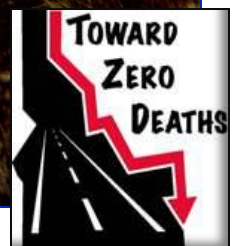




FFY 2012

# Annual Evaluation





**FFY 2012**

**Annual Evaluation  
of the Idaho Highway Safety Program**

**Governor C.L. "Butch" Otter**



**Director Brian W. Ness**  
Governor's Highway Safety Representative

**Brent Jennings, PE**  
Highway Safety Manager  
Idaho Transportation Department  
Office of Highway Safety



PO Box 7129  
Boise, ID 83707  
(208) 334-8100  
[Brent.jennings@itd.idaho.gov](mailto:Brent.jennings@itd.idaho.gov)





# Table of Contents

<b>Overview.....</b>	<b>9</b>
Executive Summary.....	9
Program Impact .....	10
<b>Programs.....</b>	<b>13</b>
Impaired Driving.....	13
Impaired Driving Enforcement.....	13
Training .....	13
Traffic Safety Resource Prosecutor .....	14
State Impaired Driving Coordinator .....	14
Objectives Achieved.....	14
Elmore County DUI/Drug Court .....	15
Aggressive Driving .....	15
Safety Restraints .....	17
Child Passenger Safety .....	18
Motorcycle Safety .....	19
Bicycle and Pedestrian Safety .....	20
Distracted Driving .....	21
Meridian Police Department – Distracted Driving.....	22
Emergency Medical Services.....	22
Youthful Drivers .....	23
Multi-Funded Grants.....	25
Idaho County Sheriff’s Office .....	25
Idaho State Police (ISP) .....	25
Unbiased Policing Project .....	26
Law Enforcement Liaison Program .....	27
Coalition/Diversity Project.....	28
Highway Safety Summit .....	28
Traffic Records and Roadway Safety.....	29
Section 408.....	30
Measurable Progress Identified.....	30
Project Status Update on Projects .....	30
Completed or Removed Projects .....	31

Changes to the TRCC ..... 32

Traffic Records Assessment..... 32

Strategic Plan..... 32

FFY 2012 Section 408 Budget and Expenditure Summary ..... 33

**Traffic Enforcement Mobilizations..... 35**

    Mobilization Calendar ..... 35

    FFY 2012 Traffic Enforcement Mobilization Arrest/Citation Summary ..... 36

**Paid Media Report ..... 37**

    Summary of Paid Media Poll ..... 37

    Paid Media Summary ..... 42

**Financial Summaries ..... 43**

    FFY 2012 FHWA Funding, Budget vs. Expenditure ..... 43

    FFY 2012 Comparison of Costs Plan vs. Actual..... 44

    Multi-Funded Grants ..... 45

    Financial Summary for Program Areas..... 45

    Governors Highway Safety Association (GHSA) 2011 Annual Evaluation Report - Idaho..... 48

**Office of Highway Safety Program Team ..... 49**





# Overview

## Executive Summary

The Idaho Transportation Department Office of Highway Safety (OHS) develops, implements and evaluates highway safety driver behavior programs to eliminate death, serious injury and associated economic losses resulting from motor vehicle crashes. As the recipient of federal highway safety funds, funding for the state highway safety program provides grant resources at the state and community level to address Idaho’s highway safety challenges. Successes are realized through valuable partnerships with enforcement, education, engineering and emergency response communities and are identified as strategies in the Strategic Highway Safety Plan.

We are proud to highlight some accomplishments from FFY 2012.

- The FFY 2012 Highway Safety Plan was developed following an extensive data-driven planning and development process. The allocation of resources is consistent with the emphasis areas in the Strategic Highway Safety Plan (SHSP) as resources are focused on crash data.
- Participation in mobilizations by local law enforcement agencies continues at a high level. The active participation is attributed to Idaho’s Law Enforcement Liaison (LEL) Program and is viewed as a model for other states to follow. Idaho law enforcement continues expanding in the impaired driving program called “One Team”. The *One Team* concept leverages resources during impaired mobilizations and provides an opportunity to practice mutual aid initiatives, sharing of resources, staff and communication for enhanced services to the public. This allows the public to view law enforcement as a seamless organization during impaired driving mobilizations.
- Idaho utilizes the SHSP as the document of guiding principles for achieving goals in a data-driven environment. Utilizing 11 focus area teams of over 100 people representing engineering, enforcement, education and emergency response allowed full implementation of the SHSP. The work is overseen by the SHSP Oversight Team using quarterly meetings to review progress and direction.
- Idaho is generating the next edition of the SHSP. A workshop was held November 29, 2012 and again brought over 100 highway safety partners together. The updated SHSP is scheduled for publication in February 2013.
- Idaho’s Highway Safety Summit drew 256 attendees representing enforcement, education, engineering and emergency response. OHS was very pleased with the turn out for this event, and it continues to build commitment on traffic safety issues as it provides tools to all attendees.
- The Idaho Transportation Department’s (ITD) Strategic Plan states the mission is “*Your Safety, Your Mobility, Your Economic Opportunity*”. Highway traffic safety continues to be top priority supported by the ITD Board of Directors and Executive Management. The commitment is “. . .to having the safest transportation system possible”.

