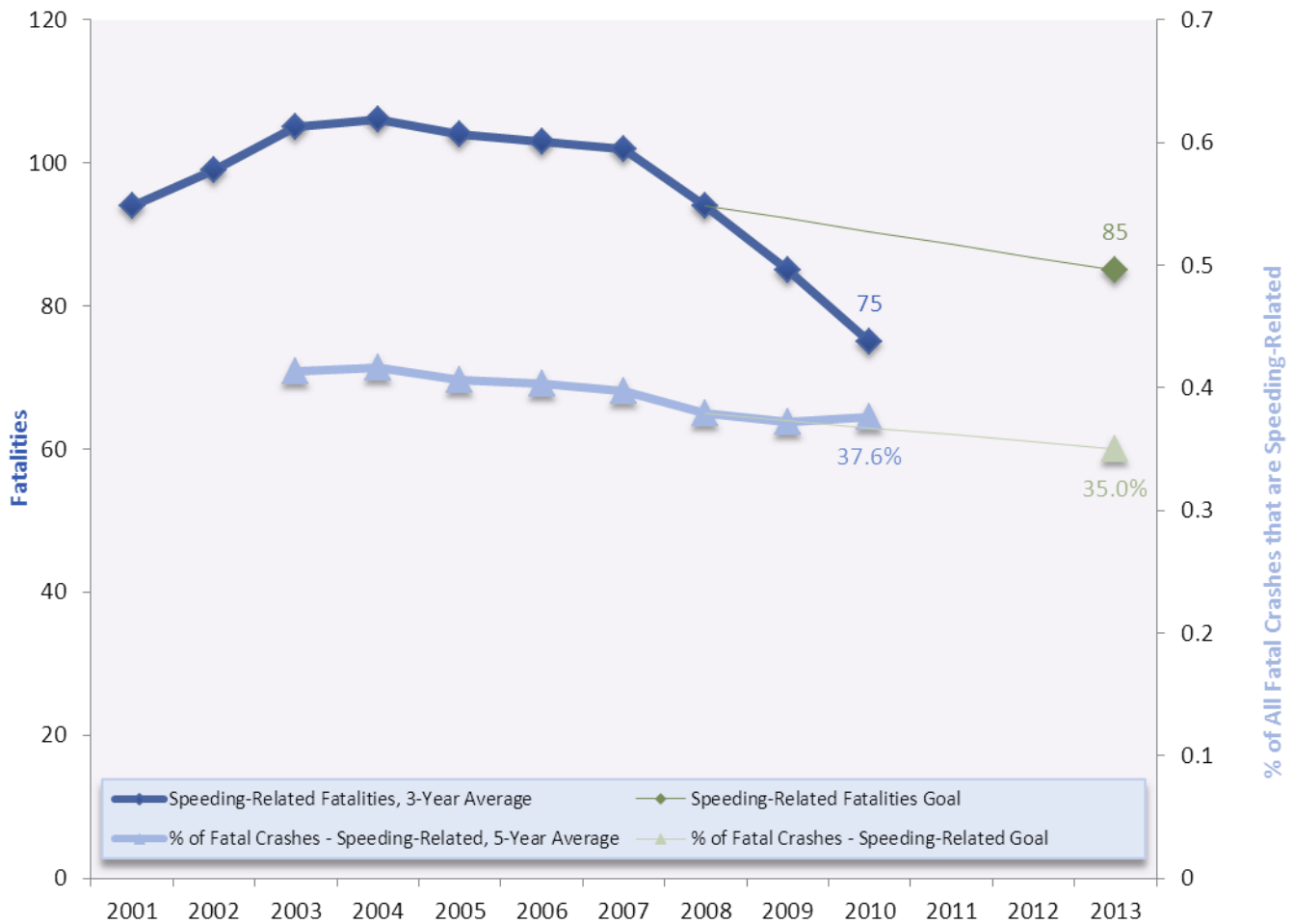
# Speed Control

## 2013 Goal: Reduce Speeding-Related Fatalities

Reduce the three-year average number of speeding-related fatalities from 94 in 2008 to 85 by 2013.  
(Matches NHTSA Core Outcome Measure C-6.)

## 2013 Goal: Reduce Speeding-Related Fatal Crashes, Percent

Reduce the five-year average number of speeding-related fatal crashes as a percent of all fatal crashes from 37.9% in 2008 to 35.0% by 2013.

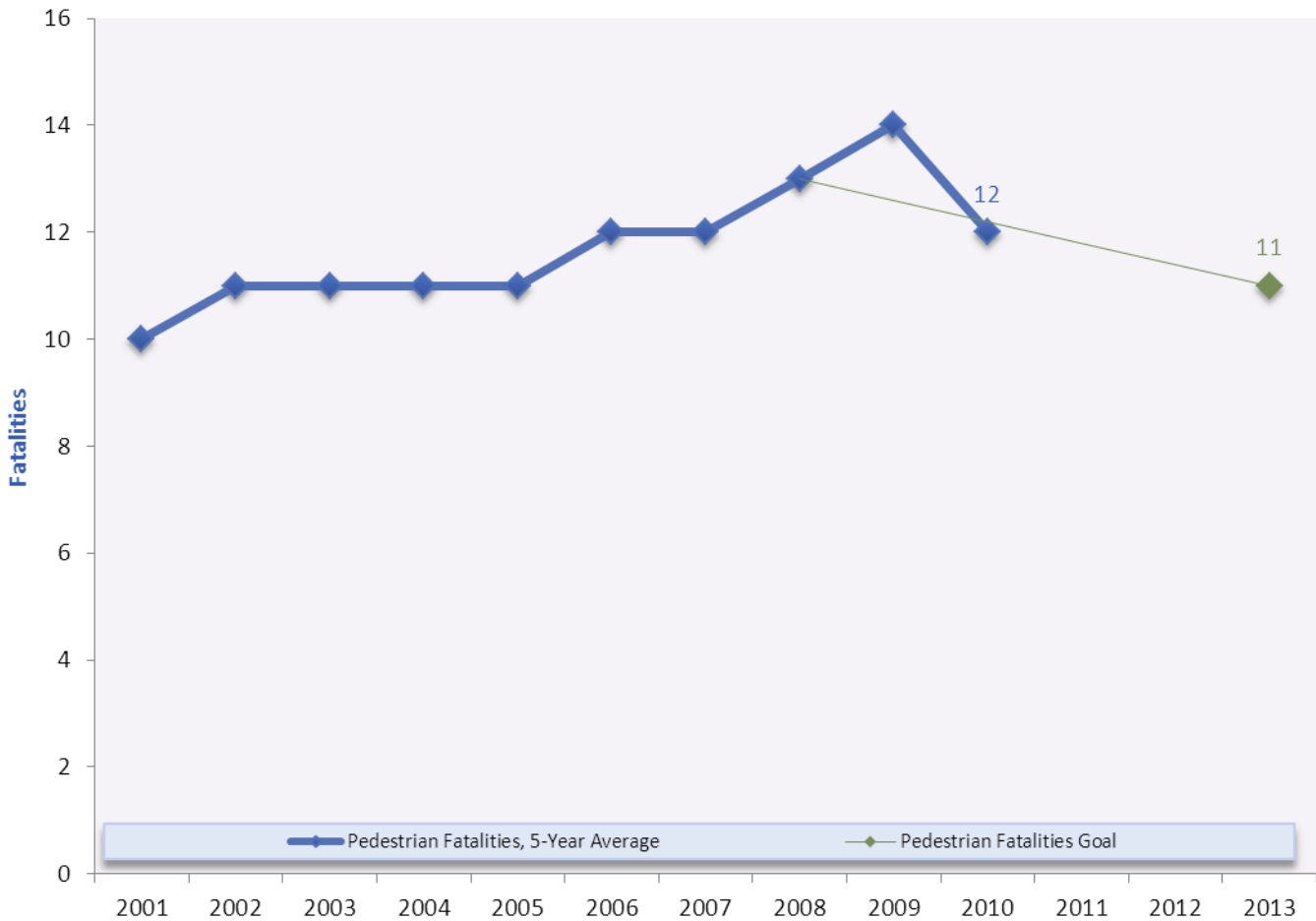


# Pedestrian Fatalities

## 2013 Goal: Reduce Pedestrian Fatalities

Reduce the five-year average number of pedestrian fatalities from 13 in 2008 to 11 by 2013.

(Matches NHTSA Core Outcome Measure C-10.)



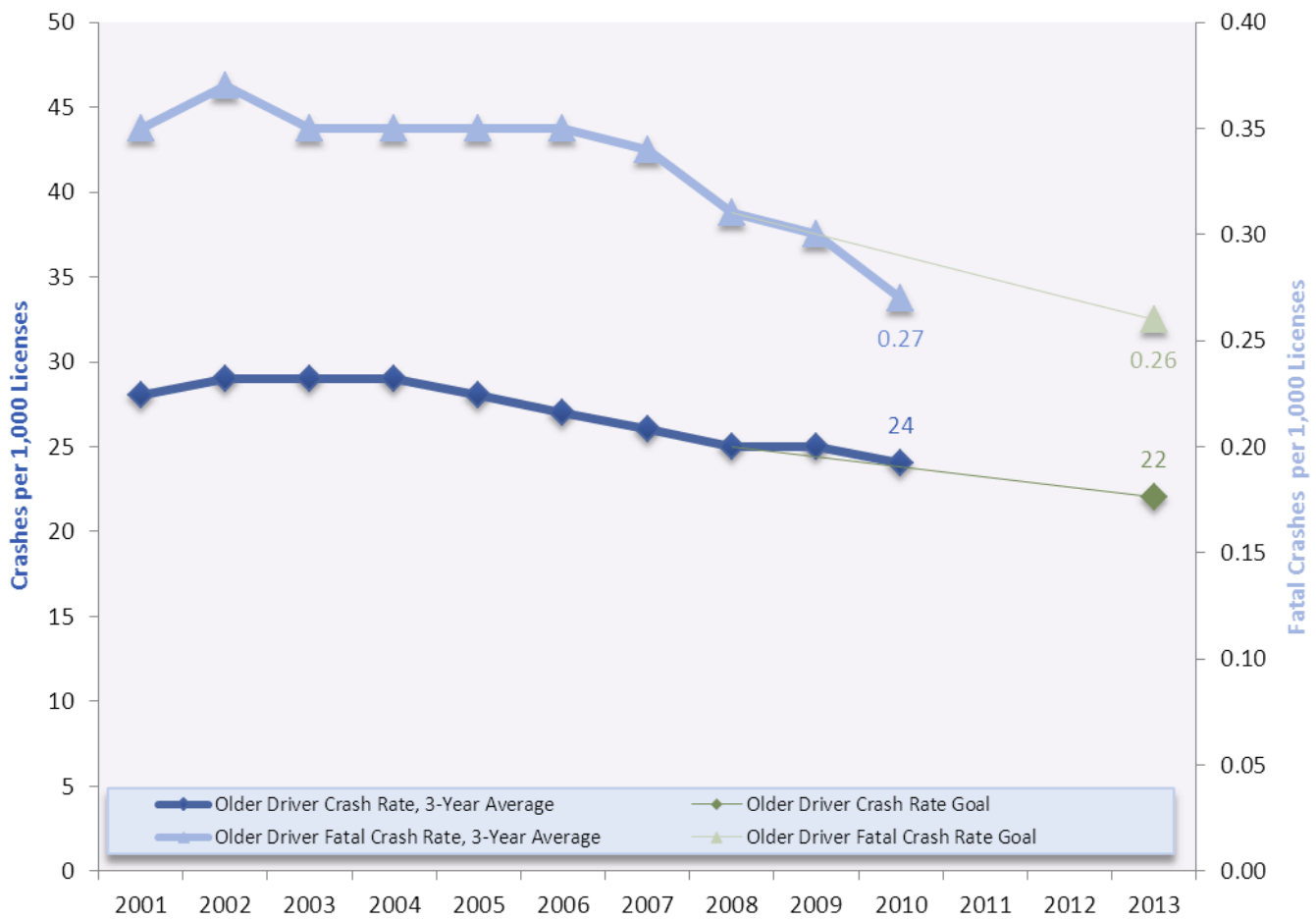
## Older Driver Crashes (Age 65 and Above)

### 2013 Goal: Reduce the Older Driver Crash Rate

Reduce the three-year average crash rate per 1,000 licensed drivers age 65 and above from 25 in 2008 to 22 by 2013.

### 2013 Goal: Reduce the Older Driver Fatal Crash Rate

Reduce the three-year average fatal crash rate per 1,000 licensed drivers age 65 and above from 0.31 in 2008 to 0.26 by 2013.





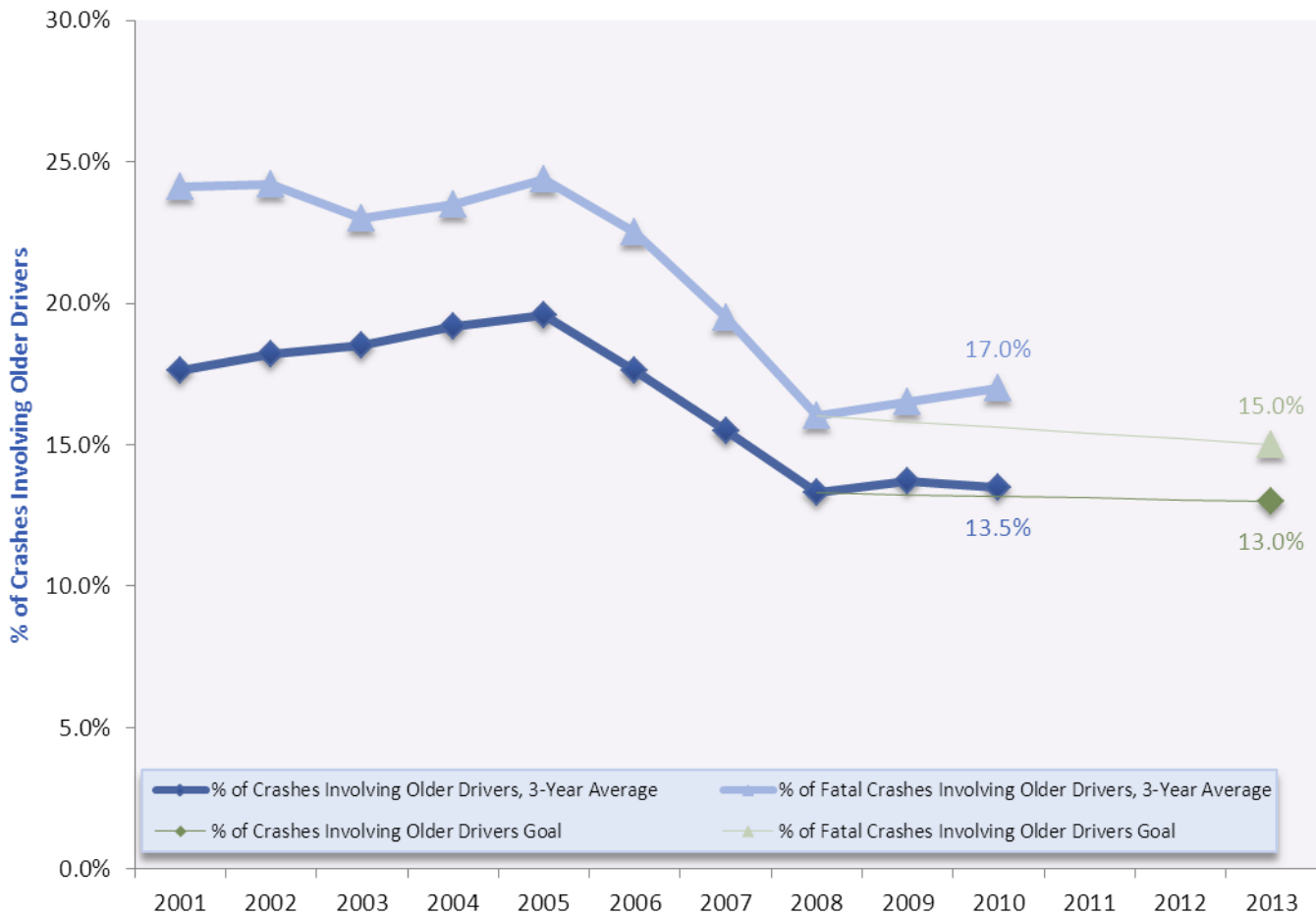
## Older Driver Crashes (Age 65 and Above)

### 2013 Goal: Reduce Older Driver Crashes, Percent

Reduce the three-year average number of crashes involving drivers age 65 and above as a percent of all crashes from 13.3% in 2008 to 13.0% by 2013.

### 2013 Goal: Reduce Older Driver Fatal Crashes, Percent

Reduce the three-year average number of fatal crashes involving drivers age 65 and above as a percent of all fatal crashes from 16.0% in 2008 to 15.0% by 2013.



## Grant-Funded Enforcement Activities

The following three measures are simply a report on Montana's grant-funded enforcement activities and include a chart of the historical data for each measure.

### Measure: Seat Belt Citations

2,429 seat belt citations were issued during grant-funded enforcement activities during FFY2011.

(Matches NHTSA Activity Measure A-1.)

### Measure: Impaired Driving Arrests

608 impaired driving arrests were made during grant-funded enforcement activities during FFY2011.

(Matches NHTSA Activity Measure A-2.)

### Measure: Speeding Citations

10,562 speeding citations were issued during grant-funded enforcement activities during FFY2011.

(Matches NHTSA Activity Measure A-3.)



## I M P A I R E D   D R I V I N G

### Strategies

Montana employed a multi-pronged approach to prevent and reduce the injuries and deaths that result from crashes involving impaired drivers, including strategies from the categories of *education, prevention, intervention, enforcement, and consequences.*

### Results

In 2010, crashes involving drugs and/or alcohol in Montana decreased to 1,935, the lowest number on record. In 2009, there was a decline in the actual number of alcohol-related fatalities (92 people), which is the lowest number in over a decade.

Alcohol and/or drugs continue to be suspected in approximately 1 in 10 crashes, 1 in 5 injuries, and almost half of all fatalities in Montana each year.

The average blood alcohol concentration (BAC) of those arrested for DUI in Montana was **0.154**, based on data collected over an 18-month time period (October 2007 – March 2009) on the 100-plus Intoxilyzer® 8000 units located around the state. Although this average is lower than in years past, when the average BAC hovered around 0.18, it is still twice the legal limit.

Refusal to provide a blood or breath sample is still a strategy used by impaired drivers to avoid legal consequences, however with the passage of SB 42, which went into effect on April 28, 2011 and allows search warrants for blood samples if the offender has a prior refusal or conviction or pending offense, we expect to see a reduction in DUI offenders using the refusal loophole and avoiding prosecution/conviction.

Preliminary results for 2010 show 79.7% of all drivers / pedestrians / bicyclists / etc. involved in fatal crashes were tested for blood alcohol concentration (181 of 227 people). Of those 181 people tested, 37.6% were noted as having a BAC greater than 0.00 (68 people) and the average BAC of those 68 people was **0.172**.

Preliminary 2010 results show that the alcohol-related fatality rate was 0.82 per 100 million vehicle miles traveled compared to 0.84 in 2008.

A total of 10,850 driving under the influence (DUI) offenses, including those given to drivers under age 21 and to commercial drivers, were filed with the Office of Court Administrator in 2010, up from 9,987 in 2009.