	FFY 2008	FFY 2009	FFY 2010	FFY 2011	Prelim FFY 2012
<b>Fatal Crashes</b>	211	208	183	150	174
<b>Fatalities</b>	230	233	208	166	191
<b>Unrestrained Fatalities</b>	94	96	81	67	83
<b>Impaired Fatalities</b>	84	95	84	70	77
<b>Speeding Fatalities</b>	75	79	66	40	46

- The OHS expended \$4,078,738 in federal funds to support efforts in eliminating traffic deaths and serious injuries. Total program costs, including match were \$7,378,425.

The contents of this report provides details of FFY 2012 traffic safety efforts, highlights the accomplishments and reports on the paid media program, enforcement campaigns and effectiveness of Idaho’s safety restraint law. The FFY 2012 Highway Safety Performance Plan which is composed of the following grant programs:

- Section 402, 37 grants
- Section 410 Impaired Traffic Safety incentive, 5 grants
- Section 408 Data Program Incentive, 7 grants

- Section 2010 Motorcycle Safety Incentive, 2 grants
- Section 1906 Unbiased Racial Profiling Incentive, 1 grant
- Section 163 0.08 BAC Incentive, 1 grant
- FHWA Flex Funds (2008-2012), 31 grants



Brent Jennings, P.E.  
Highway Safety Manager

The Office of Highway Safety appreciates the commitment of our highway safety partnerships and dedication of each partner, as Idaho continues to move *Towards Zero Deaths* on all Idaho roadways.

## Program Impact

During FFY 2012 Section 402 was comprised of ten program areas and Incentive Grant Programs. Based on analysis of the latest complete year of crash data, 2011, the achievements include:

The number of motor vehicle crashes decreased by 7.6 percent, from 22,555 in 2010 to 20,833 in 2011. The number of fatalities resulting from motor vehicle crashes decreased from 209 in 2010 to 167 in 2011, a 20 percent decrease. The number of fatal crashes decreased from 185 in 2010 to 152 in 2011. The number of serious injuries decreased from 1,396 in 2010 to 1,293 in 2011, a 7.4% decrease.

Idaho’s fatality rate per 100 million vehicle miles traveled was 1.08 in 2011, down from 1.34 in 2010.

While 62 percent of all motor vehicle crashes occurred on urban roadways, 80 percent of the fatal motor vehicle crashes occurred on rural roadways in 2011.

After increasing in 2010, fatalities resulting from impaired driving crashes decreased in 2011 by 31%. However, 40 percent of all fatalities resulted from impaired driving, which is consistent with recent years. Of the 66 persons killed in impaired driving crashes, 95 percent were either the impaired driver, a person riding with an impaired driver, and impaired bicyclist, or an impaired pedestrian.

Idaho’s observed seat belt use increased from 78 percent in 2010 to 79 percent in 2011. While the observed rate was 79 percent, only 32 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 39 of the 77 unbelted motor vehicle occupants may have survived.

Aggressive driving was a contributing factor in 49 percent of the motor vehicle crashes and 64 people were killed in aggressive driving crashes in 2011.

Distracted driving was a factor in 24 percent of the motor vehicle crashes in 2011 and 41 people were killed as a result of distracted driving crashes.

Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2011, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 34 people killed in crashes involving youthful drivers.

There were 10 pedestrians killed in motor vehicle crashes in 2011.

The number of motorcyclists killed in motor vehicle crashes decreased from 28 in 2010 to 17 in 2011. Almost two-thirds (65 percent) of fatal motorcycle crashes in 2011 involved just the motorcycle, while more

than one-third (35 percent) of fatal motorcycle crashes involved an impaired driver.

Fatal crashes involving commercial motor vehicles increased by 57 percent in 2011, while the number of in-

jury crashes involving commercial motor vehicles increased by 11 percent. There were 26 people killed and 651 people injured in commercial motor vehicle crashes in 2011.

		Benchmark					
		2007	2008	2009	2010	2011	2012
<b>C1</b>	<b>5-Year Ave Fatalities - Goals</b>		<b>268</b>	<b>251</b>	<b>240</b>	<b>228</b>	<b>218</b>
	Actual Values	269	257	250	237	217	
<b>C2</b>	<b>5-Year Ave Serious Injuries - Goals</b>		<b>1,705</b>	<b>1,687</b>	<b>1,670</b>	<b>1,652</b>	<b>1,634</b>
	Actual Values	1,716	1,695	1,642	1,559	1,479	
<b>C3</b>	<b>5-Year Fatality Rate - Goals</b>		<b>1.80</b>	<b>1.64</b>	<b>1.55</b>	<b>1.46</b>	<b>1.38</b>
	Actual Values	1.80	1.70	1.63	1.53	1.40	
<b>C4</b>	<b>5-Year Ave Unrestrained PMV Fatalities - Goals</b>		<b>120</b>	<b>118</b>	<b>114</b>	<b>108</b>	<b>100</b>
	Actual Values	121	113	109	99	90	
<b>C5</b>	<b>5-Year Ave Driver BAC&gt;=0.08 Fatalities - Goals</b>		<b>84</b>	<b>82</b>	<b>80</b>	<b>78</b>	<b>76</b>
	Actual Values	84	79	75	73	66	
<b>C6</b>	<b>5-Year Ave Speeding Fatalities - Goals</b>		<b>80</b>	<b>79</b>	<b>79</b>	<b>78</b>	<b>77</b>
	Actual Values	82	80	82	76	69	
<b>C7</b>	<b>5-Year Ave Motorcycle Fatalities - Goals</b>		<b>29</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>24</b>
	Actual Values	27	29	31	32	27	
<b>C8</b>	<b>5-Year Ave Unhelmeted MC Fatalities - Goals</b>		<b>17</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>13</b>
	Actual Values	17	16	17	17	15	
<b>C9</b>	<b>5-Year Ave Drivers &lt;=20 in Fatal Crashes - Goals</b>		<b>47</b>	<b>46</b>	<b>45</b>	<b>44</b>	<b>42</b>
	Actual Values	48	47	45	43	39	
<b>C10</b>	<b>5-Year Ave Pedestrian Fatalities - Goals</b>		<b>13</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>10</b>
	Actual Values	13	12	11	11	11	
<b>B1</b>	<b>Yearly Observed SB Use - Goals</b>		<b>77%</b>	<b>80%</b>	<b>81%</b>	<b>83%</b>	<b>84%</b>
	Actual Values	78%	77%	79%	78%	79%	
<b>Items for Reporting</b>							
	Yearly Total Fatality Rate	1.60	1.52	1.46	1.32		
	Yearly Urban Fatality Rate	0.80	0.85	0.82	0.67		
	Yearly Rural Fatality Rate	2.12	1.97	1.86	1.79		
			<b>FFY2008</b>	<b>FFY2009</b>	<b>FFY2010</b>	<b>FFY2011</b>	<b>FFY2012</b>
<b>A1</b>	<b>Seat Belt Citations Issued during Grant Funded Activities</b>		6,576	10,763	11,276	9,795	11,125
<b>A2</b>	<b>DUI Arrests made during Grant Funded Activities</b>		1,453	2,110	1,352	1,214	1,010
<b>A3</b>	<b>Speeding Citations Issued during Grant Funded Activities</b>		9,868*	20,773	16,464	19,932	14,311

\*The speeding citations for FFY2008 had to be estimated based on the percentage of speeding citations issued during enforcement mobilizations. "Traffic Safety Performance Measures for States and Federal Agencies" was not released until August 2008. This was near the end of FFY2008 and the sub-grantees were not required to specifically report speeding violations as a part of their grant performance.

\*\*All rates for 2010 are estimated as the 2010 Annual Vehicle Miles Traveled (AVMT) from FHWA will not be available until February or March of 2012

<b>Idaho met or exceeded all 2011 goals except the following</b>
While the number of motorcycle fatalities decreased, it continues to remain high, averaging 27 over the past 5 years. At this point it is nearly impossible to exceed the goals set. The number of unhelmeted motorcyclists killed also did not meet the goal.
Pedestrian fatalities exceeded the goal in 2011 but has maintained the same level since 2009.
Seat Belt use continues to remain consistent at 77% to 79%, but without a change to Idaho's law, any increase will be difficult to achieve.



## Programs

### Impaired Driving

The overall goal of the Idaho's Impaired Program is to eliminate the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries.