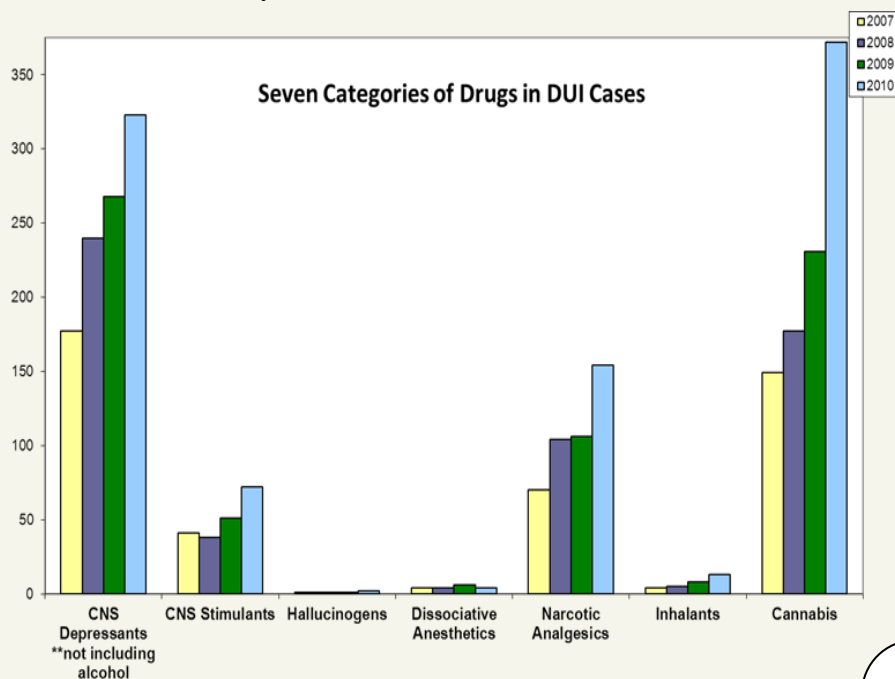
A total of 6,664 DUI convictions were reported to the Motor Vehicle Division of the Montana Department of Justice for calendar year 2010.

### Drugs involved in DUI

The Montana Forensic Science Division compared the classifications of drugs found in the blood of drivers apprehended for DUI from 2007 to 2010. As shown in the graph below, all seven categories of drugs have been identified in various DUI cases, with the most common being central nervous system (CNS) depressants (other than alcohol), cannabis, and narcotic analgesics.

It is unknown whether the increases in every category over the past four years are primarily the result of increased drug usage, increased detection because of the implementation and expansion of the DRE and ARIDE education programs for law enforcement, or both.

Types of drugs found in whole blood samples include tranquilizers, sleeping pills, muscle relaxants, inhalants, cough medicine, antidepressants, antihistamines, and numerous others.



## Impaired Driving Programs

Many of Montana's NHTSA resources were used to support the enforcement, prosecution and conviction of impaired drivers.

Details are provided in the *Police Traffic Services* section regarding the Selective Traffic Enforcement Program (STEP), Roving Patrols, the Labor Day mobilization, the Drug Evaluation and Classification (DEC) program, and training for law enforcement: DRE training, SFST refresher training, and ARIDE training.

We are pleased to highlight the following programs to prevent or reduce impaired driving.

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## *PRIME For Life*® implementation

Montana law requires those convicted of driving under the influence of alcohol and/or drugs (DUI) to complete chemical dependency assessment, treatment commensurate with the level of dependency found during the evaluation, and an education program. This has commonly been referred to as the "A.C.T. Program".

In FFY 2010, MDT contracted with the Chemical Dependency Bureau (CDB) of the Department of Public Health & Human Services (DPHHS) to implement the Prevention Research Institute's evidence-based curriculum, *PRIME For Life* as the state's approved education course for DUI offenders.

Implementation of *PRIME For Life* in all state-approved programs providing Assessment-Court-Treatment (A.C.T.) services to DUI offenders was completed during FFY 2011. Over 150 professionals have been trained in *PRIME For Life*, and as of September 2011, 87 of them are certified to teach *PRIME For Life*.

The consultant to CDB-DPHHS and a DPHHS staff person are trained in *PRIME For Life*'s "Moving ForWard" coding process that is used in doing fidelity checks for *PRIME For Life*.

Although not all the rural sites were visited and coded by the end of the year, DPHHS plans to complete fidelity coding/reviews of all sites by December 31, 2011. Ongoing coding of ACT programs

will continue post-contract.

DPHHS CDB is planning to set up a meeting in Spring 2012 to discuss the process for evaluating *PRIME For Life* outcomes, culminating in preparation of a final report for the 2013 Legislature.



Changing the relevant statutes requiring A.C.T. instructors to be licensed addiction counselors versus certified *PRIME For Life* instructors was not accomplished during the 2011 Legislature. The Montana Addiction Service Providers will again assume responsibility in requesting A.C.T. statute changes during the 2013 legislature. In the meantime, the ACT provider manual has been updated to include new rules regarding ACT, *PRIME For Life* and *Moving ForWard* coding program. All ACT programs are in agreement with the changes and have implemented *PRIME For Life* in their A.C.T. curriculum.

Ongoing provision of *PRIME For Life* information will continue, including outreach activities with the Commission on Courts of Limited Jurisdiction twice a

year. Two new instructor and two CEU annual trainings will occur in Montana annually. They will be organized in consultation between the Prevention Research Institute and CDB's *PRIME For Life* Officer.

CDB plans to require all A.C.T. programs to train at least one program staff in the *Moving ForWard* coding process and begin to code staff presenting *PRIME For Life*, within their own A.C.T. program.

Additionally, every 2 years, all certified *PRIME For Life* instructors will have to submit a 90 minute tape of their *PRIME For Life* instructing to CDB. CDB's staff person and consultant will review and code the tape to ensure ongoing *PRIME For Life* fidelity in all ACT programs. A quarterly newsletter is also planned.

MDT and CDB-DPHHS maintain a solid and productive working relationship that has proven integral to initiating and completing the implementation of this evidence-based curriculum in Montana. Although it is too early to determine results, *PRIME For Life* is included in SAMHSA's National Registry of Evidence-based Programs and Practices, and we therefore expect implementation of this program to be a factor in reducing the number of multiple DUI convictions and impaired driving crashes in the years to come.

## Traffic Safety Resource Prosecutor

In late June 2009, Montana became the 45<sup>th</sup> state to implement a Traffic Safety Resource Prosecutor program.

TSRP Erin Inman, Attorney at Law, provided **56 presentations/trainings** reaching around 1,000 people during FFY 2011. Trainings included the following:

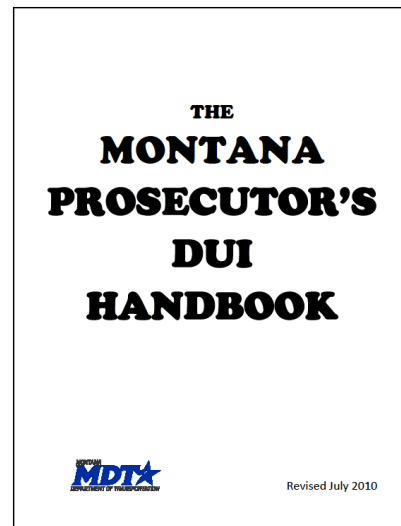
- Second annual **Prosecuting the DUI** class for law enforcement and prosecutors.
- A **Train-the-trainer** class to begin developing a cadre of regional trainers in the state.
- **Prosecuting the Drugged Driver**—a joint conference in conjunction with Idaho's TSRP program.
- A joint project with Idaho's TSRP to pilot **Cops in Court** trainings in select eastern Idaho/Western Montana locations.
- Multiple presentations as part of the **SFST Refresher**, **ARIDE**, and **DRE** curriculums coordinated by the Montana Highway Patrol.
- Legal updates for the courts of limited jurisdiction judges of Montana.
- Timely updates for Montana's prosecutors via the winter and summer meetings of the Montana County Attorney's Association—the premier training ground for Montana's county prosecutors—and a training for over 40 city prosecutors.
- information on **DUI and Implied Consent Laws** to new recruits at Montana's Law Enforcement Academy.

A big focus following the 2011 legislative session was implementation of the law allowing telephonic search warrants for blood in DUI cases. The TSRP arranged to have subject matter experts present valuable information on this issue at the summer MCAA conference. Their presentation encouraged prosecutors to coordinate with hospitals and law enforcement in establishing a good working relationship and process regarding blood warrants. Feedback from several participants indicated that they went home and worked with their hospitals to identify and solve process issues relating to warrants in DUIs.

In addition to the training presentations, the TSRP provided a variety of technical assistance to those involved in the crimi-

nal justice system. For example, the TSRP participated in NAPC's **Expert Cross Examination Project**, resulting in practical documents made available to Montana prosecutors that will save time in preparing for defense experts, as well as increase the effectiveness of prosecutors in presenting the truth (about the experts' subject matter) to a judge and/ or jury.

A comprehensive **DUI Handbook** for prosecutors was completed and disseminated in April 2011 via hard copy and on a CD. This handbook has proven to be a valuable resource to both new and veteran prosecutors.



The website continued to be updated regularly with timely and relevant information, including three newsletters — one of which was a special legislative edition, and a list of training opportunities. An online forum for sharing questions and resources continues to be utilized and provides a mechanism for disseminating information quickly and privately among prosecutors.

The number of phone and email contacts to the TSRP requesting **technical assistance** has increased, as one would expect — a program such as this takes time to build credibility.

Although the outputs of the TSRP program cannot be linked directly to trends in Montana's alcohol crash data, we receive regular feedback that the information being disseminated is useful, and believe this program is an important strategy within the overall state plan to reduce the tragic consequences of impaired driving.

## Alcohol Screening, Brief Intervention, and Referral to Treatment (SBIRT)

MDT provided a third year of funding to the Montana Department of Public Health & Human Services Injury Prevention Program to expand implementation of alcohol screening, brief intervention, and referral to treatment (SBIRT) protocols in Montana. Findings from over 40 clinical trials have demonstrated that the implementation of SBIRT protocols is effective for decreasing alcohol consumption, injuries, and visits to the emergency department or hospital.

Although several new sites had agreed to participate in the project during FFY 2010, not all of them continued work to more fully implement SBIRT in FFY 2011. In 2010, 13 hospitals had expressed interest in implementing SBIRT; as of July 2011, 10 were still actively involved in ongoing communication, still interested in moving this forward, and working at their own capacity to secure buy-in & implement SBIRT.

Participants in FFY 2011 were

- Bozeman Deaconess Hospital,
- Livingston Memorial Hospital,
- Holy Rosary Healthcare in Miles City
- Beartooth Hospital and Health Center in Red Lodge
- St. Luke Community Hospital in Ronan
- Benefis Healthcare in Great Falls
- Billings Clinic
- St. Vincent Healthcare in Billings
- Central Montana Medical Center in Lewistown
- IHS—Ft. Belknap
- Sidney Health Center in Sidney.

DPHHS continued contracting with registered nurse Leigh Taggart to provide technical assistance and support to the

sites, and to raise the level of awareness about the efficacy of SBIRT in Montana's medical community. In addition to having established connections with many hospitals, Leigh was selected last year by the Emergency Nurses as a Regional SBIRT Leader

Data collection continues to be a challenge in several facilities. Issues surrounding billing and reimbursement for SBIRT services are still being researched.

Eight conference calls were held with the SBIRT team this year. These calls provide a mechanism to connect the providers, and discuss issues and potential solutions.

Bobbie and Leigh attended three DUI Task Force regional meetings to educate about and promote SBIRT.

Leigh provided SBIRT training to 25 healthcare professionals from Fort Belknap Hospital on May 11, a short conference call to Richland Co Health Network on May 25, 13 healthcare providers in Sidney on August 30, and 8 healthcare providers in Miles City on October 11.

Bobbi and Leigh successfully procured continuing education credits through the Montana Nurses Association for SBIRT training; they hope this will increase interest in the training, which Leigh will actually bring on-site.

Efforts to continue educating the medical community about the components and efficacy of SBIRT continued this year, with Leigh or Bobbi staffing table displays at several conferences, including the Montana Public Health Conference, the Rocky Mountain Trauma Symposium, and the Billings Trauma Confer-

ence which draws physicians and mid-levels from around the central and eastern part of the state. They provided SBIRT handouts, examples of "standard drinks, and generally promoted the value of SBIRT.

SBIRT was also featured in a newsletter published through DPHHS in September.

Contacts were made with the Carroll College nursing department to set up a presentation to the nursing students in November 2011.

Communication is ongoing with partners such as IHS and the VA, who are considering SBIRT implementation in their facilities.

The SBIRT website was created and is now in production at [www.dphhs.mt.gov/emsts/prevention/sbirt.shtml](http://www.dphhs.mt.gov/emsts/prevention/sbirt.shtml) Work continued on resource lists—handouts detailing local referral and support resources for patients—customized for each area; once completed, they will be posted to the DPHHS site.

Given Montana's alcohol culture, this is a project that will probably take many years of persistent effort to get off the ground.



# DUI Task Force Facilitator

MDT continued to contract with Missoula County DUI Task Force Coordinator, Lonie Hutchison, to serve as a technical resource for the state's DUI task forces. Lonie draws on almost 30 years of experience to assist new coordinators with plan development and implementation, promote consistency and unity among existing DUI task forces, assist in increasing the total number of counties with DUI task forces, and provide timely, relevant information via email and regional meetings.

After consulting with the DUI Task Forces, it was determined that regional meetings better served the needs of most DUI Task Forces, compared to an annual meeting in Helena. As a result, four regional meetings were held during the contract year; one in quarter one, and three in quarter four. The locations were strategically chosen to facilitate outreach and possible attendance by counties that do not yet have DUI Task Forces (for details, please see next pages).

As a result, Glacier, Toole and Granite Counties are at various stages of forming DUI Task Forces.

Lonie traveled to Libby on November 10, 2010 to participate as a presenter at a meeting of the Lincoln County DUI Task Force.

Lonie participated in the annual CPS Technician & Instructor Update sponsored by the State Highway Traffic Safety Office on September 13 & 14, 2011 in Helena. She was also the Lead Instructor for a CPS Technician Certification Course in Missoula October 5-8, 2011 at Karl Tyler Chevrolet. The course resulted in one new CPS instructor for Montana and five additional CPS Technicians.

In August, Lonie successfully completed her 9<sup>th</sup> year TIPS Trainer recertification and scored 100% on the 20 question online exam. On October 21, 2011, Lonie participated as a guest speaker at the Montana Crime Prevention Conference in Butte.

Lonie initiated a project to unify the DUI Task Forces, using a logo that reflects there exists a network of county-level task forces. With input from the families, she developed, produced, and distributed vinyl Banners in memory of MHP Troopers Evan Schneider & Mike Haynes, printed with a \$750 donation from a Missoula resident who lost her son as the result of an alcohol-involved crash.

In addition, Lonie serves as the Champion for reducing Drug- and Alcohol-impaired crashes in Montana's Comprehensive Highway Safety Plan. In that role, she facilitated a discussion at the Annual Highway Safety Planning meeting June 2011.



Since beginning this contract in FFY 2009, DUI Task Forces have increased from 25 representing 29 counties to the following 34 DUI Task Forces representing 38 counties:

- |                        |  |
|------------------------|--|
| 1. Anaconda-Deer Lodge | 19. Madison  |
| 2. Beaverhead          | 20. Mineral  |
| 3. Big Horn            | 21. Missoula                                       |
| 4. Blaine              | 22. Park/Meagher                                   |
| 5. Broadwater          | 23. Petroleum                                      |
| 6. Butte-Silver Bow    | 24. Phillips                                       |
| 7. Carbon              | 25. Pondera  |
| 8. Cascade             | 26. Powell   |
| 9. Dawson              | 27. Ravalli  |
| 10. Fergus             | 28. Richland/McCone                                |
| 11. Flathead           | 29. Sanders  |
| 12. Gallatin           | 30. Sheridan                                       |
| 13. Hill               | 31. Stillwater                                     |
| 14. Jefferson          | 32. Sweet Grass                                    |
| 15. Judith Basin       | 33. Tri-County (Custer, Powder River and Rosebud ) |
| 16. Lake               | 34. Yellowstone                                    |
| 17. Lewis & Clark      |  |
| 18. Lincoln            |  |



## DUI Task Forces

Effective DUI task forces are an important mechanism for decreasing the state’s alcohol-related injury and fatality rates.

DUI task forces are multi-faceted coalitions that invite participation from a cross-section of community representatives in order to maximize their reach and effectiveness. The county DUI Task Forces are funded by driver license reinstatement fees, provided by Montana law according to MCA 61-2-107.

There are three Tribal DUI Task Forces funded by other revenue sources: Crow Nation, Fort Belknap Tribes, and Fort Peck Assiniboine & Sioux Tribes.

## DUI Task Force Supplemental Funding

During FFY 2010, MDT contracted with 24 DUI Task Forces to provide up to \$15,000 each in supplemental funding. The task forces are primarily funded by driver license reinstatement fees collected within their county, which in the more rural parts of the state, constitutes a small annual budget.

Most of these contracts were extended into FFY 2011 in order to allow adequate time for project completion. Each contract was unique, based on the proposal submitted by each DUI Task Force.

Many of the contracts focused on increasing Responsible Alcohol Sales & Service training, alcohol compliance checks, Cops In Shops®, and increased law enforcement presence at high risk times/events. Others focused on education and prevention activities with youth. DUI Task Force supplemental funding was provided to the following counties:

- |                      |                                |  |
|----------------------|--------------------------------|--|
| 1. Broadwater County | 7. Powell County               | 18. Big Horn County                            |
| 2. Cascade County    | 8. Ravalli County              | 19. Blaine County                              |
| 3. Lake County       | 9. Sanders County              | 20. Carbon County                              |
| 4. Mineral County    | 10. Anaconda-Deer Lodge County | 21. Park County                                |
| 5. Missoula County   | 11. Beaverhead County          | 22. Phillips County                            |
| 6. Pondera County    | 12. Butte-Silver Bow County    | 23. Richland/McCone County                     |
|                      | 13. Dawson County              | 24. Sheridan County                            |
|                      | 14. Gallatin County            | 25. Stillwater County                          |
|                      | 15. Jefferson County           | 26. Tri County (Custer, Powder River, Rosebud) |
|                      | 16. Madison County             |  |
|                      | 17. Petroleum County           |  |

**DUI task forces operate at the county level to reduce and prevent impaired driving, and may engage in a variety of activities such as:**

- **Responsible Alcohol Sales & Service training to prevent over-service (to already intoxicated persons) and sales/service to minors**
- **Alcohol sales compliance checks of establishments**
- **Party and kegger patrols**
- **Overtime traffic patrols**
- **Educational projects**
- **Media advocacy**
- **Public service announcements**
- **Support for prosecution and adjudication of DUI cases**
- **Victims impact panels**
- **Policy/legislative proposals**
- **Designated driver programs**
- **Safe ride home programs**



**Center:** Teen Task Force member Emma Headress with her award certificate and computer from the scholarship that was provided through the DUI Task Force Supplemental grant funding.

**Left:** Ashly Holland, Coordinator for Park/Meagher DUI Task Force.

**Right:** Assistant Chief of Police—Livingston Police, Glenn Farrell, who worked closely with teen task force members and promoted good officer-student relations.



## Last Call Video

MDT contracted with the Montana Department of Revenue (DOR) Liquor Education Program to create a video called *Last Call*, based on an Oregon production of the same name. The goal of the project was to provide an attention-getting production that quickly and effectively educates servers and sellers of alcohol on their social responsibility and the possibility of legal ramifications due to their actions when serving and selling alcohol.

DOR contracted with the University of Montana Film Department to produce *Last Call*. Some delays were experienced in obtaining interviews required for the production during FFY 2010. The contract was extended into FFY 2011 to allow for completion of the project. The draft production was submitted to MDT in mid-January, 2011, and following MDT approval, was duplicated and distributed to all trainers certified to teach DOR's responsible alcohol sales & service training program entitled *Let's Control It*, as part of the 2011 "Let's Control It" training curriculum update, in late March.

As such, the *Last Call* video is required to be used by all state certified RASS trainers in all their RASS classes.

## DUI Task Force Regional Meetings

Regional meetings were coordinated by Lonie Hutchison, the contracted DUI Task Force Facilitator.

The meetings provided opportunities to network and meet neighbors from surrounding counties to discuss Montana's drinking and driving culture and strategies to change it. The meetings also provided an opportunity to recruit counties that have not yet organized a DUI Task Force.

These meetings were strategically located to accommodate as many of the DUI Task Forces as possible and were hosted by the DUI Task Forces in the counties where they were held.

A team of guest speakers traveled around the state to participate in the meetings which allowed for consistent information sharing.

.....  
**Lonie Hutchison**  
**DUI Task Force Facilitator**  
 .....