#### Impaired Driving Enforcement

- Funding to the Idaho State Police allowed the continuance of the State Impaired Driving Coordinator (SIDC). The ultimate objective of this project was to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who were Driving Under the Influence (DUI) of alcohol and/or prescription /over the counter drugs. The SIDC position directly impacted this objective by having one individual who was responsible for coordination of the Drug Evaluation and Classification (DEC) Program, Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC actively provided training and information/resource dissemination, acting as a liaison for Idaho's (DEC) program.
- Idaho has 6 state police regions, 44 county sheriff's departments and 83 local police departments. These law enforcement agencies diligently enforce Idaho's DUI Laws at all times.
- DUI Checkpoints are unconstitutional in Idaho, so to offset this, 5 impaired mobilizations, funded by OHS were scheduled to which agencies step up DUI enforcement patrols. On average 65 agencies performed overtime DUI patrols during the mobilizations that provided additional officers during high impaired driving periods such as Labor Day weekend, and Christmas through New Year's Day.
- Overtime funding allowed the Boise Police Department to perform numerous underage alcohol enforcement patrols that included party patrols, retail selling of alcohol to minors, and adults purchasing and supplying alcohol to minors.

- Funding assisted law enforcement agencies state-wide including state police, sheriffs and local police to purchase Lifeloc FC20 handheld portable breathe alcohol testers and printers for courtroom evidence of DUI and youth alcohol consumption.

#### Training

- Funding purchased the training manuals and equipment for 10 officers who attended the two week 2012 Drug Recognition Expert (DRE) training in Lewiston, Idaho.
- Funding covered October 2011 travel, per diem and lodging for 7 DRE Instructors travel to Seattle to oversee Field Certification for recent DRE school graduates.
- Funding covered June 2012 travel, per diem and lodging for 4 DRE Instructors travel to Seattle to oversee Field Certification for recent DRE school graduates.
- Funding covered June 2012 travel, per diem, lodging and honorarium for a NHTSA assessment team that conducted a three day review of Idaho's Standard Field Sobriety Test program.
- Funding provided the presentation of a May 2012 "Crash to Court" course. This was a joint-training course for Idaho prosecutors, and Idaho Crash Reconstructionists. The main goal of the course was for participants to learn and practice effective courtroom techniques to reach convictions in impaired driving fatalities cases.
- Funding covered the May 2012 registration, and lodging for judges, probation officers, and DUI Court personnel to attend the annual Idaho Conference on Alcohol and Drug Dependency (ICAAD) presented at Boise State University which provided education and training for substance abuse and dependence professionals and educators in behavioral health care, criminal justice and recovery support.

- Funding covered registration, tuition, travel and per diem for an ITD Administrative License Suspension Hearing Officer to attend a National Judicial College in Washington D.C. The course was: Today's Justice-The Historic Bases—
- Funding covered registration, tuition, travel and per diem for an ITD Administrative License Suspension Hearing Officer to attend the National Association of Hearing Officers (NAHO) Conference in Santa Fe, New Mexico.

**Traffic Safety Resource Prosecutor**

OHS and Idaho Prosecuting Attorney's Association (IPAA) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, *Towards Zero Deaths*. The ultimate objective of this program, which has been in effect since 2006, was the continued need for a Traffic Safety Resource Prosecutor (TSRP) to be a liaison between prosecutors, judiciary, law enforcement and other stakeholders in the fight against drunk driving, and to provide critical support and instruction to enhance the capability of Idaho's prosecutors to effectively prosecute traffic safety violations particularly focusing on:



Jared Olson,  
Traffic Safety Resource  
Prosecutor

- Operating a vehicle while intoxicated by alcohol, drugs or any other intoxicating substance;
- Vehicle crashes involving personal injuries;
- Vehicular homicide.

Idaho's TSRP program continues to have a significant impact on impaired driving prosecutions in the State of Idaho. Prior to 2006, assistance to prosecutors specific to traffic crimes was very limited. During the 2012 Fiscal year the TSRP responded to approximately 772 requests for technical assistance. This is compared to 236 requests in the first year, 445 requests in the second year, 529 requests in the third, 691 in the fourth year and 701 in the fifth year of the grant.

The TSRP also provided technical assistance to all 44 county prosecutor offices, 19 city prosecutor offices, the Idaho Attorney General's Office, 46 law enforcement agencies and all 6 Idaho State Police regions.

The trainings program continues to receive positive reviews and have been touted as the gold standard in traffic crimes prosecutions. Each technical assistance request increase demonstrates the positive impacts of the program. The TSRP has traveled to all 44 Idaho counties and has personally met with each elected prosecutor.

**State Impaired Driving Coordinator**

OHS and the Idaho State Police (ISP) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, *Towards Zero Deaths*. In FFY 2012, based on that commitment, SIDC was established and supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds.



Sgt. Dean Matlock,  
State Impaired Driving  
Coordinator

The SIDC is responsible for the daily operations of Idaho's DEC Program. The ultimate objective of this program was to eliminate fatalities and serious injuries as a result of drivers who were DUI of alcohol, prescription over-the-counter drugs.