### November 20, 2010 – Butte

*Hosted by the Butte-Silver Bow County  
DUI Task Force*

### August 30, 2011 – Lewistown

*Hosted by the Fergus County DUI Task  
Force*

### August 31, 2011 – Cut Bank

*Hosted by the Pondera County DUI Task  
Force*

### September 15, 2011 – Bozeman

*Hosted by the Gallatin Co DUI Task  
Force*

The first meeting followed the format of the regional meetings held in 2010. The 2011 meetings featured the following topics and guest speakers:

#### Montana's New DUI Laws

*Colonel Mike Tooley, Montana Highway  
Patrol*

#### Mandatory Responsible Alcohol Sales/Service Training

*Lisa Scates, Alcohol Education Coordi-  
nator, MT Department of Revenue*

#### Drugged Driving

*Becky Sturdevant, MADD Volunteer*

#### 2013-Research and Direction

*Becky Sturdevant, MADD Volunteer*

#### Media Advocacy & Earned Media; The Domino Strategy on How to Drink Responsibly

*Natale Adorni – DPHHS Prevention  
Resource Center*

#### SBIRT (Screening, Brief Intervention, Referral and Treatment Program)

*Bobbi Perkins – DPHHS/EMS*

#### Starting a DUI Task Force

*Lonie Hutchison, Statewide DUI Task  
Force Facilitator/Missoula County DUI  
Task Force Coordinator*

## DUI Courts

DUI courts are a proven strategy to reduce impaired driving among habitual drunk drivers who are not typically affected by education or public safety efforts, nor by traditional legal sanctions.

Entry into DUI court is voluntary, and the offender signs a contract with the DUI court. This allows the court to seek effective long-term change in behavior by treating underlying substance abuse issues rather than focusing only on punishing the offender.

Chemical dependency treatment is emphasized, and is accompanied by intensive monitoring/testing. This typically

includes a transdermal alcohol monitoring bracelet for 60-90 days, frequent urinalysis testing, EtG blood testing, and requiring the DUI court client to blow into a preliminary breath tester (PBT) at every possible opportunity, such as court appearances, home visits, and visits with the compliance officer.

Continued alcohol and drug usage is discouraged through a progressive system of sanctions. Positive changes are recognized and rewarded via incentives.

This model involves increased accountability (usually weekly DUI court sessions before the DUI court team and the Judge) and access to a variety of other

services to help the individual achieve sobriety, learn pro-social behaviors, and become a productive member of society.

With the repeat offender as its primary target population, DUI courts follow the *Ten Key Components of Drug Courts* and the *Ten Guiding Principles of DWI Courts*, as established by the National Association of Drug Court Professionals and the National Drug Court Institute.



**Judge Danna Runsabove  
presides over the  
Fort Peck DUI Court**

During FFY 2011, MDT funded implementation of the DUI court model in the following jurisdictions:

1. Billings Municipal Court—Judge Mary Jane McCalla Knisely (continuing from FFY 2009, through January 31, 2011.) Many of the participants transferred into the newly formed Yellowstone County Impaired Driving Court (13th Judicial District) beginning February 1, 2011.
2. Kalispell Municipal Court—Judge Heidi Ulbricht (continuing from FFY 2009)
3. Fort Peck Tribal Court—Judge Danna Runsabove (continuing from FFY 2010)
4. 7th Judicial District DUI Court—Judge Katherine Irigoien (continuing from FFY 2010)
5. Mineral County DUI Court—Judge Wanda James (new in FFY 2011)



MDT purchased 29 transdermal alcohol monitoring units in January 2010. These units are deployed in the courts listed above, as well as in the Butte-Silver Bow DUI court which is funded through BJA. By owning the SCRAM units, MDT was able to secure lower daily monitoring rates, and also maximize usage of the units by having the ability to move the units between the courts based on need.

## Building DUI Courts through training

MDT funded one team to attend a 3.5 day DUI court training in FFY 2011: the 9th Judicial District – Judge Laurie McKinnon. The team attended training from August 22-25, 2011 in Springfield, Missouri.

The training covers the 10 guiding principles of the DUI court model, as established by the *National Association of Drug Court Professionals* and the *National Drug Court Institute*. The course teaches participants how to work with DUI offenders, and includes an **on-site visit** to an operational DUI Court.

Eight team members from the 9th Judicial District attended the training, representing the following disciplines: chemical dependency treatment, prosecution, defense counsel, coordinator, parole and probation officer, law enforcement, and the judge.

The court has been successful in applying for and being granted DOJ treatment court funding. The training was reported as being valuable to the team, and they learned things that either have been or are in process of being acted upon.

## O C C U P A N T P R O T E C T I O N

### Goals & Trends

Occupant Protection (OP) is one of Montana’s top safety priorities, based upon the problem identification process and data from fatalities in Montana.

Since 2002, Montana’s seatbelt usage rate has remained fairly stagnant around 78-81% of drivers and front-seat passengers wearing their belts. In 2011, there was a drop in the observed level of usage to 76.9%. Usage rates vary greatly by roadway type, vehicle type, and demographics. For instance, on local roads, seat belt usage rates are much lower than the interstate and primary roads.

Media attention to the legislation proposing to upgrade Montana’s OP laws has brought attention to the secondary enforcement provisions on the current laws. This may be contributing to static and slightly decreasing seatbelt usage rates.

On a positive note, Montana’s culture appears to have embraced the need for child restraint usage for infants and toddlers. Montana’s 2011 legislature reinstated a primary child restraint law for children under age 6 and under 60 pounds. However, more work is still needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

### Strategies

Montana employs three main strategies to increase seatbelt and child restraint usage: foster partnerships with traffic safety advocates, implement high visibility law enforcement programs, and execute a variety of public information and education (PI&E) programs.

Each emphasis area of Montana’s *Comprehensive Highway Traffic Safety* has a volunteer champion. The Seat Belt Emphasis Area champion hosted quarterly meetings throughout the year to develop specific strategies to increase seat belt use in Montana. Many of these strategies are implemented by partners in state, federal, local and tribal agencies. For example, the Department of Public Health & Human Services developed a “toolkit” other partners could use in their efforts to educate the public about seat belt use.

Please see the Police Traffic Services section for more details regarding high visibility law enforcement efforts.

A summary of Montana’s occupant protections programs follows.

Seat Belt Usage Rates					
Year	Interstate	Primary	City	Other	All Roads
2006	92.6%	81.7%	64.9%	70.6%	79.0%
2007	92.2%	82.1%	67.4%	70.5%	79.6%
2008	92.1%	81.7%	66.6%	70.7%	79.3%
2009	82.9%	83.8%	64.9%	75.6%	79.2%
2010	87.0%	81.2%	64.7%	74.1%	78.9%
2011	84.4%	80.9%	67.6%	68.8%	76.9%
Chg 1 Year	-3.0%	-0.4%	+4.6%	-7.2%	-2.5%
Chg 5 Year	-5.6%	-1.5%	+3.0%	-4.8%	-2.9%

Source: State Highway Traffic Safety Office—Montana Department of Transportation

# Buckle Up Montana



The Buckle Up Montana (BUMT) coalitions served as the primary grassroots community effort to increase seatbelt and child restraint usage. There were 9 Buckle Up Montana coalitions that directly served 15 counties with outreach to an additional 19 counties, for a total of 34 of Montana’s 56 counties, covering 86% of the state’s population. The coalitions are based in Kalispell, Polson, Butte, Helena, Great Falls, Conrad, Havre, Miles City, and Glendive. Oversight and coordination was provided by *Healthy Mothers/Healthy Babies – the Montana Coalition* (HMHB).

Additionally, both Yellowstone and Missoula Counties have *Safe Kids Worldwide* chapters that support the National Child Passenger Safety programs within their counties.

The coalitions promoted occupant protection restraint system education and usage using the following methods:

- direct promotion of OP using the media
- public information and education campaigns
- support for state-sponsored media messaging
- innovative approaches to reaching those who do not regularly buckle up

Some examples of programs in action are provided below.

### Saved by the Belt Awards

During FFY 2011, 32 “Saved by the Belt” awards were presented to individuals involved in motor vehicle crashes that were saved by wearing their safety belts.

These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials. In addition to receiving the award, recipients receive a free year-long membership to AAA. A positive message and increased public awareness by participants and their relatives, followed by news coverage, will hopefully have the effect of influencing more people to wear their safety belts.



### Commit to Buckle Up Presentations

FFY 2011 continued its focus on education using the occupant protection presentation called *Commit to Buckle Up*, formerly known as *Safe & Alive – Disarming Montana’s Biggest Killer*. Each Buckle Up Montana coalition gave at least two presentations per month.

This tool was originally developed in FFY 2008 by HMHB and was updated in FFY 2011 for coalition members to use at speaking engagements to explain the criticality of seat belt use in motor vehicles. The targeted audiences include schools, legislators, law enforcement agencies, emergency medical technicians, prosecutors, judges, day care centers, hospital personnel, ministerial organizations, firemen, primary care givers, at-risk youth, and others.

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**According to Officer Kunz, Doreen Trusler's accident was "proof-positive" that seat-belts work. Traveling at 35 miles-per-hour, or 51 feet-per-second, her vehicle hit another head-on.**

**"It was like running into a brick wall," he said. "The truck pulled out right in front of her and she had no time to react. Normally, in town, you don't see wrecks that serious, but that one could have been fatal if she wasn't wearing her seat-belt."**  
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The occupant protection presentation of facts empowers Montanans to make the right personal, parental and policy choices. Using statistics and studies from the Montana Department of Transportation, the National Highway Traffic Safety Administration, the Children's Hospital of Philadelphia, and other credible sources, it demonstrates the facts about death and injury on Montana roads. In particular, it highlights the high number of Montanans that die unbuckled, or are injured because they weren't buckled. It also draws attention to the high cost to Montana taxpayers to fund emergency responders and medical care for unbuckled crash survivors.

#### Media advocacy (or Earned Media)

The BUMT coalitions submitted at least one article or letter to a specific medium each month, about some aspect of occupant protection. When articles were written by coalition members, it proved to be a great way to enable grassroots advocates to better educate themselves and then become a voice within their community about occupant protection.

#### Partnerships with Law Enforcement

Local BUMT coalitions provided support for law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP) during the National Memorial Day and Labor Day Mobilizations as well as the statewide Thanksgiving Holiday mobilization. They provide law enforcement with PI&E and incentives for distribution during traffic stops.

The coalitions also develop various complementary awareness projects and events in support of law enforcement overtime traffic patrols (STEP).

Strong working relationships have developed between coalitions and law enforcement in these communities over the years.

The BUMT coalitions partner with the Montana Highway Patrol Alive @ 25 instructors to host the classes.

#### Public awareness targeting young drivers in High Schools

Butte-Silver Bow County BUMT coalition did six *Commit to Buckle Up* presentations in one high school for the 9th and 10th grade students. When each session was complete, the students were asked to write an essay as to how they felt about wearing their seat belts and if they thought wearing a seat belt should be a primary offense. This certainly gave the students an opportunity to think about what they saw and develop their own conclusions about the benefits of buckling up.

#### Seatbelt surveys

Hill County students conducted seatbelt surveys during the May Mobilization timeframe. They observed 50 vehicles on day one and calculated that 38% of the drivers were buckled. Day two, they observed 75 vehicles and found that 52% of the drivers were buckled. These percentages are much lower than Montana's desired usage rate of 90%. The BUMT coordinator will continue to build awareness in Hill County.

#### Partnership with Businesses

The Butte Silver-Bow BUMT coalition continues has been successful in partnering with businesses throughout the county. They have been promoting seatbelt use on their reader boards.

Custer County BUMT coalition partnered with a local business to set up an empty dinner party over the Christmas/New Year holiday. The message was, "Don't let there be an empty seat at your holiday table. Buckle Up for those who love you".

#### "Carly" DVD

MDT contracted with an advertising company in FFY 2010 to produce a DVD telling the



story of Carly Moody, a 19 year old Montana woman who was once a cheerleader and prom queen.

Carly's 19-year old life was changed in an instant when she was ejected from her pickup truck in a 2007 rollover crash. She was left with a severe brain injury.

At the scene of the crash, the investigating officer of the Montana Highway Patrol described what he saw. "The cab of the truck (safety cage) was relatively intact. If Carly had been wearing her seatbelt, she wouldn't have been thrown from the vehicle and she wouldn't have been hurt the way she was."

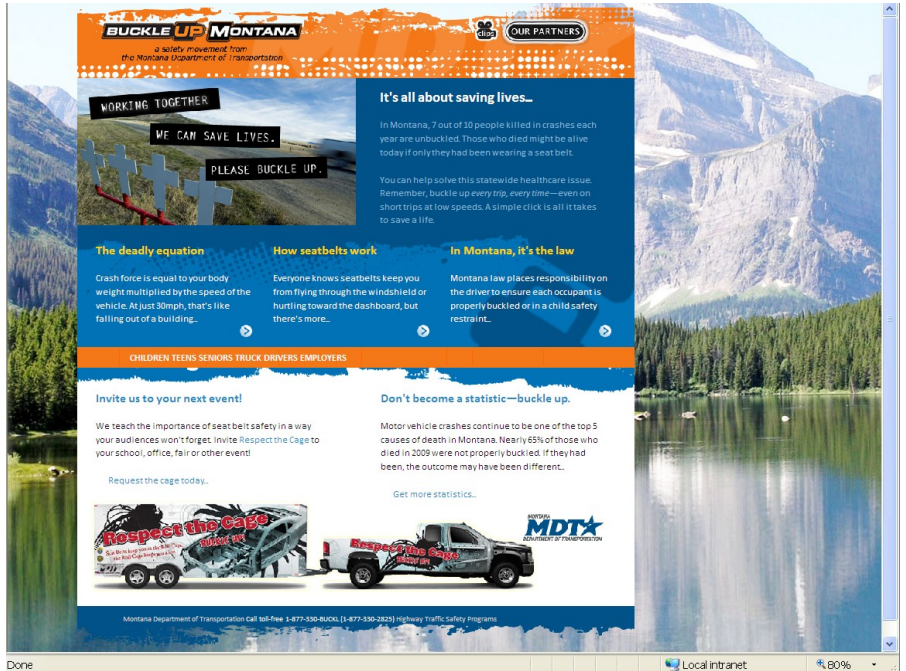


# www.buckleup.mt.gov developed & launched

Based on a recommendation contained within the 2005 Occupant Protection Assessment, MDT-SHTSB developed a dedicated *Buckle Up Montana* website with the URL [www.buckleup.mt.gov](http://www.buckleup.mt.gov).

This site encompasses occupant protection information for the general public of all ages. Topic pages include an overview of occupant protection, and information specific to children, teens, seniors, employers, commercial truck drivers, parents and other traffic safety partners and advocates.

This site advertises Montana’s toll-free Buckle Up Montana phone line (1-877-330-2825) for personal responses to specific occupant protection questions. The website also allows the public to print and or download information about specific topics and request our very popular *Buckle Up Bug* activity coloring books.



## Brochure update

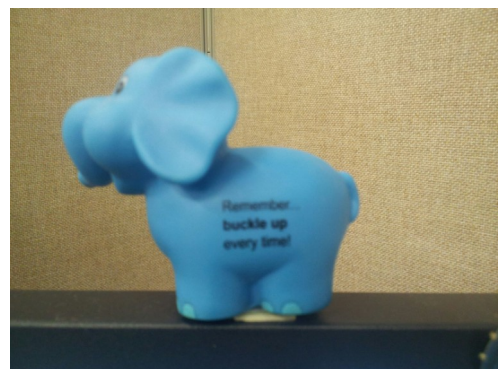
MDT-SHTSB contracted with Gingerbee Creative in FFY 2009 to revise approximately 10 impaired driving and occupant protection brochures. The contractor was tasked with consolidating messages from SHTSB’s existing brochures into a few comprehensive, easy-to-understand traffic safety brochures. The contractor was scheduled to complete these brochures early in FFY 2010. The contractor left his position at Gingerbee before the completion of the project. The plan is to incorporate the information under the *Plan2Live* traffic safety umbrella and make them available online as a series of brochures during FFY 2012.

### “Carly” DVD *(Continued from page 39)*

Now, after seeing Carly through 14 surgeries and extensive rehabilitation, her family has a message to share: *Please buckle up – if not for yourself, for your family.*

## Educational incentives

The BUMT coordinators requested and received more blue elephants and window clings to distribute while educating the public. The blue elephants sport the message, *Remember...buckle up every time!* and the window clings’ message is targeting child passenger safety with *The Right Seat. The Right Size. The Right Use.* Both MDT and the coalitions continue to distribute the very popular *Montana Buckle Up Bug Activity Coloring Book.*



Incentive items carrying an educational message provide a valuable mechanism for interacting with the public about occupant protection

A Special Management Review (SMR) of Montana's Occupant Protection Program was conducted by the National Highway Traffic Safety Administration (NHTSA) September 26-30, 2011. The review covered FFY 2009, 2010 and 2011. Montana was identified as a candidate for an SMR when analysis of the State's most current data available from the Fatality Analysis Reporting System (FARS), mileage death rates, alcohol impaired driving fatality rates and seat belt use observational surveys shows little or no progress in meeting State performance goals over a consecutive three year period. This Special Management Review examines management and operational practices in the specific program area and provides recommendations for the efficient administration and effective planning, programming, implementation and evaluation of activities that have potential for saving lives.

The draft report from NHTSA was received in early December and the report will not be finalized until the end of the year. The results of the final report will be noted in the Annual Report for FFY 2012.

## GDL pocket cards for law enforcement

The Office of Public Instruction, with input from other traffic safety advocates, developed a pocket reference card for law enforcement explaining Montana's graduated driver license (GDL) requirements. Montana's Seat Belt violation information is listed on the back side. Montana Highway Patrol agreed to sponsor the printing, laminating and distribution of the reference cards. They were distributed in September, 2011.

Distributed also was a one-page MDT graph of fatal and incapacitating injury data by age. It clearly illustrates the crash problem for Montana's newest drivers.

**GDL Restricted License – MCA 61-5-133**  
**Valid One Year or Until Age 18 V1063**  
**PASSENGERS**  
 First 6 months-only one unrelated passenger  
 Second 6 months-up to three unrelated passengers  
 Check Special Restrictions date on back of DL.  
**NIGHT DRIVING**  
 No driving between 11:00 p.m. and 5:00 a.m.  
 Exceptions to night driving restrictions include emergencies, travel to and from school, church or work and farm related activities  
**Seat belts Required MCA 61-13-103 V7363**  
**Each occupant must wear a seat belt**

**Montana Buckle Up Laws - Driver is Cited**  
**All Occupants MCA 61-13-103 V7363**  
 Must wear a properly adjusted and fastened seat belt or child restraint  
 Exemptions: Medical Condition (written statement from physician)  
 All seat belts in use by other occupants  
**Young Children MCA 61-9-420 V7361**  
 Until at least 6 years old AND 60 pounds. Children must ride in properly used child restraints that are appropriate for their height and weight as indicated by manufacturer standards  
 1-800-421-6667 for assistance with child safety seats.  
**Safety Equipment MCA 61-9-409 V7367**  
 All seating positions must have safety belts installed and in working condition  
 Exemptions: Rear seats of vehicles manufactured before 1968.  
 Front seats of vehicles manufactured before 1965



In FFY 2009, 20 troopers from the Montana Highway Patrol (MHP) attended a two-day training to become certified instructors for the National Safety Council's *Alive @ 25* training program for young drivers. This highly interactive four-hour program encourages young drivers between the ages of 16 and 24 to take responsibility for their driving behavior.

Defensive Driving Course (DDC) *Alive @ 25* instructors use personal examples, humor, workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road.

The DDC-*Alive @ 25* teaches young adults that:

- People in their age group are more likely to be hurt or killed in a vehicle crash.
- Inexperience, distractions, and peer pressure cause unique driving hazards.

- Speeding, alcohol, and "party drugs" greatly increase their risk of injury or death.
- As a driver or passenger, they can greatly reduce their risk by taking control.

During FFY 2011, MHP instructors trained approximately 2,000 young adults across the state during 100 classes. The BUMT coalitions supported the Montana Highway Patrol *Alive @ 25* instructors by assisting with hosting the classes.

The instructors have increased their networking with the Courts of Limited Jurisdiction and a number of judges continue referring individuals to the *Alive @ 25* programs. All the courts now have the *Alive @ 25* referral form and contact information for all MHP *Alive @ 25* instructors. Many instructors continue to work with Montana schools to adjust the schedule of the *Alive @ 25* training to fit it into students' normal school day.