Creation of a SIDC position directly impacts this objective by having one individual who is responsible for coordination of the DEC Program, ARIDE, SFST and LEPP. The SIDC actively provides training and information/resource dissemination.

**Objectives Achieved**

- Two DRE Schools.
- Served as course administrator for both DRE Schools.
- Seven ARIDE Schools.
- Instructed at two basic SFST courses.

- Met with decision makers from North Idaho (Lewiston area) to discuss DRE training.
- Presented to several citizen’s groups.
- Participated in the NHTSA assessment of Idaho’s SFST program.
- Provided SFST Instructor training.
- Provided assistance which allowed Sgt. Charles Ketchum to maintain his SFST Master Instructor status, as well as assisting Cpl. Chris Glenn in the Master Instructor certification process.
- Presented at the Idaho OHS Safety Summit.
- Three meetings were held concerning the LEPP where initial recertification training, as well as statewide program standards for the LEPP. Any agency participating in the LEPP will need to adhere to the standards. The College of Western Idaho (CWI) was contacted to discuss dates for training during FFY 2013.

was supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds.

DUI courts support the statewide highway safety goal of “Zero Deaths” by eliminating motor vehicle-related fatalities and injuries resulting from impaired driving crashes by continuing a DUI/DRUG Court for the purpose of substantially reducing DUI recidivism among **repeat** DUI offenders, second DUI within 5 years, and excessive BAC offenders (.20>) through tough consequences, intense supervision, and meaningful substance abuse evaluation, treatment and aftercare.

Currently ECDDC has 20 participants. Three are second or excessive DUI offenders, one is a first time offender entered on a probation violation, and three are felony DUI. Currently one felony DUI offender is applying for the program. There are also two offenders who entered on a felony charge (Grand Theft and Felony Leaving the Scene) who had an accompanying charge of Misdemeanor DUI. The program has seen three babies born; one to a sober mother and twins to a sober father; both DUI offenders who are no longer driving while impaired and no longer using/abusing alcohol.

**Elmore County DUI/Drug Court**

Based on identified highway safety problems in Elmore County, the Elmore County DUI/Drug Court (ECDDC) was funded for a second of a three year program, and

**Aggressive Driving**

Aggressive driving is defined as an action by a driver the markedly exceeds the norms of safe driving behavior, and that directly affects other road users by placing them in unnecessary danger. Not every moving violation can be considered aggressive driving. However multiple violations that encroach on others safe space

A 2011 report on speeding and aggressive driving from the Governors Highway Safety Association (GHSA) states that despite progress in other areas, such as increased seat belt usage and fewer drunk driving deaths, speeding continues to be a major factor in about 33% of traffic fatalities. In Idaho, aggressive driving was a con-



**Aggressive Driving**

such as driving much faster than prevailing speeds, following too close and making unsafe lane changes and running red lights either on one occasion, or over a period of time, may indicate a pattern of aggressive driving.

tributing factor in 49% of all crashes in 2011, and the economic cost was over \$967 million. While 72% of all aggressive driving crashes occurred in urban areas, 83% of the fatal aggressive driving crashes occurred in rural areas.

Most people who drive aggressively believe the worst thing that could happen is getting a ticket. Because of their nature young drivers are more likely to be risk takers and therefore more involved in an aggressive driver crash. Young drivers were represented in 61% of the aggressive driving crashes, but 71% if the drivers in fatal crashes, and drivers under 24 years of age were involved in 33% of fatal and serious injury aggressive driving crashes.

An officer may indicate up to three contributing circumstances for each vehicle in a crash and the prevalent behavior involved in these types of crashes during 2011, are ranked as follows: failure to yield 35%; driving too fast for conditions 25%; following too close 12%; exceeding posted speed 10%; fail to obey stop sign 10%; and fail to obey signal 8%.

Idaho has seen a decrease in aggressive driving crashes since 2007. There was a 13.1% decrease in aggressive crashes, and a 27% decrease in fatal crashes in 2011. The objective of the OHS Aggressive Driving Program is to eliminate motor vehicle deaths and serious injuries on Idaho's highways by implementing programs designed to change driver behavior. The OHS Aggressive Driving Program focuses on implementing proven countermeasures to address aggressive driving behavior. That includes high visibility enforcement projects, support of law enforcement education and training programs, Selective Traffic Enforcement (STEP) grants and public information campaigns.

The OHS continued to sponsor two statewide enforcement mobilizations during the months of April and August, 2012. The mobilizations were focused on combating aggressive driving behavior and increasing seat belt use. A total of 108 (April 63/ August 45) law enforcement agencies participated during the combined mobilizations, during which a total of 10,578 citations were written. Of these there were 7,028 speed citations,



1,036 seat belt citations, 125 DUI arrests and 24,224 total contacts made. The April mobilization also supported the purchase of law enforcement equipment in addition to funding overtime. Agencies could earn up to \$20 per hour of regular duty traffic enforcement, 45 agencies opted to earn equipment during the mobilization period.