## “Respect the Cage” Safety Exhibit

The “Respect the Cage” safety exhibit had another busy season in 2011. By continuing our partnerships with community DUI Task Forces, Buckle-Up Coalitions, and schools, *Respect the Cage* was active around Montana from Plains to Red Lodge.

The team attended around 56 single-day or week-long events this year, resulting in direct conversational contact with 22,840 people and an estimated indirect contact with over 75,000 people all across Montana. This year, the program aimed at reaching more of Montana’s rural areas than we have in previous years. This was accomplished by attending county fairs in Chinook, Superior, Miles City, Plains, Twin Bridges as well as Drivers Education Classes around the state.

Moving forward, the goal of the 2012 season is to continue educating the target age demographic of 18-34 year olds as well as continuing efforts in Drivers Education Classes; with these approaches the program hopes to aid in increasing seat belt use in Montana. Drivers Ed has proven to be an effective means of disseminating traffic safety information to new drivers by using this hands-on approach. *Respect the Cage’s* program coordinator will attend the annual Montana Traffic Education Conference in April of 2012 to remind driver education instructors this tool is available for their classroom.



“Fastest Belt in the West” buckle up contest is very popular and demonstrates in a fun way just how little time it takes to buckle up.

This exhibit grew out of the 2008 successful video creation entitled “Room to Live.” This video tells the story of two young Montana men who were involved in an alcohol-related rollover crash in 2007. The driver, who was wearing his seatbelt, walked away from the mangled car. His best friend and passenger, a married father of two who wasn't buckled up, died.

On display is the “Room to Live” vehicle, which shows the intact safety cage even though the front and back of the car are crushed.

This exhibit is a comprehensive traveling seat belt educational and advocacy effort, and includes the following components:

- Two pick-up trucks, a GMC and a Ford 250, wrapped in “Respect the Cage – Buckle Up” graphics. The trucks pull the trailers carrying the crashed vehicle and the rollover simulator.
- The crashed vehicle from “Room to Live”.
- The “Room to Live” video plays inside the trailer.
- A Rollover Simulator: a compact pickup truck cab affixed to a two-axle, low profile trailer. Acceleration and braking control systems spin the cab to simulate a rollover vehicle crash, and a crash-test dummy that gets ejected out of the vehicle.
- “Fastest Belt in the West” buckle up contest. Prizes and giveaways.



Trailer houses the crashed vehicle featured in the *Room to Live* video





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**A variety of items are given away to help attendees recall the powerful message that there is room to live in the safety cage, if one is buckled up. Messages were designed by a media company to resonate with the target audience by tying into a currently popular recreation activity, namely mixed martial-arts fighting.**

**These two young men sport T-shirts with the message "I belong in a cage. Buckle up."**

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The exhibit's primary target is men ages 18-34. Montana statistics show they have a disproportionate rate of fatalities and injuries in traffic crashes. The "Respect the Cage" theme borrows language and images from mixed-martial-arts fighting, which is currently popular among young men.

The exhibit spreads the message that the two seconds it takes to put on your seat belt can save your life. Staffers report that younger people have been receptive to the message. However, the older generations need a little more convincing to buckle up. One tool staff has found to be useful for the older generation is to remind them that if they are unbuckled, they run the risk of injuring or killing their buckled up passengers.

While the audience watches the rollover simulator, staff points out that the crash force for a person is calculated by multiplying one's weight x their speed. For example: 150 X 30 turns a person into a 4,500 lb. flying object. This strategy has proven to be the most convincing for those that believe buckling up is a personal choice.



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**MDT Intern Michelle Erb demonstrates the effects of a rollover crash using the rollover simulator. Inside are dummies. The difference between the outcome for a buckled occupant and an unbuckled occupant—who is usually partially or fully ejected—is graphically illustrated.**

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## Child Passenger Safety Program

Montana has integrated the “family approach” occupant protection philosophy in all their trainings and public information and educational materials. This philosophy recognizes that children are not truly safe in a vehicle, even in a properly fitted and installed child restraint, *unless* every other vehicle occupant is properly restrained.

According to reports from Montana’s Inspection Stations, BUMT coalitions and the state’s child passenger safety (CPS) technicians, nearly 1,400 child safety seats were inspected and nearly 400 were distributed during FFY2011.



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**Montana’s CPS trailer was purchased with NHTSA federal funding through the Montana Department of Transportation. This trailer houses all the supplies required for a 4-day National CPS training. The owners, the Montana Highway Patrol, decorated it with graphics and partner logos.**  
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## Annual CPS Technician & Instructor Update

Montana’s 5th Annual CPS Technician/Instructor Update was held September 13-14, 2011 in Helena. The technician update was on day one and afforded each attending technician 5-6 continuing education credits (CEUs). Approximately 35 CPS technicians and 9 instructors were in attendance.

This year’s training was entirely hosted and presented by Montana instructors. Below is a list of the agenda topics:

- Hooked on Latch
- Fact or Fiction
- 2011 CR Manufacturers Instructions
- Role Play—Where does everyone sit safely?
- Booster Seats
- Montana’s New CPS Law
- Upcoming News/Changes
- Car Seat Installation Checks

On day two, the instructor workshop topics of discussion included:

- Lessons learned from FFY 2011 4-day trainings
- Recruiting instructors
- Planning for FFY 2012 4-day trainings
- Instructor skills
- Mentoring students, instructor candidates, each other
- Quality control and evaluation
- Senior checkers

### 4-day CPS Technician Certification Training

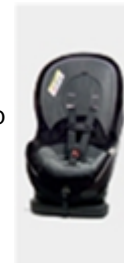
Five four-day child passenger safety certification trainings were conducted in FFY 2011 producing 34 new technicians. Stipends were offered to those students traveling more than 50 miles each way from their homes to attend the 4-day trainings to help offset their travel costs.

Montana now has 16 CPS instructors (3 less than last year), 150 CPS technicians and 27 permanent CPS inspection stations.

Technicians also had the opportunity to get their car seat installations observed, checked and signed off by attending instructors. This session of the training was especially helpful for those technicians who live in cities and counties that don’t have an instructor living in their area. The State Highway Traffic Safety Office offered stipends for students traveling 50 miles or more from their home to attend the technician/instructor update.

## Convertible car seats purchased and distributed

MDT purchased nearly \$23,000 worth of convertible car seats this fiscal year. The 574 seats were distributed to every county with a local permanent CPS inspection station and/or to counties where there were CPS technicians but not inspection stations. The allocation of seats were based on a needs assessment and analysis conducted by MDT.



## Research quantifies financial cost to Montana for not having a primary belt law

A partnership between the National Highway Traffic Safety Administration, Harborview Medical Center, the Montana Department of Transportation, and the Montana Department of Public Health and Human Services in FFY 2008 revealed the staggering cost to the state of Montana for citizens that don't buckle up. The research was conducted by Dr. Beth Ebel of Harborview Medical Center and was funded by the National Highway Traffic Safety Administration. This data was updated in January, 2011 to support testimonials during the 2011 Legislative Session.

The updated research found that each year in Montana, an estimated **887** unbelted individuals are hospitalized for care following a motor vehicle crash. An estimated **819 admissions might have been prevented** if a seat belt had been used.

Caring for these unbelted Montana patients costs over **\$42.9 million** each year in direct inpatient health care costs, which could have been prevented through seat belt use. These costs result from three sources:

### 1. More hospital admissions

819 individuals requiring hospital care for preventable injury.

### 2. Higher costs per hospital stay

On average, an unbelted occupant had a longer hospital stay (2.3 days longer), required more intensive care (2.7 days longer) and accrued significantly higher hospital charges. (\$59,205 for average unbuckled occupant; \$40,690 for average buckled occupant).

### 3. Costs for emergency care

Unbelted drivers and passengers use at least \$10 million in preventable emergency visits each year.

Unbelted occupants are significantly more likely to have their hospital costs paid from federal or state sources:

- Over one-third (36%) of unrestrained occupants have no insurance.
- Their hospital costs ultimately paid for by the state of Montana at a cost of over **\$16.4 million** annually.

### Potential savings to the Montana state budget

An increase from 78% (current average use) to 90% seat belt use will save Montanans an estimated \$22.6 million in health care costs. Montana taxpayers would save an estimated \$8.6 million in health care costs alone.

Seat belt use and driving sober are effective strategies for saving lives and reducing injuries and healthcare costs. Effective public health measures such as implementing a primary seat belt law would reduce mortality and morbidity from motor vehicle crashes in Montana, as well as yield tremendous cost savings.

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## POLICE TRAFFIC SERVICES

Enforcement is one of the five “E”s of traffic safety (education, enforcement, emergency services, engineering, and evaluation). Montana’s *Comprehensive Highway Safety Plan* is replete with enforcement strategies, many of which are financially supported with NHTSA monies through this office.

Research has shown that education is much more effective when coupled with an enforcement component. As Deputy Police Chief Rich McLane, Bozeman Police Department, is fond of saying, “Sometimes the best education is a citation.”

We are proud to showcase the following enforcement-related projects and programs aimed at deterring traffic crashes, injuries and fatalities.

### Selective Traffic Enforcement Program

MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP). SHTSB solicits law enforcement agencies based on fatality data and population.

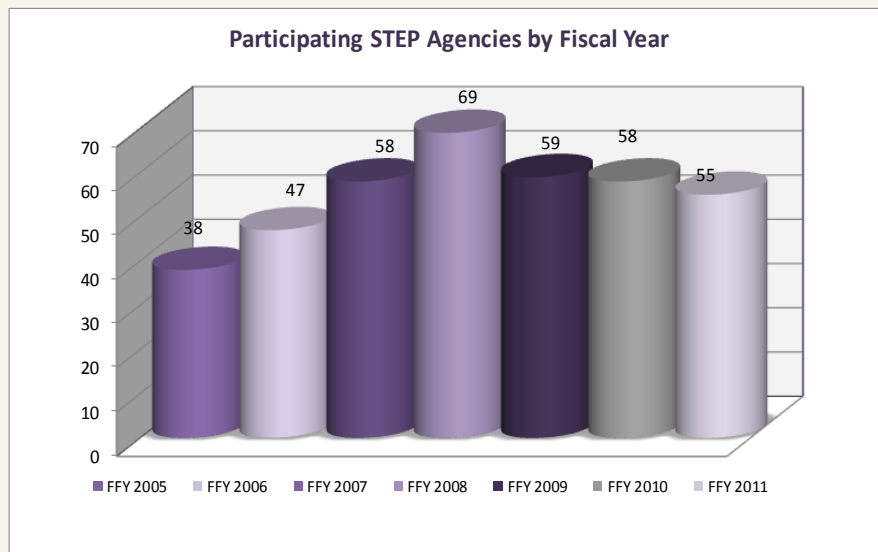
Fifty-five agencies participated in the Selective Traffic Enforcement Program during FFY 2011. This represents a slight decrease in the number of STEP contractors from the previous federal fiscal year. Some contractors were cut from the program for a lack of performance; some elected not to participate because of manpower issues.

A listing of the 55 participating agencies, along with a map, is shown on the next page. Larger law enforce-

ment agencies were offered contracts as a mechanism for reaching Montana’s most populated areas. However, since many severe crashes and fatalities occur in rural areas, we also offered contracts to law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5,000 people followed by counties with less than 5,000 people.

In addition, SHTSB contracted with four tribal law enforcement agencies, of which, only the Confederated Salish and Kootenai law enforcement was active in the STEP program. For more information, please see the Tribal Traffic Safety Section.

MDT-SHTSB contracted with the Montana Sheriff’s & Peace  
*(Continued on page 48)*



**State Agencies**

Montana Highway Patrol

**City Police Departments**

Belgrade	Billings	Bozeman
Columbia Falls	Cut Bank	Darby
Glasgow	Glendive	Great Falls
Hamilton	Havre	Helena
Kalispell	Missoula City	Ronan
Troy	Whitefish	Wolf Point

**County Sheriff Departments**

Broadwater	Butte-Silver Bow	Flathead
Gallatin	Jefferson	Lewis & Clark
Missoula County	Ravalli	Yellowstone

**Tribal Law Enforcement Agencies**

Crow  
 Confederated Salish-Kootenai Tribal Law & Order  
 Fort Peck Dept. of Law & Justice  
 Rocky Boy's Chippewa Cree Tribal Law Enforcement Services

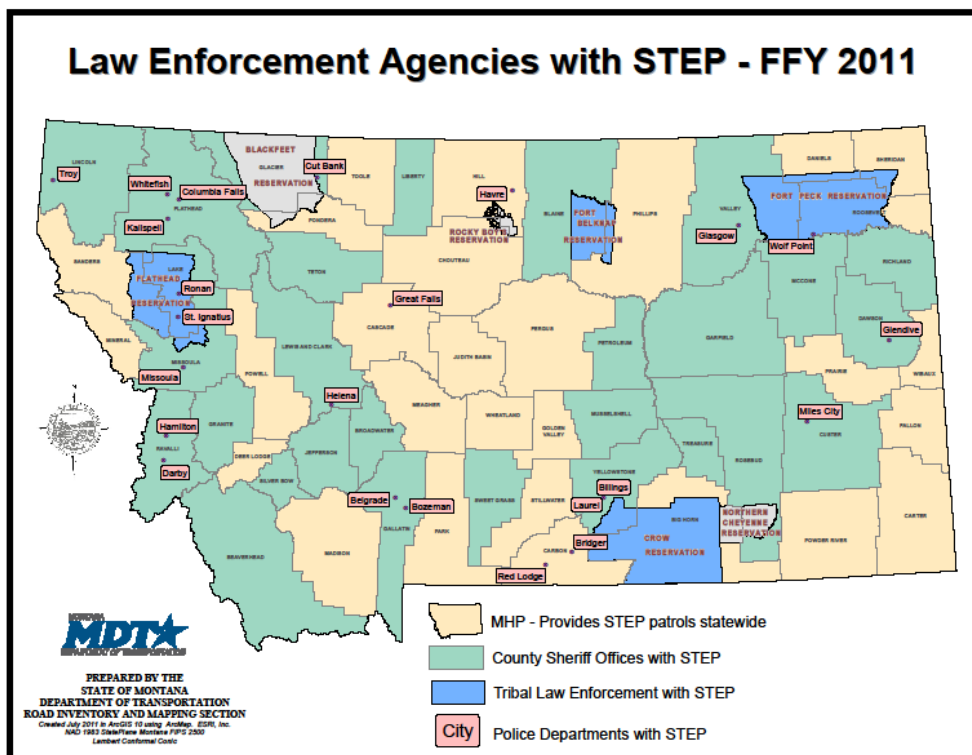
**Montana Sheriffs and Peace Officers Association**

**Counties:**

Beaverhead	Blaine	Custer
Dawson	Garfield	Glacier
Granite	Lake	Lincoln
McCone	Mineral	Musselshell
Petroleum	Richland	Rosebud
Sanders	Sweet Grass	Teton
Valley		

**Small Cities and Towns:**

Ennis	Miles City	Red Lodge	St. Ignatius
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(Continued from page 46)

Officers Association (MSPOA) to manage STEP contracts for 23 less populated cities and counties.

With participation in STEP by police departments and sheriff's offices, tribal HVE and STEP, and all eight districts of the Montana Highway Patrol, Montana's population is covered at **100 percent**.

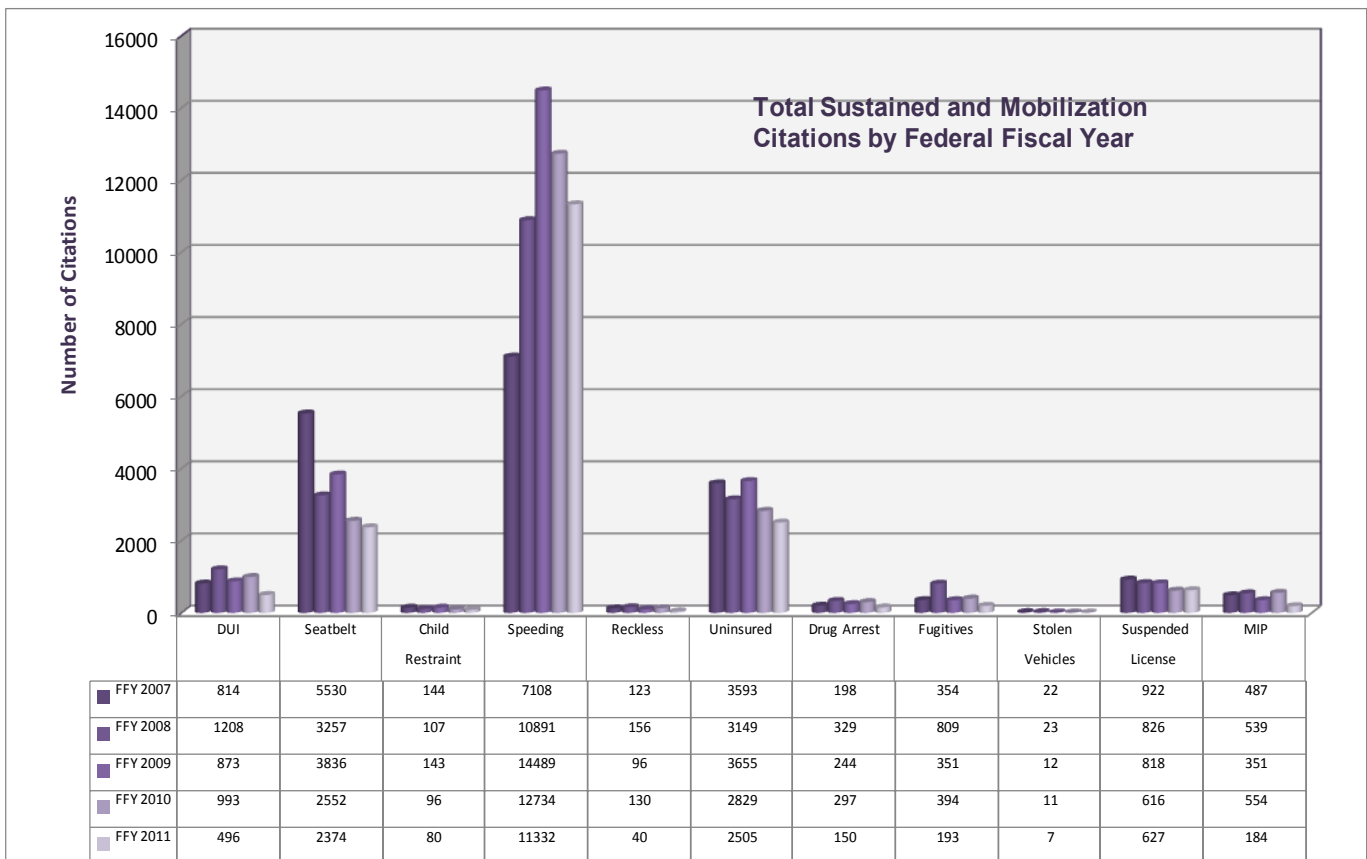
Law enforcement agencies conducted year-round sustained enforcement from October 1, 2010 to September 30, 2011. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4<sup>th</sup> and the Christmas/New Years time frames.

Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt violations. Law enforcement often uses speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

The FFY 2011 investment in STEP was **\$679,720**.

A total of **21,897 citations** (which includes speed warnings) were made as a result of the Selective Traffic Enforcement Program in FFY 2011. Some of the major categories of citations issued are depicted below.

STEP Participants and FFY 2011 Expenditures	
20 city police departments (except MSPOA)	\$ 202,972
9 county sheriffs (except MSPOA)	95,608
5 tribal law enforcement agencies	29,081
20 less populated cities and counties contracted by MSPOA	83,870
Montana Highway Patrol	268,189
<b>Total</b>	<b>\$679,720</b>



## Mobilization Enforcement

Additional, concentrated overtime patrols took place during the national mobilizations:

Memorial Day: May 23 – June 5, 2011  
 Labor Day: August 19 – September 5, 2011

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilizations to address both these traffic safety issues.

**A total of 5,426 citations (which includes speed warnings) were made during the national mobilizations.**

Citations from Memorial Day and Labor Day Mobilizations FFY 2011 (combined)							
DUI arrests	Seat belts	Child restraints	Felony arrests	Stolen vehicles	Fugitives	Speed warning	MIP
83	657	19	17	1	51	1637	47
Suspended Licenses	Uninsured motorists	Speed citations	Reckless driving	Drug Arrests	Other	DRE Evaluations	TOTAL
156	609	1181	11	26	929	2	5,426

## Safety Spot Checks

DUI checkpoints are considered unconstitutional in Montana, however, the law provides law enforcement with the ability to conduct Safety Spot Checks. A Safety Spot Check in accordance with Montana Code Annotated allows law enforcement agencies to establish a road block with the purpose of either apprehending a fugitive or checking for driver's license, driver's registration and proof of insurance.

Safety Spot Checks provide law enforcement the opportunity to apprehend those driving impaired. These spot checks also provide an opportunity to educate motorists about seatbelt and child safety seat use. If the officer sees an open container, finds that the person has an outstanding warrant for arrest, etc. appropriate action is taken. Officers may not, however, cite people for occupant protection violations because of the secondary enforcement provisions in the law.

In the past, the Montana Highway Patrol as part of the STEP program conducted Safety Spot Checks in strategic areas throughout the state, in collaboration with local and tribal law enforcement. However, concerns about anti-government groups causing safety concerns at spot check sites caused the Montana Highway Patrol to revise their requirement that each of their eight districts perform two Safety Spot Checks per year.

The Safety Spot Checks are usually placed on roads that are considered to be "High Crash Corridors" or outside of communities with large celebratory gatherings such as rodeos. Safety Spot Checks are intended to verify the legality of a person operating a vehicle. If other violations of the law are noticed, drivers can be cited, depending on the severity of the violation.

## Traffic Safety Resource Officer

Trooper Kurt Sager is the Traffic Safety Resource Officer (TSRO) from the Montana Highway Patrol. He has been working in this position since March 2009. MDT plans to continue contracting his services in FFY 2012.

Trooper Sager oversees and manages several of law enforcement related traffic safety initiatives that are included in Montana's current *Comprehensive Highway Safety Plan* as strategies. He works closely with MDT's Highway Safety Office and the Traffic Safety Resource Prosecutor to ensure that an effective and coordinated effort is maintained in support of the Highway Safety Plan impaired driving countermeasures. His major responsibilities entail the coordination and delivery of SFST, ARIDE, and DRE training programs statewide (please see page 7 of this report for additional information).

During FFY 2011, the TSRO conducted or participated in 30 training sessions, including multiple SFST refresher trainings with wet labs, several ARIDE trainings, two student DRE schools plus DRE field certifications in Arizona, one instructor DRE school, and a presentation at the Judges Fall 2011 conference.

Montana's Courts of Limited jurisdiction (COLJ) requested training on Horizontal Gaze Nystagmus and Portable Breath Testing, which was provided by Dr. Karl Citek, Ben Vetter from the Montana State Crime Lab, MHP Sergeant Kelly Mantho, and the TSRO in September 2011. This is the first time in many years that law enforcement has been asked to present on any DUI related topic for the state's COLJ judges.

**During FFY 2011, MHP achieved a significant milestone on behalf of Montana: every Trooper and Sergeant in the Montana Highway Patrol has now received ARIDE training or is a certified Drug Recognition Expert (DRE).**

**Montana is the first state in the country to achieve this milestone. The contracted Traffic Safety Resource Officer has played a pivotal role in bringing this about.**



**Trooper Kurt Sager participates in the June 2011 annual meeting in support of Montana's Comprehensive Highway Safety Plan**

The ARIDE Training has become very popular in Montana and the program is receiving very positive reviews from attendees.

Due to the very rapid growth of the ARIDE and DRE programs in Montana, the TSRO has undertaken many administrative duties in order to maintain the integrity of the programs, such as certification paperwork, recertifications, review of DRE activities and reports, ensuring communication between officers and toxicologists, distributing new drug information to DREs, and monitoring drug-impaired driving cases as they move through the judicial system.

Trooper Sager serves on the CHSP Team that focuses on the reduction of alcohol- and drug-impaired crashes, and actively participated in the Annual Meeting.

The position description for the Montana State TSRO has been borrowed by other states seeking to devote an officer to SFST standardization and DRE programs. Washington State Patrol has used the Montana TSRO position description to create an officer position dedicated to SFST trainings and standardizations.



## Law Enforcement Equipment

### Basic DUI equipment

Although MDT did not provide DUI equipment directly to enforcement agencies participating in STEP (portable breath testing devices, radar, and in-car video systems) due to a shortage of funding, we did provide some DUI equipment to law enforcement indirectly through the DUI Task Force supplemental funding contracts over the course of FFY 2010-2011.

We recognize the importance of law enforcement having this equipment to assist them establishing probable cause to apprehend impaired drivers.

Throughout FFY 2011, we received DUI equipment requests from several law enforcement agencies and will be prioritizing these based upon data analysis provided by the SHTSB's Research Operations Analyst at the beginning of our state fiscal year (July 1, 2013). Awards will be based upon performance

of each agency within the last few years, including an evaluation of numerous factors such as citations written, high crash areas, and number of contacts.

### Intoxilyzer 8000

In FFY 2007, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000s across the state. After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to local, tribal, and state law enforcement across the state.

Training and technical support still continued in FFY 2011. During a site of the Forensics Lab by our office in 2011, we verified that Intoxilyzer 8000's will remain the primary instrument to certify DUI readings by law enforcement. The instruments still have several years of estimated life before replacement will need to be considered.

## Mobile Impaired Driving Assessment Center

In 2007, MDT funded the Montana Highway Patrol \$250,000 to procure a *Mobile Impaired Driving Assessment Center* (MIDAC) and has been deployed by the MHP since then.

In FFY 2011 the MIDAC was deployed to 26 events, including the following:

- University of Montana Football Game
- St. Patrick's Day in Butte
- Basketball Tournament in Anaconda
- Safety Spot Check in Yellowstone Park

The MIDAC experienced mechanical problems in FFY 2011 and was down for repairs, which limited the number of deployments. Many of the issues have been resolved as of

December 2011 but more repairs still need to be accomplished by the MHP before the scheduling of upcoming deployments. MIDAC deployments are limited during the winter months.

The center serves as a general deterrence because of its bold presence. For those who do choose to drive impaired, however, officers are able to bring suspects to the center to perform SFST and DRE testing, rather than having to transport them long distances to the nearest testing location. Offenders are temporarily held at the MIDAC until they can be picked up by a sober friend or transported to a jail.

The MHP welcomes participation and usage of the MIDAC by other law enforcement entities that they can share during special events such as fairs, rodeos, rock concerts, etc. Sharing the MIDAC provides an opportunity to build relationships among the various law enforcement agencies, and to enhance efficiency.

Thousands of people are exposed to the MIDAC either through education, DUI processing, or as a display at scheduled events.



### Standardized Field Sobriety Testing (SFST)

MDT funds the Montana Highway Patrol to train all law enforcement in Standardized Field Sobriety Testing (SFST) that is currently endorsed and adopted by NHTSA. SFSTs are the basis for all impaired driving investigations and are conducted by many officers on a very regular basis. The SFST program provides officers the necessary information to conduct the maneuvers in a manner that assists—rather than undermines—prosecution of the case.

Basic SFST training is taught at all law enforcement academies in the state of Montana (three per year). Initial SFST program training is taught as a 24 hour course, as set forth by NHTSA.

### SFST Recertification/Refresher Training

Montana is one of the few states in the nation that offers a certified SFST refresher training. The Montana state SFST refresher course is designed to give law enforcement officers updates on technologies and to refresh the officer's knowledge of the testing procedures. This four-hour curriculum has been borrowed by other states and is currently being used as a model for states around the nation.

In FFY 2011, MDT contracted with the Montana Highway Patrol again to provide Standard Field Sobriety Testing (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol's SFST training for their own officers. Coordinated by the Traffic Safety Resource Officer, MHP conducted 7 sessions of the SFST Refresher Course in Montana. Locations included Livingston, Bozeman, Helena, Glendive, Superior and Hamilton. The curriculum contained information on gaze nystagmus, as well as drowsy driving, distracted driving, mental illness, and drugged driving. One hundred and twenty officers, prosecutors, and judges successfully completed the course.

Along with the three full SFST certification courses and the SFST instructor course, a total of 11 SFST-related trainings were conducted in FFY 2011.

### Advanced Roadside Impaired Driving Enforcement (ARIDE)

The SFST training program contains elements from ARIDE, however, it doesn't include the advanced drug recognition information that ARIDE provides.

The Traffic Safety Resource Officer for the Montana Highway Patrol brought ARIDE training to Montana during FFY 2010 and continued this training in FFY 2011. This training was offered to as many law enforcement officers and prosecutors in Montana as possible. The ARIDE program was taught throughout the

state of Montana in addition to SFST refresher training. The TSRO has also made ARIDE a requirement to participate in DRE training. Participants must receive a grade of 90% or better in order to move on to DRE training.

This 16-hour curriculum is designed to help officers become more proficient at detecting, apprehending, testing and prosecuting impaired drivers. The module's subject matter relates to two curriculums, the "Standardized Field Sobriety Testing" and "Drug Evaluation and Classification."

The ARIDE course bridges the gap between SFST training and the DRE program. ARIDE offers additional information to law enforcement officers on detecting impairment caused by more than just alcohol. This is valuable because law enforcement officers that have not received advanced or in-service training regarding drug impairment tend to not be able to identify these characteristics. They may inadvertently release an impaired driver because there was no proof of alcohol impairment from the preliminary breath test.

ARIDE students should be state certified or commissioned law enforcement officers in a full time paid capacity and/or prosecutors responsible for the detection, arrest, and prosecution of DUI drivers. Officers and prosecutors that attend this training should be aware of the hazards caused by impaired drivers and be motivated to arrest and prosecute impaired drivers. Students that attend should be familiar with the extent of the drug impaired driving problem, and must have successfully completed the basic Standardized Field Sobriety Testing course. Overall, their duty assignments will enable them to spend the time required to process DUI offenders because of this training.

This course was not designed to be offered in a basic academy to new police recruits. This is an intermediate level course designed to offer more than a basic understanding of the impairing effects of drugs (both illicit and licit), alcohol, and/or the combination of both. Officers who wish to become a DRE in Montana must attend and satisfactorily pass the ARIDE training course.

During FFY 2011, MHP achieved a significant milestone on behalf of Montana: every Trooper and Sergeant in the Montana Highway Patrol has now received ARIDE training or is a certified DRE. Montana is the first state in the country to achieve this milestone. To date statewide, approximately 470 officers from all agencies and many prosecutors have received ARIDE training.



# Recognizing Drug-Impaired Drivers Drug Recognition Expert (DRE) Training

A Drug Recognition Expert (DRE) is an officer who has been specially trained to conduct an examination on a person to determine if the person is impaired and, if so, whether the impairment is caused by drug use or by a medical condition.

The DRE examination is conducted in a controlled environment utilizing a standardized and systematic 12-step process. The Drug Evaluation and Classification Program (DECP) utilizes a format that has seven major categories of drugs. These categories are determined based on the pharmacodynamics (the medically known responses of drug use on human physiology) of the drug categories.

Once the examination is completed, the DRE is able to determine which drug category or categories the person has used. Drug Recognition Experts can be used in a variety of ways, from DUI enforcement to internal drug-related investigations.

Montana's third DRE School was conducted in January 2011, and resulted in 15 certified officers plus one toxicologist. Montana's fourth DRE School was conducted in April 2011, producing an additional 14 certi-

fied officers from across the state.

Both schools helped to increase the DRE numbers in areas that have high numbers calls for DREs. It also added DREs to areas that previously did not have DREs.

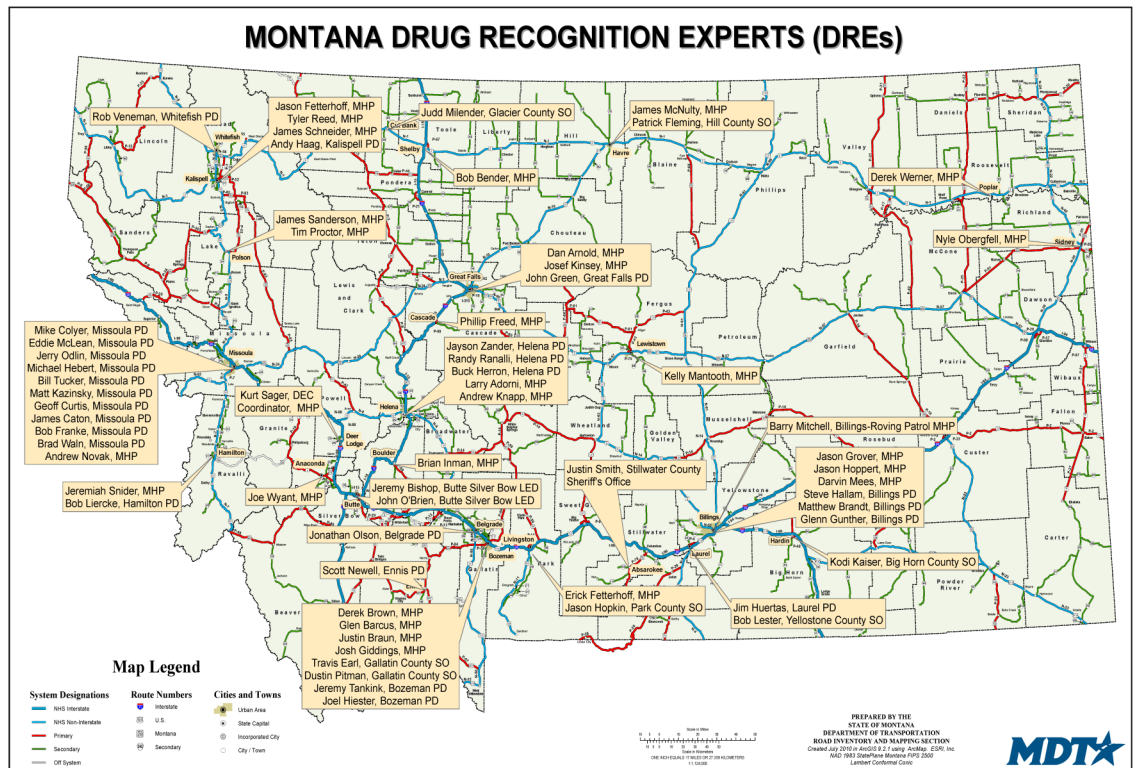
The DRE schools placed Montana's DRE numbers at the maximum sustainable level given the resources available to the program currently. There are 65 certified DREs in Montana, which represents a 232% increase in the number of DREs in less than two years. With the additional DREs, the Montana State Crime Lab is seeing a significant increase in blood sample submissions as a result of DUI drug cases.

Montana's first DRE Instructor School was conducted in March 2011. This

training had 6 students who will complete their DRE Instructor training at the Field Certification training portion of April's DRE School. These six new DRE Instructors will aid in teaching DRE, ARIDE and SFST classes in the future. This school was essential to the growth of all of Montana's Impaired Driving Programs.

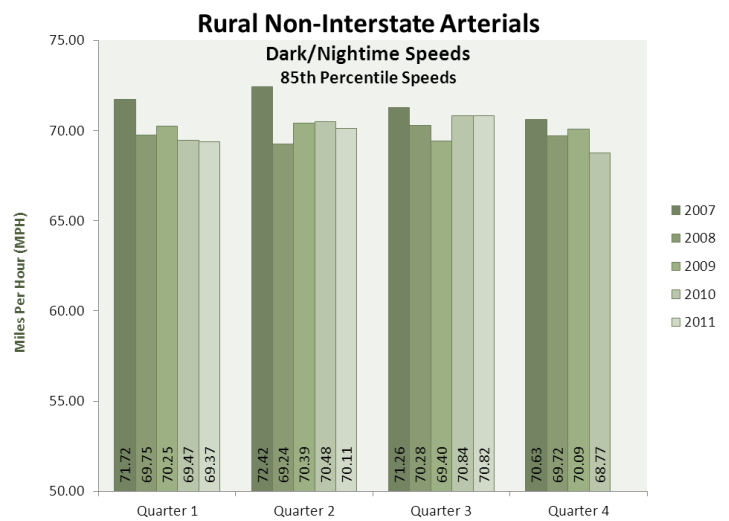
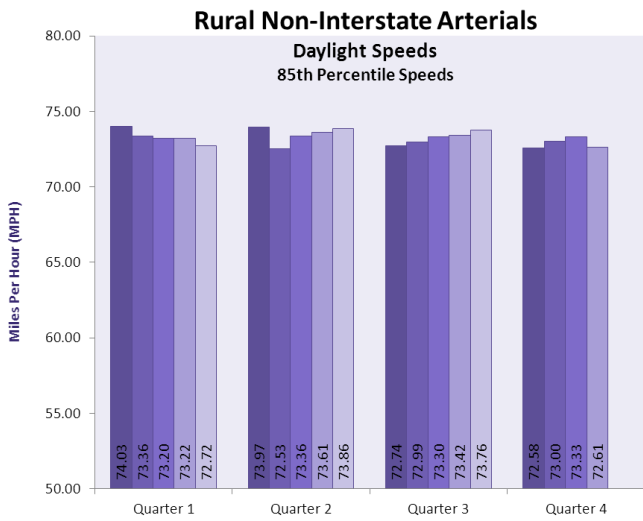
As of December 2011, Montana has 12 DRE instructors. Only DRE instructors are allowed to teach the ARIDE course.

The map below shows the increased availability and distribution of DREs across Montana as a result of these efforts.



## Speed Control

Eighty-five percent of daylight speeds for rural non-interstate arterials during the last five years have either stayed relatively the same or seen a slight decrease in speed, with the exception of the third quarter in the calendar year where speeds are increasing. Dark or nighttime speeds for the same roads have seen declines throughout the year. The charts below outline the changes in speed on rural roads in Montana.



People who speed often do so because their judgment is impaired. In the last five years (2006-2010), almost 60% of the speeding related fatalities in Montana were alcohol-related.

Speed has been listed as a contributing factor in Montana crashes over 12,000 times from 2006 to 2010.

A review of Montana STEP data shows speed is the most frequently addressed traffic violation — a total of 11,332 citations and warnings were issued for speed violations in FFY 2011, directly as a result of the Selective Traffic Enforcement Program.

## Strategic Traffic Enforcement Team (STET)

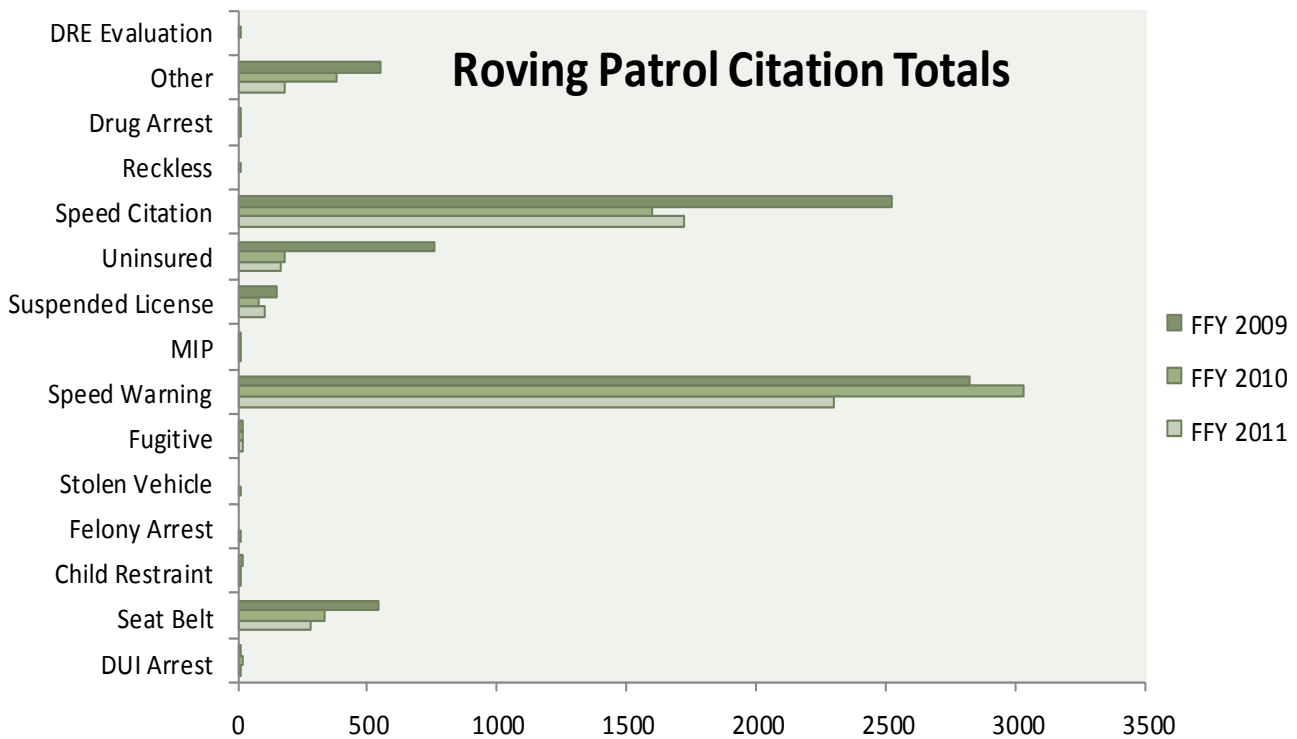
In federal fiscal year 2008 the Montana Highway Patrol (MHP) started their **Strategic Traffic Enforcement Team (STET)**, also known as **Roving Patrols**. STET moves around the state to these high corridors to show a presence of high visibility enforcement in these areas. This program continued in FFY 2009–2011 and again in 2012.