The OHS Aggressive Driving Program supports training for officers. Officer death and injury in the line of duty is tragic consequence of the danger they face on a daily basis. Officers die or are injured as a result of failure to take proper precautions like simply buckling up, driving too fast or not wearing the correct protective gear. The OHS Aggressive Driving Program funded the Below 100 Conference on April 26, held in Post Falls, Idaho. Below

100 is a train the trainer conference that helps officers address their agency's needs for better training, better personal protective equipment, and better basic and advanced life support. Twelve officers from Idaho agencies attended this training that brought national experts in risk management and law enforcement to teach officers about how to recognize

threats to their physical safety and take corrective action to protect themselves.

To reach the general public with information that helps encourage good driving behavior, the OHS Aggressive Driving Program uses Paid and Earned Media to reach all of Idaho's residents and educate them about the risks of aggressive driving. The focus of the 2012 statewide Aggressive Driving paid media campaigns focused again on the STOP SPEEDING BEFORE IT STOPS YOU messages, through traditional advertising methods that included both billboard, television and radio advertisements. The campaigns ran for both weeks of the enforcement campaigns in April and August. The August campaign generated at least 13 stories in local newspa-



pers, and additional news media television coverage on local stations.

Education and outreach continues to take place as a result of the OHS partners who work to eliminate traffic deaths and serious injuries. The OHS develops educational materials in close coordination with our law enforcement partners who help get traffic safety messages out to communities about the risks involved in aggressive driving. We continued to distribute magnets with *Speed Kills* and *Running the Red* messages that focus on aggressive driving to be placed on patrol cars, and the distribution of brochures that discuss the facts about aggressive driving.

The Aggressive Driving SHSP Committee continues to work on identifying strategies and new partnerships to help highlight the issues surrounding aggressive driving crashes in Idaho. The committee is comprised of representatives from state and local law enforcement agencies, driver's education, school resource officer, and OHS. The committee is in the process of identifying new members from engineering and the Idaho Automobile Dealership Association.



## Safety Restraints

The objective of the safety restraint program is to eliminate motor vehicle-related deaths, serious injuries and economic costs in Idaho by increasing the use of safety restraints. Safety restraint use includes the use of safety restraints, child passenger safety seats and booster seats.

In 2012 Idaho's safety restraint use remained the same as in 2011 with a rate of 79% which is still below the national average of 84%. A seat belt observational survey was conducted in September of 2012 through an agreement with Idaho's public health districts. The survey found that 81% of Idahoans use safety restraints in passenger cars, 83% buckle up in vans and SUV's at just 71% buckle up in pickup trucks. Safety Restraint rates across the state varied. The highest use rate was recorded in Southwest Idaho which includes Boise and surrounding communities with 93.1%. The lowest rate continues to be in Southeast Idaho which includes Pocatello and surrounding communities with a rate of 64.3%.

While the use rate survey does not show much change

in seat belt use, we are still seeing a decrease in the number of unrestrained fatalities. In 2000 only 28.7% of those killed in passenger motor vehicles were restrained. That number has increased to 31.7% in 2012.

Two safety restraint traffic enforcement mobilizations were conducted. The first mobilization was February 8-17, 2012. The message for the winter seat belt mobilization



focused on parents and what would life be like for their children if the parents were out of the picture due to an unbelted crash death. "I can't imagine life without you! Buckle up". A

similar radio public service announcement was recorded in English and in Spanish. 63 law enforcement agencies participated in the winter seat belt mobilization. During the mobilization law enforcement issued 4,241 adult seat belt citations, 124 youth seat belt citations and 63 child passenger seat citations.

The second mobilization was conducted in May 20- June 2, 2012 during the national "Click It or Ticket" (CLOT) campaign with 64 law enforcement agencies participating in the CLOT mobilization. During the mobilization

law enforcement issued 4,109 adult seat belt citations, 86 youth seat belt citations and 58 child passenger seat citations.

OHS continues to use Twitter and Facebook as social media outlets. Educational and outreach efforts continue through the help of our safety partners such as law enforcement, child passenger safety technicians, pediatricians, the department of health and welfare, driver's

education instructors, health teachers, youth clubs, organizations and other concerned citizens. To aid in the education and outreach; OHS provides educational materials. Each item carries an educational message reminding everyone to wear their safety restraint in a vehicle. The fliers and brochures include more detailed information including statistics and research.

## Child Passenger Safety

The purpose of the Child Passenger Safety program is to eliminate deaths and serious injuries among the children due to motor vehicle related crashes through a combination of correct installation, public safety education and increasing child safety restraint use in Idaho.