The purpose of STET is to detect and deter impaired driving, speeding, and a host of other traffic safety offenses. The Montana Highway Patrol also uses STET as an education tool to the motoring public

This STET team in FFY 2011 consisted of five troopers that conduct traffic stops through areas of Montana that data analysts have determined are high crash enforcement corridors. The high crash enforcement corridors are selected using the combination of crash data and the patrolling officers' knowledge of both the roads and the surrounding areas.



FFY 2010-2011 saw a new focus on deterring and preventing alcohol-related driving crashes. By patrolling longer sections of roads and the arterials that feed into the high crash sections, the patrols can more effectively deter the amount of crashes happening in those sections. Special attention by law enforcement is believed to be one of the contributing factors to achievement of the CHSP goal to reduce fatalities and incapacitating injuries in high crash locations.



.....

**Patrol Vehicle from Billings, MT**

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## M E D I A

## Sustained Enforcement Support

MDT produced new release templates that local law enforcement could adopt for high risk events they identified in their plans in support of sustained enforcement and submitted to the State Highway Traffic Safety Office. Each law enforcement agency based upon their Selective Traffic Enforcement Program (STEP) contract with MDT were asked to do news releases that focused on high risk events within their particular community. High risk events included rodeos, fairs, rock concerts, etc. where high rates of drinking my occur. Sustained enforcement activities also occurred during the following holidays: Thanksgiving, Christmas, New Years, ST Patrick's Day, and 4th of July as part of law enforcements' STEP contract with MDT. Ads provided coverage for both impaired driving and occupant protection. These efforts were designed to inform the public about extra patrols taking place within their respective communities during these high risk events.

## High Risk Events

The following is a sampling of the FFY 2011 news release schedules for the following law enforcement agencies that participated in in Selective Traffic Enforcement Program (STEP) funded by MDT during high risk events:

when and where extra law enforcement would be out patrolling during these high risk events.

One the news release templates provided by MDT was used in conjunction with law enforcement overtime activ-

Law enforcement agency	Event	Dates
Belgrade PD	Last Day of School	6/3/2011
Billings PD	4th July Holiday	7/1–5/2011
Bozeman PD	MSU Final Week	5/6–10/2011
Bozeman PD	Sweet Pea Festival	8/4–7/2011
Crow PD	Crow Fair	8/2011
Helena PD	Alive @ 5 events	7–9/2011
Gallatin County	Rock'n the Rivers Music Festival	8/12–13/11
Jefferson County	Easter weekend	4/22/2011
MHP Roving Patrol	4 <sup>th</sup> of July holiday	6/28 - 7/5/2011
MHP	Arlee Pow Wow	7/1 – 5/2011
	Browning Indian Days	8/11–14/2011

ities during Super Bowl, ST Patrick's Day, graduation and other events considered high risk. These news releases reminded the public that it is a social responsibility to ensure guests do not drink too much and that it is illegal in Montana to provide alcohol to a person that is obviously intoxicated. Also included was a list of steps a person could take during a party to eliminate a person driving impaired.

### Earned Media

MDT distributed new release templates to law aw enforcement agencies participating in Selective Traffic Enforcement Program (STEP) that they could adopt and disseminate locally to news papers, radio stations, and other media outlets. These news releases reminded the public

Another news release adopted from NHTSA by MDT and used by law enforcement focused more on seatbelts letting the public know that the onus is on drivers to ensure all their passengers are buckled up. This news release also reminded drivers children under 13 should ride in the rear seat; it's the safest place for them.

## Impaired Driving Holiday Campaign

Christmas/ New Years: Dec. 22, 2010—Jan. 4, 2011

### Paid Media

The goal by the media contractor on behalf of MDT was to deliver television, cable, and cinema impaired driving messages during the Christmas/New Years holidays in support of MDT's Plan2Live campaign. The theme involved planning ahead for a safe ride home with the help of a designated driver during the holidays. The media provided no-charge bonus commercial for every paid commercial scheduled. Television, cable and cinema spots were placed in a few of the smaller markets and seven major markets (Billings, Missoula, Helena, Kalispell, Bozeman, Great Falls, and Butte) carrying this message.

### Television & Cable

Total for advertising costs was \$124,248  
Number of paid spots: 1309  
Number of bonus spots: 5602  
Total GRPs for each market 1495 (Television only)  
Total estimated reach 86%

The television and cable spots delivered messages about a horse (named Rooster) that was identified as a "sober friend" to take someone home from a bar who had been drinking. The television spot provided an important message for those heading out to drink to plan ahead for a safe way home. (As a side note: In Montana it is not illegal to ride a horse if you are impaired). Please access the following website to view this latest television & cable spot:

[http://plan2live.mt.gov/plan\\_your\\_ride.shtml](http://plan2live.mt.gov/plan_your_ride.shtml)



### Cinema

Cinema provided messaging about getting a designated driver during the holidays similar to the television and cable spots. This was done by placing ads at the movie theaters about drinking and driving and the need to plan for a designated driver.

Total advertising costs: \$15,713

Number of paid spots: 10,548

Number of bonus spots: 0

For more information about the Plan2Live alcohol and seat-belt media campaign please access [www.plan2live.mt.gov](http://www.plan2live.mt.gov).



### Earned Media

Law enforcement adopted media holiday releases templates provided by MDT or developed their own and placed these locally as earned media.

Two of the tribes, Confederated Salish and Kootenai and FT Peck law enforcement disseminated holiday "drive sober" campaigns in their local news papers for the holiday season. Also included was information emphasizing the importance of buckling up. FT Peck law enforcement announced they were planning on four checkpoints with the final checkpoint on January 1st during the holidays. Their goals was to keep the motorists safe by getting impaired drivers off the road and citing people for not wearing their seatbelts as a strategy to enforce FT Peck's primary seatbelt law.

For the holidays, the media contractor wrote and distributed a new release to news outlets as earned media in support STEP sustained enforcement efforts focusing on both impaired driving and seatbelt usage. The title of the news release was "Safe Driving in Montana Especially on Rural Roads." This new release was distributed to Montana's seven major markets. The article specifically reminded the public during the week of Christmas and New Year's that local law enforcement and the MHP will be out on Montana roads to detect impaired drivers. Motorists were also reminded to buckle up.



# 4th of July Campaign

June 28 – July 4, 2011

## Earned Media

The 4th of July campaign involved the SHTSO sending out news release templates to each law enforcement agency participating in STEP to make inputs and submit to their local newspapers or radio station. Each agency in accordance with their contract with MDT were required to provide extra patrols during the 4th of July week end. The news release ran in conjunction with their 4th of July over-time activities.

## Paid Media

Our media contractor utilized network television and radio during the 4th of July campaign targeting 25–54 year old adults. Both cable and television reached Montana’s 7

major markets and some of the smaller markets. The campaign objective was to encourage the public to avoid drinking and driving and not wearing their seatbelts.

## Television & Cable

Total of paid spots: \$49,780  
Number of paid spots: 2238  
Bonus spots: 2162  
Total gross rating points: 168  
Total estimated reach: 56%

## Radio Analysis:

Total of paid spots: \$27,803  
Number of paid spots: 1312  
Bonus spots: 896  
Total gross rating points: 177  
Total estimated reach: 63%

# St Patrick's Day Campaign

March 15–17, 2011

MDT produced and sent out a special ST Patrick’s Day news release to the major news papers throughout the state informing the public that law enforcement and the MT Highway Patrol will be out in force. Their objective was to keep impaired drivers off the road and ensure motorists are buckled up. The news release also mentions MDT’s plan2live website that offers tools and ideas for alternate ways home by planning ahead:

- Arrange for a pickup
- Designate a driver
- If you know someone who is about to drive while impaired take their keys and help them make other transportation arrangements

Number of paid spots \$5151  
Number of no charge spots \$5239  
Total gross rating points 258 for each market  
Total estimated frequency 4.9  
Total estimated reach 54.8%

Montana markets that ran radio PSAs in support of law enforcement during ST Patrick’s Day:

Location	Spokesperson
Bozeman	Sheriff Cashell
Butte	Sheriff Walsh
Great Falls	Officer Cory Reeves
Helena	Chief of Police Troy McGee
Kalispell	Chief of Police Roger Nasset
Columbia Falls	Chief of Police Dave Perry
Missoula	Sheriff Mike McMeekin & Officer Mike Colyer
Billings	Sheriff Jay Bell

## Paid Media

The contracted media company produced and placed radio spots involving local law enforcement during the St. Patrick’s Day timeframe. Radio spots were placed in all 7 major markets in Montana. These messages were aired statewide delivering designated driving messages that included “Remember don’t drink and drive, it’s the law” that ran for the entire campaign. The messages also included information that local law enforcement would be out in force.

## Earned Media

The media contractor wrote and distributed news releases to those markets that specifically provided when and where extra law enforcement would be out and about patrolling. St. Patrick’s Day news releases titled “Extra Traffic Enforcement will be out during the St. Patrick’s Holiday” were distributed statewide. This media message included both occupant protection and impaired driving that was disseminated statewide including Montana’s 7 major markets.

# Labor Day Media Campaign

National Impaired Driving Crackdown  
August 22, 2011 to September 6, 2011

The Labor Day media campaign coincided with law enforcement overtime efforts.

## Paid Media

Labor Day like the Christmas/New Years holiday campaign focused on a designated driver message as part of the plan2live campaign involving the media contractor's use of television, cable, and radio.

The media strategy for Labor Day included multiple elements that targeted adults 25–54 year old audience. The television and cable spots covered Montana's 7 major markets and some of the smaller markets that included: Havre, Polson, Hamilton, Anaconda, Big Timber, and Red Lodge.

## Television & Cable

Total advertising costs: \$54,524  
Total paid spots : 2332  
Total bonus spots: 2299  
Total GRPs: 270  
Total estimated reach: 72%  
Total estimated frequency : 3.3 time or more in each television market purchased.

## Radio

Total advertising costs: \$27,917  
Total paid spots: 1315  
Total bonus spots: 944  
Total GRPs: 155  
Total estimated reach: 70.3%  
Total frequency: 5.2

## Earned Media

The “before”, “during” and “after” news releases written by MDT supported the national statewide Labor Day Crackdown for impaired driving in coordination with law enforcement mobilization activities as required by Section 410 Impaired Driving Grant. The new releases were disseminated statewide including the major markets.

## Earned Media

The “before” “during”, and “after” news releases written by MDT supported the national statewide Labor Day Crackdown for impaired driving in coordination with law enforcement mobilization activities required by NHTSA's Section 410 Impaired Driving grant. These news releases were disseminated statewide that included the major and smaller markets.



# National Memorial Day Mobilization

May 23–June 6, 2011

## Paid Media

MDT's media contractor developed a Buckle-Up campaign that included multiple elements targeting adults ages 25–54. Television and radio spots were placed in Montana's 7 major markets. Cable television reached the smaller markets such as Havre, Polson, Hamilton, Anaconda, Big Timber, and Cutbank. Cable ran in major television markets as well.

The media contractor placed a television and cable spot showing a bull rider who narrated while in a getting ready to mount at a rodeo and spoke about checking his gear including the strap he used to place his hand in before leaving the shoot. The bull rider correlated this to checking to make sure he buckles up in his vehicle every time he gets into his car. A radio version of this ad was also developed and aired. The buckle up bull riding ad is available for viewing on the following weblink:

[http://plan2live.mt.gov/plan\\_your\\_ride.shtml](http://plan2live.mt.gov/plan_your_ride.shtml)

## Television & Cable

Total for advertising costs: \$62,072  
Number of paid spots: 2732  
Number of no charge spots: 2728  
Average GRPs: 300  
Total estimated frequency: 3 times or more  
Total estimated reach: 70%

## Radio

Total for advertising costs: \$25,931  
Number of paid spots: 1238  
Number of no charge spots: 926  
Average GRPs : 175  
Total estimated frequency: 62%  
Total estimated reach: 4.5

## Earned Media

MDT sent out a news release to the news papers and television stations statewide announcing Montana law enforcement agencies were stepping up their efforts to get motorists to buckle up and not drink and drive. MDT reminded the public to plan ahead for a safe ride by accessing MDT's plan2live.mt.gov for tips and tools on safe driving strategies. Law enforcement had access to news release templates they could adapt locally letting the public they were out their during the May Mobilization timeframe.

**plan2live** a safety movement from the Montana Department of Transportation

**WHY BUCKLE UP** | **KNOW THE LAW** | **MYTH CRASHERS**

**KNOW THE LAW**

In Montana, you are required by law to wear your seat belt while driving or riding in your car. Anyone not wearing a belt is subject to a fine if you're pulled over by a police officer or highway patrol. Here are the rules and fines, at a glance:

**Children Under Age 6 or Under 60 Pounds:**  
Montana law requires that if a child under 6 years of age and weighing less than 60 pounds is a passenger in a motor vehicle that vehicle must be equipped with one child safety restraint for each child in the vehicle and each child must be properly restrained.

**Children Between Over Age 6 but Under 4'9" Tall:**  
Although Montana law only requires child safety seats for children until age 6 and 60 pounds, research has shown that an additional step - the booster seat - is needed to keep children riding safely. If you have a child who falls in this category we highly recommend that you not only buckle them up, but have them sit in a booster seat to ensure proper restraint.

**Adults in Front or Back Seats:**  
Each adult in the vehicle is required to wear a seat belt. While you cannot be pulled over for violating the seat belt law, you will be fined \$20 per unrestrained occupant if you're pulled over for another violation and seat belts aren't being worn.

Post a BUCKLE UP REMINDER  
See RESPECT THE CAGE EVENTS  
Visit Plan2Live's DUI SITE

Click LIKE and spread plan2live to your friends.  
Share

FOLLOW US ON | WATCH US ON | MDT HOME

**plan2live** a safety movement from the Montana Department of Transportation

**WHY BUCKLE UP** | **KNOW THE LAW** | **MYTH CRASHERS**

**RESPECT THE CAGE**

Respect the Cage is a graphic, interactive exhibit that travels the state spreading the truth about seat belt use, auto safety and road issues in Montana. Be sure to check it out when it visits a town near you.

(list of the dates/locations scheduled through the summer)

Post a BUCKLE UP REMINDER  
See RESPECT THE CAGE EVENTS  
Visit Plan2Live's DUI SITE

Click LIKE and spread plan2live to your friends.  
Share

FOLLOW US ON | WATCH US ON | MDT HOME

**plan2live** a safety movement from the Montana Department of Transportation

**WHY BUCKLE UP** | **KNOW THE LAW** | **MYTH CRASHERS**

Life is a ride you want to stay on

Each year dozens of Montanans die in car crashes because they don't buckle up. In fact, you are 25 times more likely to die in an accident if you're thrown from the car because you weren't belted in. Plan to live. Buckle up. And help us spread the word.

Send a Buckle Up Reminder to your Friends >

**Memorial Day Enforcement**

Memorial Day weekend puts more cars on the road than most any other time of the year. And that includes more highway patrol, too. If you get pulled over for speeding, having a trailer light out, changing lanes too quickly or any other violation, you and everyone in your vehicle who isn't buckled up will be ticketed.

Learn more about Montana's Seat Belt Laws >

Post a BUCKLE UP REMINDER  
See RESPECT THE CAGE EVENTS  
Visit Plan2Live's DUI SITE

Click LIKE and spread plan2live to your friends.  
Share

FOLLOW US ON | WATCH US ON | MDT HOME

**CONSIDER YOUR EXCUSES SHATTERED**

Seat belts wrinkle my clothes. I don't have time for seat belts. I'd safe if I'm thrown from my car in an accident. We've heard every myth there is. Our Myth Crasher crew is out to dispel them.

Myth Crasher Videos >

## TRIBAL TRAFFIC SAFETY

Native Americans make up 6.3% of Montana's population but account for 15.3% of all fatalities (2005–2010 data). During the same time period, 22.8% of all alcohol related fatalities in Montana were Native American.

During the past five years, 87% of Native American occupant fatalities were not buckled. This is compared to 67% of all occupant fatalities (or 64% non-Native American fatalities).

From 2006–2010:

66% of Native American fatalities were alcohol-related.

42% of all non-Native American fatalities were alcohol-related.

Because of these statistics, the Native American occupant protection and impaired "Safe on all Roads" (SOAR) program that started in 2004 continues to this day. The target audience is still Native American men age 18 – 34.



## Safe On All Roads (SOAR)

The SOAR program was managed by a media contractor on behalf of MDT until June 30, 2011. MDT has temporarily taken this program in house. This idea for this change was first considered by MDT in FFY 2010. The actual decision to move go ahead and forward with this occurred around mid-FFY 2011. By the end of FFY 2011, there were two SOAR coordinators still active on the following reservations: Blackfeet and Confederated Salish & Kootenai. The other five reservations that previously participated in the SOAR program until June 30, 2011 were Fort Belknap, Fort Peck, Crow, Northern Cheyenne, and Rocky Boy's. Most of these tribes had been on board with the SOAR program since 2004.

MDT drafted up a Memorandum of Understanding (MOU) to provide funding directly to Salish & Kootenai and Blackfeet instead of going through a media contractor to manage SOAR. The objective of this change is to have the tribes eventually become self sufficient in managing their own SOAR program.

According to the MOU, each tribe is asked to come up with their own traffic safety plan that reduces impaired driving and increases seatbelt usage by working with their existing SOAR coordinator. They are expected to explain in detail their activities, what they hope to accomplish,

the hours necessary to spend on their traffic safety program, and how they will evaluate the effectiveness of their project. They also need to submit a budget showing by line item the costs of what the costs will be to implement their plan. The tribes will have access to existing SOAR materials, data, and technical assistance from MDT when developing their plan. Their plans are expected to address key traffic safety issues unique to that particular tribe. MDT will review each of these documents to determine if their proposed traffic safety projects meet the goals and objective of the state's Comprehensive Safety Plan and Montana's Highway Traffic Safety Plan.

Once accepted and negotiated with each tribe, MDT will then develop contracts based upon the tribes proposals for implementation by the existing SOAR coordinators. More MOU's will be offered to the other five tribes in FFY 2012 or the next federal fiscal year based upon availability of funding and the tribe's interest in continuing SOAR.

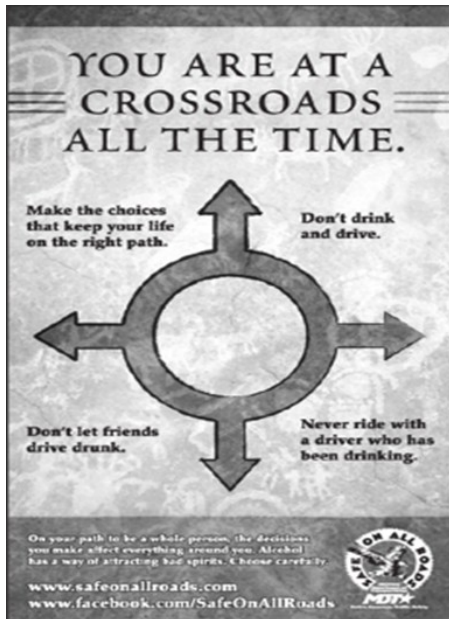
**Many of the SOAR impaired driving and occupant protection media messages used in FFY 2010 were used again in FFY 2011.**

The following are key examples of media used in support of the FFY 2011 SOAR program that had already been created in previous years.