Of Idaho's 44 counties, nine counties are urban. These urban counties account for nearly 68% of the state's population. The combined populations of the remaining 35 counties are considered rural and include approximately 32% of the total population. National research indicates occupant protection use is lower in rural areas and low income communities. The single greatest contributor to motor vehicle injury, disability and death is riding in a car without using the proper restraint system.

Each year in September along with the nation, Idaho participates in the National Child Passenger Safety Awareness week September 16-22, 2012. Several sites throughout the state conducted child passenger safety checks. In conjunction with the awareness week, OHS conducted a statewide media campaign which included radio and billboard media. The emphasis of the campaign "The Right Seat" was to raise awareness of the fact that most people think they are using the right car seat but they are not. A new palm card was developed to include the federal recommendations established by the American Association of Pediatrics and adopted by NHTSA.

A year-long program was funded with the Idaho Chapter of the American Association of Pediatrics (ICAAP.) The program provided for statewide distribution of child passenger seats, training, outreach and education. Statewide distribution of car seats is better met through ICAAP who sub-grants to one organization in each of the 7 health districts of Idaho. The goal of the sub-grants is to provide child passenger check sites and car seats to those who are socially or economically disadvantaged and require a proper child passenger seat. A total of 867 new child passenger seats were purchased,



416 seat checks were conducted and 149 new seats were distributed.

ICAAP conducts Child Passenger Safety technician classes and offers certification renewal classes. Idaho continues to maintain about a 50% retention rate for child passenger safety technicians.

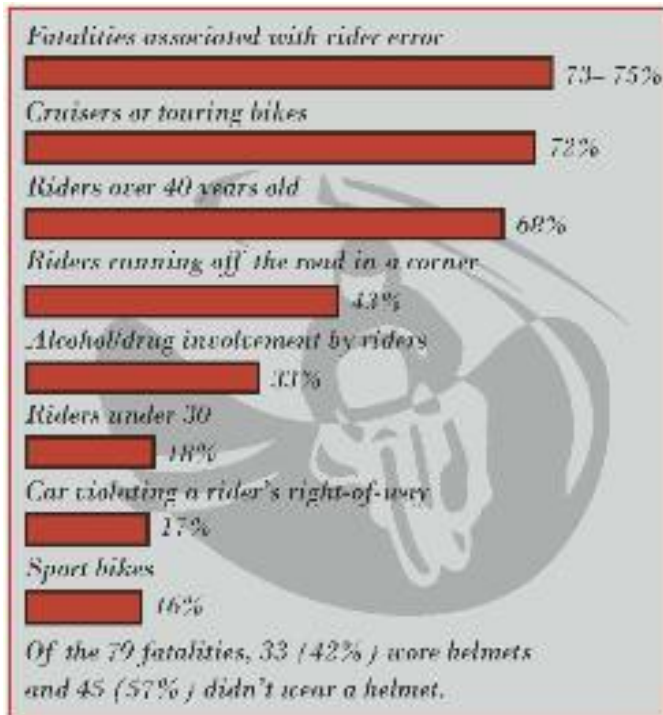
WHALE Kits, which are available to all Idaho citizens, are designed to alert emergency personnel to the fact that if there is a car crash there is a child seat in the car and

there may be a child present. Rescue workers can refer to an identification card attached to the safety seat and find the child's name, medical information and whom to

contact in case of emergency. Each year OHS distributes over 20,000 WHALE kits.

## Motorcycle Safety

The Idaho Motorcycle Safety Program's primary focus is to eliminate motorcycle involvement in fatal and serious injury crashes. The trend since 2008 is showing an overall reduction in the number of motorcycle involved crashes, that rate dropped a further 7.4% in 2011. It is



estimated that motorcycle crashes cost Idahoans \$384 million dollars in 2011. This represents 8% of the total economic cost of all traffic crashes statewide. Idaho code requires all motorcycle riders and passengers under the age of 18 to wear a helmet. In 2011, 5 of the 11 (44%) motorcycle riders and passengers under the age of 18 involved in crashes were not wearing helmets.

Analysis of Idaho motorcycle crash data for motorcycle involved crash revealed that during the years 2009-2011 almost 75% of fatal crashes were associated with motorcycle rider error, 72% involved cruiser or touring bikes, 68% were over 40 years old, 43% involved running off the road in a corner, 33% involved alcohol or drugs, 18% involved motorcyclists under 30 years of age, 17%

involved a car violating a motorcyclists' right of way, and 16% involved sport bikes. Of the 79 motorcycle fatalities in Idaho for the years 2009-2011, 33 (42%) wore helmets and 45 (57%) didn't wear a helmet. Of the 59 Idaho licensed motorcycle fatalities for the years 2009-2011, 23 (47%) did not have a valid motorcycle endorsement. In addition, 84% had not passed a rider training course.