Impaired driving media from the Northern Cheyenne placed on a billboard was: “Your Path...Sober Behind the Wheel.” The Blackfeet used this message in support of a Manpower Powwow scheduled in October 2010.



Another impaired driving message called “You Are AT A CROSSROADS ALL THE Time” was also reused by some of the tribes including the Blackfeet.



Basketball tournaments are popular outlets to place SOAR related ads that focus on the 15-18 year olds. For example, at the 30th annual Poplar Youth Basketball Tournament a safe driving poster was placed in front of this age group with the message “Buckle Up and Live to Play Another Day”. MDT has been the primary sponsor for this basketball event the last 3 years. In exchange, MDT’s SOAR program received pre-event publicity, space for a SOAR display table, and announcers that used talking points about seatbelt usage and sober driving during breaks that reached out to this young audience with traffic safety related messages.

Billboards are also popular on each of the reservations to convey SOAR related messages. The Blackfeet, Flathead, Fort Belknap, Fort Peck, Rocky Boys, and Northern Cheyenne reservations January–March 2011 placed billboards with the message “Choose the Right Path—Don’t Drink and Drive” intended for the target audience 18–34 year olds. The total cost for these ads was \$4117.

Community events that occurred on the reservations in FFY 2011 provided opportunities for placement of SOAR educational materials such as brochures, fact sheets, and posters. These events included dances, safety seat checks, fairs, and responsible alcohol server trainings. These educational materials were given out to young and older drivers that conveyed sober driving and seatbelt messages for the young and older drivers.

SOAR coordinators supported the statewide high visibility effort during the holiday season (December 20–January 2) by participating in the production and/or approvals of thirty-second radio spots by a local law enforcement officer. The SOAR coordinators also distributed flyers around the reservations to let people know that law enforcement would be out in force or holding safety checks.

The radio message used by the Crow Agency said: “Law enforcement will increase patrols this holiday season to prevent drunk drivers from hurting themselves and others. Alcohol involved crashes hurt families, destroy lives, and drain our health dollars. Please always have a sober driver and remember to buckle up”.

On March 28, 2011, LaVonne King from Northern Cheyenne was presented a National Highway Traffic Safety Administration Public Service Award at the 2011 Life Savers Conference. She received this award for her work in traffic safety under the Safe On All Roads program and as a Indian Roads Technician. This award provides a great example of the recognition that the SOAR program has received at the national level.

## Tribal STEP

In FFY 2011, MDT contracted with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP) including the following Tribal Law Enforcement Agencies:

1. Confederated Salish and Kootenai - Flathead Tribal Law Enforcement
2. Crow Law Enforcement
3. Fort Peck Law and Justice
4. Rocky Boy's Tribal Police

(For information about non-Native American state and local law enforcement agencies traffic enforcement efforts, please refer to the Police Traffic Services section.)

The tribal law enforcement agencies participated in year-round sustained enforcement overtime activities. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around July 4<sup>th</sup> and the Christmas/New Years' time frames. The tribes other than the Flathead Law Enforcement submitted their overtime activity reports to their Indian Highway Safety Offices.

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilization time periods to address both traffic safety issues.

A total of 728 citations were written by Flathead Tribal law enforcement during the sustained enforcement and mobilization time periods, with the following highlights:

- 110 DUI citations
- 19 Seatbelt citations
- 145 Speeding citations and warnings

The laws on the reservations in Montana allow tribal law enforcement agencies to establish DUI and Seatbelt checkpoints with the purpose of either apprehending an impaired driver or checking for driver's and occupant restraint systems. These checkpoints are also used as an opportunity to educate motorists about seatbelt and child safety seat use.

The Highway Safety Office encourages tribal law enforcement agencies to work with non-tribal law enforcement agencies to accomplish the goals of the Selective Traffic Enforcement Program.

SHTSO will continue to encourage other Native American law enforcement agencies to join the STEP overtime program in FFY 2012.

MDT has devoted staff time and resources addressing the prevention of Racial Profiling throughout the state made possible with NHTSA Section 1906 funds.

In FFY 2008, SHSTO continued a contract with the Montana Highway Patrol by having them report on the development of an integrated software solution for tracking citations and trooper contacts as a means to identify incidents of biased policing. As of FFY 2012, this is still accomplished through gathering and reporting data on traffic stops and citizen initiated contact data on a statewide basis by race and comparing that to Bureau of Census information. For example, a routine traffic

stop generates data such as time and location of stop; the officer involved; the person stopped; the officer's perception of their race/ethnicity; the vehicle being driven at the time; whether a citation or warning was issued or if no action was taken.

The data collected provides supervisors of law enforcement personnel a mechanism for recognizing if and when racial profiling is occurring so that they can take appropriate actions. The integrity of the data is preserved by protections that disallow any changes to critical fields by troopers and their immediate supervisors. This includes time, date, race, and location of stop and any data retrieved from Department of Motor Vehicle and other data bases. All of the historical information is archived, including patrol patterns by geographic location, by trooper ID number, and by actions taken.

Public viewing of the racial profiling data application through the World Wide Web is available on the following MHP home page:

[www.doj.mt.gov/enforcement/highwaypatrol/forms/trafficstops/trafficstopsreportytd.pdf](http://www.doj.mt.gov/enforcement/highwaypatrol/forms/trafficstops/trafficstopsreportytd.pdf)

This information is updated on a monthly basis and shows a listing of it.

The next step is doing an actual citation study. The MHP will put in a application to the SHSTB requesting funding for this project.

MOTORCYCLE SAFETY

## Support for Motorcyclist Training in Drivers Education

In 2011, MDT funded the Montana Motorcycle Rider Safety (MMRS) located at MSU-Northern in Havre to purchase motorcycles in support of their training program.

The objective was to help train novice riders to train on newer motorcycles to improve their riding skills and become safer motorcyclists upon Montana's roadways.

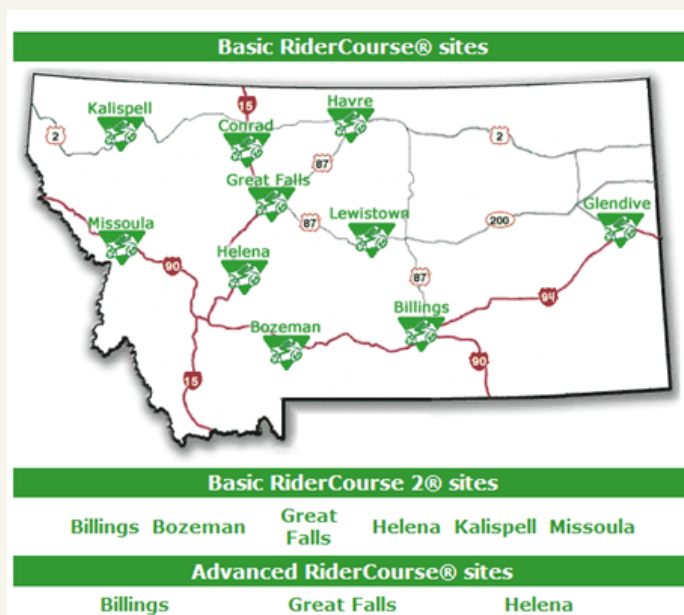
The amount contracted by MDT so MMRS could purchase these new motorcycles plus trailers was \$164,500.

Classes usually take place from April to October each year. Trainings occur at the following locations: Billings, Bozeman, Conrad, Glendive, Great Falls, Havre, Helena, Kalispell, Lewistown, and Missoula.

MSU-Northern manages this training and the Montana Motorcycle Safety Advisory Committee oversees the training. Members of the Advisory Committee are appointed by the Governor, the Attorney General, and the Montana Board of Regents.



**RiderCoach® instructor with the Montana Motorcycle Rider Safety Program**



From [www.motorcycle.msun.edu/schedules.htm](http://www.motorcycle.msun.edu/schedules.htm)

## T R A F F I C   R E C O R D S

For FFY2011, the Traffic Records Coordinating Committee approved the allocation and expenditure of \$343,026 of Section 408 funds to four different projects supporting the improvement of Montana's Traffic Records System, including \$35,366 for indirect costs.

Each funded project links directly to one or more of the objectives and accompanying strategies contained in the *Montana Traffic Records Strategic Plan*. The expended funding as represented by the table below includes \$1,272,255 in previous years carry forward from unexpended Section 408 funds.

FFY2011 Section 408 Expended Funding	Amount
Traffic Records Strategic Plan Implementation	\$75,523
DOJ MHP Web-Based Crash Reporting	34,500
DOJ MHP Web-Based Crash Trainer	134,637
DPHHS Pentaho BI Suite	63,000
Indirect Costs	35,366
<b>FFY2011 Total</b>	<b>\$343,026</b>

## Additional Funding

The State of Montana continues to make significant investments in the applications and processes that make up traffic records system. Both federal and state funds have contributed to the progress of many projects currently underway or as a part of normal operations. Often costs associated with traffic records are difficult to measure because they are absorbed into current administrative costs and are part of the legislative budgets for all the agencies.

The following projects are funded (wholly or in part) by sources outside Federal Section 408 funds (estimated funds by state fiscal year, as reported in the *Montana Traffic Records Strategic Plan*):

- **\$5,000** from the Department of Transportation to review the currently available MIRE (Model Inventory of Roadway Elements) data, including quality and accessibility, and determine the next steps needed.
- **\$75,640** from the Department of Justice to continue the implementation of the IJIS (Integrated Justice Information Sharing) Broker which allows various agencies to share real-time information quickly, securely and accurately.
- **\$23,000** from the Department of Justice to implement an increased network bandwidth which will allow data users increased accessibility to information moving through DOJ systems.
- **\$133,000** from the Department of Justice for continuing implementation for the CTS-America Record Management System with the Montana Highway Patrol to ensure continued uniform and consistent crash data is collected.
- **\$30,000** from the Department of Public Health & Human Services for continued state-wide deployment of the OPHI (Online Pre-Hospital Information) system to EMS providers, which will continue the process of developing a CODES-like (Crash Outcomes Data Evaluation) system.



## Traffic Records Strategic Plan

In February 2011, a thorough update to the *Montana Traffic Records Strategic Plan (TRSP)* was completed with input from each traffic records system owner.

The *TRSP* is a two-part document: (a) the *TRSP* accounts for the broad view of the activities going on in all parts of the traffic records system; and (b) the *TRSP Annual Element* provides needed updates in a shorter time frame.

The *TRSP Annual Element* will be maintained and updated annually by the TRCC to provide documentation and updates for Montana’s existing traffic safety programs and to report the status of the *TRSP* implementation, including an updat-

ed timeline. This task is especially important as technology advances are made and critical systems are developed.

As part of the update of the *TRSP*, performance measures have been established for each active or planned project, based on the recommendations from the NHTSA collection of *Model Performance Measures for Traffic Records Systems*. In the 2011 Section 408 Interim Progress Report, Montana was able to demonstrate measurable success in roadway system completeness, as evidenced by the number of routes updated with correct geometries and spatial coordinates for all roads in MDT’s Transportation Information System.



.....  
**With fifty percent of Montana’s crash data coming from local LEAs, the web-based crash reporting project will bring more uniform reports into the Montana crash data system.**  
.....

## DOJ MHP Web - Based Crash Reporting & Trainer

The Montana Highway Patrol (MHP) is implementing a statewide, web-based crash reporting program for all law enforcement agencies (LEAs) that report crash data with the goal of uniform crash reporting. For those LEAs with their own electronic data systems, a mechanism will be developed to allow those agencies the ability to enter the data into their own system then transmit the required data electronically into the MHP system.

MHP is reaching out to local police and sheriff’s offices to ensure all LEAs will have the resources to make the switch from the older system to the more robust, MMUCC-compliant system. MHP will train and support the locals on the

use of the web based crash form with formal trainings beginning once testing is complete and a phased roll-out plan is developed.

The Miles City Police Department will be the first LEA to begin using the new system as production testers before deployment to the rest of the state.

As part of the outreach to local law enforcement, MHP is also reaching out to the individual tribes to determine the best way to meet everyone’s needs in sharing crash data. The ultimate goal is to electronically gather non-sensitive tribal crash information using the same system developed for the rest of the state. Once the web-based crash system is in use by local law en-

forcement, a model tribal-specific collection plan will be presented to tribal officials and law enforcement for consideration.

Although this project is substantially behind schedule, extended testing was vital in order to ensure major issues with the software had been alleviated. Ultimately, a process was developed that allows for faster turnaround on revisions to the software which will be used in all future beta testing.

The largest obstacle now is the network infrastructure improvements needed, which will be completed in the near future (see DOJ Network Infrastructure Improvement Pilot Project description).

## DOJ Network Infrastructure Improvement

The DOJ Data Center is physically located in the Armed Forces Reserve Center at Fort Harrison. While the existing WAN connection adequately met the needs of the DOJ computing environment at the time it was installed, new applications, interfaces and increased demands for DOJ data have stressed the network infrastructure to the degree that network performance no longer meets the needs of the user

community. For example, MDT is only able to access DOJ data between 3-6AM. Access outside this timeframe is not permitted due to the network capacity shortage, in order to sustain network performance during periods of peak need for critical DOJ systems.

The increased network bandwidth will eliminate the risk of network saturation and allow MDT and other traffic

safety stakeholders to access DOJ data real-time on a 24-7 basis.

Due to the late start of this project (end of August 2011), DOJ only had time to submit a request for the upgrade and procure the hardware prior to the end of the federal fiscal year. Delivery of the hardware and implementation of the circuit upgrade is schedule for November/December 2011.

## Safety Information Management System

A project that will be key to the future of traffic safety data analysis is developing a new Safety Information Management System (SIMS) for MDT. The current Safety Management System can no longer meet the needs of its stakeholders and is the bottleneck for the exchange of the more robust datasets required for full traffic safety analysis.

In September, MDT stakeholders met to elevate the visibility of the SIMS project across MDT division lines and gain support and management approval to move forward with the SIMS project plan. The stakeholders made the unanimous decision to move forward with the SIMS project following a four-phase plan: complete a business needs evaluation, define options for resolving key business issues and provide recommendations to project stakeholders, refine the business case for the selected option and received stakeholder approval, and move forward.

MDT is currently working on a request for information (RFI) which will lead to a full business case being developed for a “go/no go” decision from agency management and stakeholders for the development of the SIMS project. In mid-November 2011 the RFI will be published with the business case decision being made in the spring of 2012.

## DPHHS Pentaho BI Suite

For the first time in Montana, the Montana Department of Public Health and Human Services, EMS and Trauma Systems Section, is developing and implementing a Health Information and Resource Management System (HIRMS) that represents a secure, web-based software solution for collection of EMS, trauma and other healthcare information for public policy and evaluation purposes.

In 2009, 408 funds were utilized to deploy ten static reports that allow EMS services to run reports that summarize information about all their calls including reports for: specific responses such as for medical, cardiac and trauma calls; information about their response times; patient assessments and treatments provided; and evaluation of the accuracy and completeness of data. This development was conducted using the community-based, open-source version of Pentaho software.

The Pentaho BI Suite project is building upon and enhancing the work completed to date by purchasing and implementing the Enterprise Edition of the Pentaho Business Intelligence Suite. The enterprise version of Pentaho will vastly increase the reporting and analysis functionality of HIRMS with the long term goal to be able to integrate various databases and link data.

Due to the late start of this project (end of August 2011), DPHHS only had time to receive internal approval to expand the Pentaho reporting project and sign the contract with Pentaho prior to the end of the federal fiscal year. The work on this project will continue into 2012 with software installation and testing and extensive training on all Pentaho modules and key functionalities (data migration, reports, dashboards, etc.).

## MIRE & FHWA's Roadway Data Safety

The Model Inventory of Roadway Elements (MIRE) includes a listing of roadway inventory and traffic elements critical to safety management and proposes standardized coding for each. MIRE includes more than 200 desirable (but not necessarily required) data items and MDT currently manages and maintains about 35% of those items. Given the current resources, it may be possible to collect and manage some of the more critical data items in cooperation with several MDT work units, but a

thorough review must be done prior to moving forward with this project. MDT has completed this analysis of the MIRE elements as they relate to the Montana roadway dataset and the final documentation is currently being developed.

While MDT was beginning the MIRE review process FHWA began their Roadway Safety Data Partnership project. Montana was one of the first states to participate in this program

which will identify Montana's roadway safety data capabilities and will develop the framework for an action plan to help understand where we are, where we would like to be and what steps need to be taken to reach those goals. The assessment will be finalized by the end of 2011 which will allow FHWA to work with MDT to develop the action plan. The outcome of this plan may help direct MDT in the next actions required to move the MIRE project forward.

## Future 408 Expenditures

The Traffic Records Coordinating Committee has approved the Section 408 funding proposals for FFY2012 (those projects marked with an \* are still conceptual with no formal application yet). Many of these projects will also benefit from funds outside the Section 408 grant. More information on these projects, including how each ties to the NHTSA objectives for traffic records systems, are included in the *Montana Traffic Records Strategic Plan*. The proposed expenditure plan, as represented by the table below, includes \$1,291,527 in previous years carry forward from unexpended Section 408 funds.

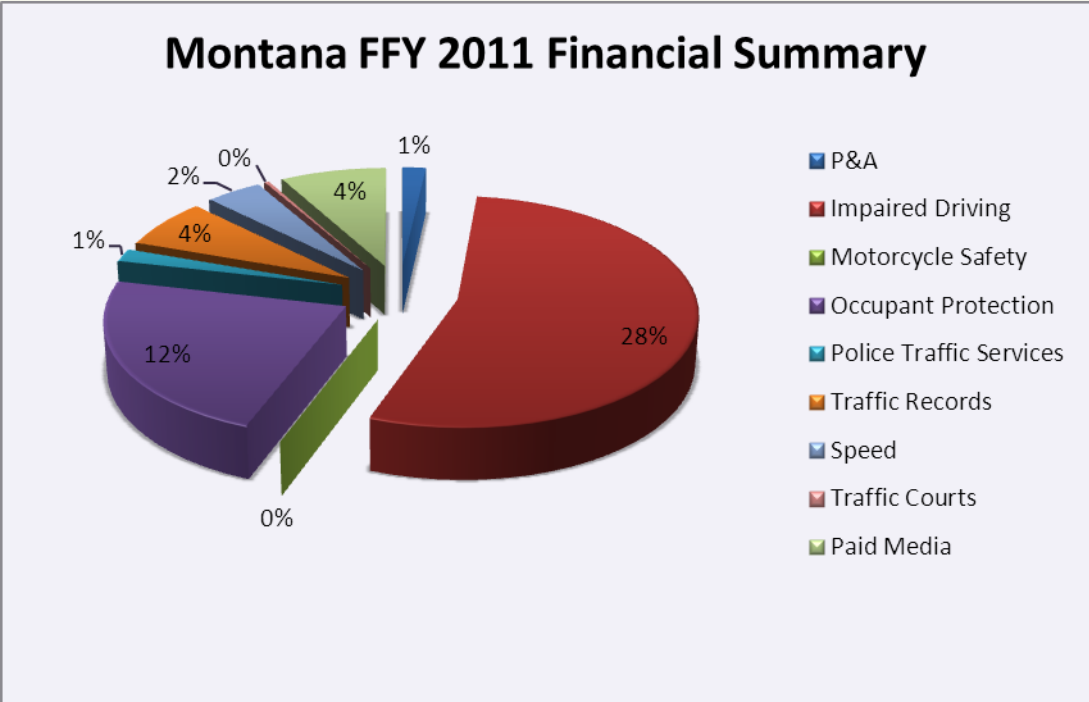
FFY2012 Section 408 Proposed Expenditures	Amount
Traffic Records Strategic Plan Implementation	\$96,154
DOJ MHP Web-Based Crash Reporting	80,500
DOJ MHP Web-Based Crash Trainer	140,000
DPHHS Web-Based Trauma Registry	59,500
DPHHS OPHI-PCR Tablet Data Collection	80,500
DOJ Network Infrastructure Improvement Pilot Project	97,648
MDT Analysis Reporting System for Citations *	50,000
Local Law Enforcement Software & Hardware (Web-Based Crash Reporting) *	100,000
DOJ MHP Crime Mapping Tool *	65,000
DOJ MVD Software Enhancement *	50,000
MDT Safety Information Management System	400,000
Indirect Costs	112,528
<b>FFY2012 Total</b>	<b>\$1,331,830</b>

# FINANCIAL SUMMARY

During FFY 2011, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration Sections 405 (Occupant Protection), 408 (Traffic Records), 410 (Impaired Driving Prevention), and 2010 (Motorcycle Safety). Base level funding under Section 402 was received following the submission of a Performance Plan, in accordance with federal law. Section 164 Penalty Transfer funds were planned in FFY 2011 but will not be used until the spring of 2012.

Funding for many programs, such as law enforcement, tribal traffic safety, DUI courts, and media production, are incorporated into the categories of Impaired Driving and Occupant Protection listed below. As required by federal law, at least 40 percent of Section 402 funds were spent at the local level by city and county governments.

	402	405	408	410	1906	2010	164	163	Total
Planning & Administration	\$ 77,568	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 77,568
Impaired Driving	558,012	-	-	1,768,687	-	-	-	333,781	2,326,699
Motorcycle Safety		-	-	-	-	-	-	-	
Occupant Protection	776,860	204,030	-	-	-	-	-	-	980,890
Police Traffic Services	72,346	-	-	-	6,092	-	-	-	78,438
Traffic Records	11,096	-	290,435	-	-	-	-	-	301,531
Speed	184,008	-	-	-	-	-	-	-	184,008
Traffic Courts	13,970	-	-	-	-	-	-	-	13,970
Paid Media	110,959	49,143	-	187,563	-	-	-	-	347,665
Hazard Elimination	-	-	-	-	-	-	4,111,410	-	4,111,410
<b>Total</b>	<b>\$1,804,819</b>	<b>\$253,173</b>	<b>\$290,435</b>	<b>\$1,956,250</b>	<b>\$6,092</b>	<b>\$ -</b>	<b>\$4,111,410</b>	<b>\$333,781</b>	<b>\$8,422,179</b>



## LEGISLATION

Montana's 2011 legislative session brought forth several significant advances for traffic safety.

### IMPAIRED DRIVING

In 2009, the most promising piece of DUI legislation to pass was SJR 39, which called for a study of Montana's DUI laws. Approximately half of the bills proposed by the Interim Law & Justice Committee made it through the legislative process, resulting in the following new laws, several of which are noted as strategies in Montana's *Comprehensive Highway Safety Plan*.

**Senate Bill (SB) 15** creates enhanced penalties for "aggravated DUI" if a defendant is charged with a DUI plus one of several "aggravating" factors such as an alcohol concentration over 0.16, court order to have an ignition interlock, no driver's license because of previous DUI-related conviction, or previous breath refusal.

The fine for aggravated DUI is \$1,000 and jail up to one year. SB 15 authorizes mandatory participation in drug/DUI court and participation in 24/7 program if these programs are available locally.

**SB 42** allows law enforcement to request a search warrant for obtaining a blood sample if a repeat DUI

offender refuses to provide a breath test, or if the arrested person has refused to provide a sample in a prior investigation.

**House Bill (HB) 12** extends the court jurisdiction and possible jail time for second DUI offenses from 6 months to a year, and increases the maximum jail time for excessive alcohol violations charged under §61-8-406, MCA to match DUI charged under §61-8-401, MCA.

**HB 69** allows jail time (other than the mandatory minimum) to be suspended for DUI court participants. The mandatory minimum jail sen-

tences may not be suspended unless it risks the physical or mental well-being of the offender. The mandatory minimum may no longer be partially served on house arrest.

**HB 102** incentivizes participation in DUI courts by revising probationary driver's license provision for DUI court participants. DUI courts use a comprehensive approach including treatment, drug/alcohol testing, monitoring, incentives and sanctions, and other services to help DUI offenders with underlying addiction associated with driving under the influence of alcohol or drugs.

**HB 106** creates a statewide 24/7 sobriety program managed by the Montana Department of Justice. Participating county sheriffs designate locations and times to test twice a day for the presence of alcohol and/or drugs in persons charged and/or convicted of a second or third DUI.

Probationary driver's licenses are available to participants if they comply with the sobriety program requirements, complete court-ordered chemical dependency treatment, provide proof of insurance, and complete the minimum driver's license suspension period.



## OCCUPANT PROTECTION

**SB 319** reinstates primary enforcement of child passenger safety violations in Montana. Law enforcement officers may stop a driver when observing a child passenger under 6 years of age weighing less than 60 pounds not properly restrained in a child safety seat. The officer does not have to observe another traffic violation to make the stop. Child safety restraints must be appropriate for the height and weight of the child in accordance with manufacturer standards. Drivers face a \$100 fine for violating this law.

## EMERGENCY MEDICAL SERVICES

**HB 262** extends the Emergency Medical Services (EMS) Grant Program for the next biennium. This extension authorizes the purchase of important equipment including ambulances and transport vehicles for mostly volunteer EMS providers. This improves EMS's ability to provide reliable transportation for people injured in a vehicle crash that helps decrease the transport time, provide trained EMS technicians, and enhances communications between pre-hospital care and hospital trauma treatment.



Photo: *Brenda Ahearn/Daily Inter Lake, 2010*

Becky Sturdevant stands near roadside crosses north of Columbia Heights on Friday evening. The crosses were erected at the site where her son, Montana Highway Patrol Trooper Evan Schneider, was killed in the line of duty by a drunk driver in August 2008.

Becky has become an active member of Mothers Against Drunk Drivers, lobbying tirelessly during the 2011 legislative session to improve Montana's DUI laws.

Although not part of the CHSP, two bills passed during the 2011 legislature to honor lives lost in the line of duty while serving as patrolmen for the MHP.

SB 179 creates the David Delaittre Memorial Highway along four miles of U.S. Highway 287 for Trooper Delaittre who was killed while on duty by another driver carrying a gun.



HB 270 creates a memorial highway on U.S. Highway 93 outside of Kalispell in honor of Trooper Haynes who was killed by a drunk driver.



In October 2009, portions of highways near Kalispell were dedicated to three Montana Highway Patrol troopers who were killed in crashes while on duty, Troopers Michael Haynes, Evan Schneider, and David Graham.

Although these highway designations can never adequately comfort the families of these brave patrolmen MDT is honored to designate these highways in memory of these fallen heroes.



## LOOKING TO THE FUTURE

The Montana Highway Safety Office will continue to play an integral role in the state's Comprehensive Highway Safety Plan (CHSP).

Montana's primary challenges in driver behavior remain **impaired driving** and lack of **seatbelt** use. However, distracted driving is also gaining public attention.

Although Montana remains one of the top states in the nation for alcohol-impaired fatalities, with a rate that is almost twice the national average, the good news is that Montana's rate dropped from a recent high of 1.01 alcohol-impaired fatalities per 100 million vehicle miles traveled (VMT) in 2002 to 0.63 fatalities per 100 million VMT in 2010 (based on preliminary VMT data). Alcohol-related fatality rates have also dropped, from 1.2 in 2002 to 0.82 in 2010.

### Responsible Alcohol Sales & Service

With the passage of SB 29 by the 2011 Montana Legislature, Responsible Alcohol Sales & Service (RASS) training is now mandatory in Montana.

Server training enhances public health and can reduce DUI by educating licensees and servers about Montana liquor laws, reducing illegal alcohol sales to minors, preventing over-service to patrons, and promoting responsible consumption.

There has been a tremendous increase in the demand for RASS training since the passage of SB 29. We expect this mandatory training to be a

contributing factor in reduction of alcohol sales to minors and over-service, along with a reduction in DUI-related crashes, injuries and fatalities.

The CHSP team tasked with reducing drug-and alcohol-impaired driving crashes would like to undertake a "responsible patron" educational campaign that would dovetail with the mandatory education that servers and sellers of alcohol are receiving. The campaign would cover standard drink sizes and low-risk drinking guidelines. It has been many years since this type of education has been provided in Montana.

With the passage of HB 106, Montana's 2011 Legislature passed the **24-7 Sobriety Program**, modeled after South Dakota's program, which went into effect on October 1, 2011.

Lewis & Clark County piloted the program prior to the passage of HB 106. An additional eight counties have so far opted to launch the program: Yellowstone, Flathead, Butte-Silver Bow, Anaconda-Deer Lodge, Powell, Lincoln, Big Horn and Custer. Another 12 counties are working toward launching 24-7 in February 2012.

Although MDT has no particular role in the 24-7 program, as it rolls out in counties across the state, we look forward to seeing the program contribute positively towards an ongoing reduction in repeat DUI offenses, and associated crashes, injuries and fatalities in Montana.

The **DUI court** program will continue in FFY 2012. Under the leadership of Judge Audrey Barger, a team from the Hill County Justice Court will be attending the 3.5 day DUI court training program sponsored by NHTSA and the National Center for DWI Courts.

In 2011, the CHSP team also added a new strategy to begin work towards reducing impaired driving related to **marijuana** and prescription drugs. To begin with, the team will be seeking to add members with relevant expertise and influence on this subject.

Montana's Attorney General, Steve Bullock, has convened leaders from across the state to fight the abuse of **prescription drugs** in Montana. We hope this will provide another venue to address the role of prescription drugs in traffic crashes. A member of AG Bullock's prescription drug staff serves as a representative on the CHSP team tasked with reducing drug- and alcohol-related crashes.

Montana's **seatbelt** use rate, although high for a state with a secondary enforcement law, has plateaued over the past five years. Lack of primary enforcement of both the seatbelt law and the child restraint laws continue to contribute to the perception that buckling up is a "choice" rather than the law.

Montana's 2011 legislature rein-  
*(Continued on page 74)*

(Continued from page 73)

stated a primary child restraint law for children under age 6 and under 60 pounds. However, more work is still needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

States with primary **enforcement** of their **seatbelt laws** typically see a significant increase in seatbelt use. The CHSP Occupant Protection Emphasis Area has acquired an active Champion, which will help to coordinate and advance strategies for increasing seatbelt use in the state. The Montana Seatbelt Coalition has revitalized, and is preparing for the 2013 Legislative Session.

The **Respect The Cage** safety caravan exhibit will continue in FFY 2012. This innovative, interactive project deploys as often as possible, within funding constraints, to events where the target audience (males, ages 18 – 34) will be present.

In FFY 2012, we will be **evaluating** this and other projects in collaboration with MDT's Research Unit. This will assist us in project selection and resource allocation decisions in FFY 2013 and beyond.

Beginning in FFY 2012, MDT will be managing the **Buckle Up Montana program** contracts directly. To kick off the contract year, MDT hosted a three-day training from November 1-3, 2011. The focus was on learning about and how to implement environmental prevention strategies that other states have used to successfully bring about change with regards to seatbelt usage.

Media advocacy is one of the key strategies of environmental change. To

begin with, the coalition coordinators drafted a coordinated plan for monthly news releases. The group discussed sharing press releases and participating in community conversations such as submitting/responding to newspaper editorials and letters to the editors, and online newspaper blogs, as just a couple of examples. Media advocacy is critical to educating the public about the issues, generating interest in the topic, as well as impetus for change.

The BUMT coordinators will be active members of the Montana CHSP Seat Belt Emphasis Area Team, which includes the Montana Seatbelt Coalition. United, these groups are strategizing how best to increase seatbelt usage rates in Montana. In addition to media advocacy, their focus will include other environmental prevention activities touching upon applied data, enforcement, advocacy organizing, and stronger policies relating to seatbelt use.

A **Special Management Review (SMR)** of Montana's **Occupant Protection** Program was conducted by NHTSA from September 26-30, 2011. The draft report from NHTSA was received in early December 2011. In 2012, MDT will respond to the recommendations, then initiate the necessary changes to programs and practices aimed at increasing seatbelt usage in the state.

In 2010, Montana saw a 16% decrease in fatal crashes involving **motorcyclists** when comparing it to the previous five-year average. Previously, the number of all crashes involving a motorcycle increased dramatically. It now appears the numbers may be going back down, but due to the high risks to motorcyclists, these crashes will continue to be a priority.

The leading causes of the motorcyclist fatalities were rider error and speed. In the last five years, there has been an interesting shift in the location of severe motorcycle crashes. The percent of severe motorcycle crashes (those crashes with a fatal or incapacitating injury) on local (city) streets has increased from 5% in 2006 to 11% in 2010. A similar decrease has been seen in the percent of severe motorcycle crashes on state highways (34% to 27%). Until motorcycle VMT are available by road type, this shift in crash location will not be able to be fully analyzed.

These factors prompted a multi-disciplinary approach to finding a solution, under the umbrella of the *Montana Comprehensive Highway Safety Plan*. These efforts include a strong educational and training campaign, strict enforcement, and partnerships with motorcycle rider and advocacy groups. Montana will continue to make this a priority, which can save many lives in the years to come.

Although comprehensive data on the effects of **distracted driving** are largely unavailable for Montana, it is obvious that driver behavior has changed in this area. Many more drivers may be observed engaging in cell phone use while driving. Young drivers, many of whom are fanatical about texting as a form of communication, are often particularly naïve regarding the dangers of texting while driving.

Several of Montana's larger cities have passed ordinances, ranging from texting bans, to bans of handheld cell phones (allowing hands-free usage).

This is becoming an area of focus at the national level, and Montana would



be pleased to do education campaigns regarding distracted driving, should funding become available.

Trooper Sager and Traffic Safety Resource Prosecutor Erin Inman initiated conversations with the Montana Public Safety Officer Standards and Training (POST) Council regarding the establishment of a traffic safety working group. In December 2009, POST unanimously voted to establish such a group and also appointed a member of the council to participate in the group.

In 2010, this working group was responsible for advising POST on the best practices for training in highway safety related training for law enforcement. The working group's initial focus is to review existing **SFST** curriculums being used around the state and at the Montana Law Enforcement Academy. This is extremely important because it is challenging to prosecute DUI offenders in Montana. Standardizing the SFSTs across the state lends credence to the program and allows Prosecutors and Judges to consider the testimony of SFST certified officers as expert knowledge.

Toward that end, in FFY 2012, Montana will host a statewide **SFST assessment**. Results of the assessment will provide valuable input into the drafting and implementation of final proposed standards.

As Montana continues to move forward making changes to its **traffic records system**, the first step is to know what is happening in the current system. The *Montana Traffic Records Strategic Plan* is up-to-date and being actively maintained by the Traffic Records Coordinating Committee, which meets every six weeks to discuss the current status of systems and projects.

Each part of the traffic records system (crash, vehicle, driver, road, citation/adjudication, and injury) is going through continual changes that improves the timeliness, accuracy, completeness, uniformity, integration and accessibility of the data. For example, the changes in Montana laws are impacting driver records, which require changes to both citation/adjudication and driver systems.

Beginning with 2011 crash data, the Montana Highway Patrol (MHP) is entering all crash reports into the CTS America-developed database. Although this does not mean that all crashes are reported from the same form, all crashes are now stored in one database. Crashes reported from local law enforcement agencies will continue to come in on the older HQ-1599 forms. Until the Web-Based Crash Reporting project (see page 68) is complete, Montana will not have completely MMUCC compliant data.

Clearly, Montana still has significant challenges in the area of traffic safety. The Department of Transportation will continue to provide leadership, promote partnerships, and fund projects in order to change these trends and achieve the mission:

**To reduce the number and severity  
of traffic crashes,  
injuries and fatalities on  
Montana highways.**

The screenshot shows the Montana Department of Transportation website. At the top is the 'mt.gov' logo and navigation links: 'About MDT', 'Traveler Information', 'Public Involvement', 'Doing Business', 'Publications', and 'Search/Index'. The main heading is 'Traffic Safety Programs'. The content is organized into several sections: a main text block, a 'Maximizing Resources Through Collaboration' sidebar, a 'DID YOU KNOW?' section with statistics, a 'HIGHWAY SAFETY PROGRAMS' sidebar with a list of programs, and a 'NEW FEATURES / SERVICES' sidebar with links to reports and books. The footer contains contact information and the Montana Department of Transportation logo.

## mt.gov

Montana's Official State Website

### MONTANA DEPARTMENT OF TRANSPORTATION

About MDT | Traveler Information | Public Involvement | Doing Business | Publications | Search/Index

## Traffic Safety Programs

Traffic crashes happen daily in Montana, causing human injuries, deaths, and property losses.

The **State Highway Traffic Safety Office** is working to reduce these losses through a series of programs designed to assist in the development of counter-measures for known problem areas.

The information on these pages is organized by program. If you have questions about a specific program, please call or email the contact listed at the bottom of each program details page.

#### Maximizing Resources Through Collaboration

**Comprehensive Hwy Safety Plan**  
The CHSP is a statewide plan to reduce fatalities/injuries from highway crashes. Involves multiple stakeholders. Data, specific strategies, and contact information provided.

**Highway Safety Plan**  
MDT's State Highway Traffic Safety Office implements many of the CHSP goals and strategies.

#### DID YOU KNOW ?

- § Montana has one of the highest alcohol-related fatality rates in the nation per vehicle mile traveled.
- § Montana's seat belt usage has grown steadily over the past few years. However, seatbelt use on our reservations is still very low.
- § Inattentiveness, carelessness, and driving speed accounted for over 50% of the crashes in the past 10 years.
- § Incapacitating injuries have decreased over 33% during the past 10 years.
- § The percentage of crashes involving young drivers has not changed significantly during the past 19 years.
- § Elderly drivers have experienced increases during this same period.
- § Motorcycle traffic crashes are up and affecting older riders more than any other group.

Source for data:  
[Traffic Safety Problem Identification](#)

#### HWY SAFETY PROGRAMS

- Impaired Driving
- Occupant Protection
- Hazardous Actions
- Traffic Records
- Emergency Medical Services
- Senior Drivers
- Young Drivers
- Motorcycle Safety

#### RESOURCES

- Crash Data
- Grants & Funding
- Traffic Safety Publications
- Websites of Interest

#### NEW FEATURES / SERVICES

- Annual Report FY2009
- Buckle-up Bug's Activity Book
  - Order activity books
  - Room To Live Video

Cameras, Roads & Weather Maps Contracting/Consulting  
Cyber Security Terms of Use Accessibility Contact Us

mt.gov  
Montana Department of Transportation

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**On the web at**  
[www.mdt.mt.gov/safety/safetyprg.shtml](http://www.mdt.mt.gov/safety/safetyprg.shtml)

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## C O N T A C T I N F O R M A T I O N

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Rail, Transit & Planning Administrator..... <b>Lynn Zanto</b>	(406) 444-3445 lzanto@mt.gov
State Highway Traffic Safety Officer..... <b>Priscilla Sinclair</b>	(406) 444-7417 psinclair@mt.gov
Public Information Officer (for all media inquiries)..... <b>Charity Watt</b>	(406) 444-7205 cwattlevis@mt.gov
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Law Enforcement Liaison..... <b>vacant</b>	
Occupant Protection Program Manager..... <b>Pam Buckman</b>	(406) 444-0809 pbuckman@mt.gov
Impaired Driving Prevention Program Manager..... <b>Lorelle Demont</b>	(406) 444-7411 ldemont@mt.gov
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**Mailing address**

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PO Box 201001  
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**Physical location**

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2701 Prospect Avenue  
Helena MT

**On the web**

[www.mdt.mt.gov/safety/safetyprg.shtml](http://www.mdt.mt.gov/safety/safetyprg.shtml)



State Highway Traffic Safety  
PO Box 201001  
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[www.mdt.mt.gov/safety](http://www.mdt.mt.gov/safety)

**Each state has a Highway Traffic Safety Office that receives and manages funding from the National Highway Traffic Safety Administration for implementing behavioral programs aimed at improving traffic safety.**

**In Montana, the planning cycle begins in late winter/early spring with the solicitation of applications for funding. Funding is competitive and funds are usually awarded on an annual basis, even for projects that may span longer than one year.**

**For information on applying for funding, please contact the State Highway Traffic Safety Office or go online to [www.mdt.mt.gov/safety/grants.shtml](http://www.mdt.mt.gov/safety/grants.shtml).**

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**This report was submitted to the National Highway Traffic Safety Administration on December 30, 2010  
in accordance with 23 CFR 1200.33**  
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