The Strategic Highway Safety Plan (SHSP) committee for Motorcycle Safety continues to be a driving force behind all program activities. This committee is comprised of partners working to further rider safety training. Partners include representatives from the Idaho STAR Program, Idaho Coalition for Motorcycle Safety Idaho National Guard, Idaho State Police, Meridian Police Department, ITD Engineering, and OHS. In addition to focusing on expanding rider safety training in Idaho, the SHSP Motorcycle Safety Committee also advises the OHS on the Motorcycle Safety Program.

Idaho STAR Program has been a leader in the nation on motorcycle safety and in August 2012 were the recipients of the first ever the State Motorcycle Safety Administrators (SMSA) Conference Award for Outstanding Achievement. This is the first time SMSA has awarded the Outstanding State Award; it was presented to Idaho's motorcycle safety program representatives during the SMSA's Annual Meeting in Nashville, Tenn., Aug 24-26.



SMSA’s Chairperson Andrew Krajewski said, “Over the last three years, Idaho has incorporated all 11 components into their state motorcycle program, established a diverse coalition of critical partners to create a comprehensive plan, and implemented several successful and measurable data-driven strategies that are reducing motorcycle crashes. The SMSA applauds Idaho’s efforts and believes their approach can serve as a model for other states.”



This was the fourth consecutive year of aggressive driving enforcement focused on specific routes within District 3 that are popular with motorcycle riders. The Idaho State Police (ISP) and Boise Police provided local agencies with additional support to focus on aggressive drivers along these popular scen-

ic routes. In combination with the enforcement, the agencies also made contact with motorcycle riders and gathered data regarding motorcycle helmet use and motorcycle safety training. It was very encouraging to see that of all the motorcycle riders contacted during the additional patrols by ISP, that 75% had taken motorcycle safety training, and that 81% wore helmets. The combined agency performance totals for both Boise PD and ISP were 1,124 contacts, 558 speed citations, and 694 total citations.

The Motorcycle Safety Program public information campaign focused on paid media to raise driver awareness of the presence of motorcycles through bill board and television advertisements. OHS continued to distribute the popular Look Twice for Motorcycle bumper stickers through our partners in FY12.

## Bicycle and Pedestrian Safety

Bicycle and pedestrian fatal and serious injury crashes represent the lowest percentage of all the highway safety focus areas. Bicycle fatalities represent 2% of all crashes and 5% of all serious injury crashes. Pedestrian fatalities represent 6% of all fatal crashes and 5% of all serious injury crashes.

The focus in 2012 was on enforcement and enforcement education. Funding was provided to Nampa Police Department for three pedestrian enforcement mobilizations. Sandpoint Police Department was also approved but did not conduct their pedestrian enforcement mobilization.

OHS contracted We Bike, etc., L.L.C. to conduct two pedestrian/bicycle law enforcement classes. One was held in Nampa and the other in Hayden, Idaho. Eleven officers from four agencies (Boise Police, McCall Police, Nampa Police, and Rexburg Police) took advantage of the specialized two-day class in June and seven officers from Northern Idaho (Kootenai County Sheriffs, Post

Falls Police, Nez Perce Tribal Police, and Coeur d’Alene Police) attended the class in September.



The instructor was national expert, Peter Flucke, President of WE BIKE, etc., LLC who is a former police officer, avid bicyclist, and certified League Cycling Instructor.

Peter shared his expertise on how to best enforce Idaho’s pedestrian and bicycle laws. In addition to the two-day class, the continuum included educational resources and computer based training. The training was POST Certified and also incorporated interactive educa-

tional materials provided by NHTSA (“Enhancing Bicycle Safety: Law Enforcement’s Role”, “NHTSA Pedestrian Safety Training for Law Enforcement”, and “Enforcing Laws for Pedestrian and Bicycle Safety” CD-Rom).

The officers who attended this program found it valuable and several expressed an interest in becoming instructors in order to provide additional classes for more effective bicycle and pedestrian enforcement mobilizations.

## Distracted Driving

Distracted driving is recognized as the third leading cause of crashes in Idaho. Over the last 3 years (2009-2011), there have been 146 fatal crashes and 1,073 serious injury crashes involving distracted drivers that have resulted in 160 people killed and 1,375 people seriously injured. This represents 27% of all fatal crashes (and 27% of fatalities) and a third (33%) of all serious injury crashes (and 34% of serious injuries).

Males represented 61% of the drivers involved in fatal and serious injury distracted driving crashes, and 66% of the drivers involved in fatal distracted driving crashes. The majority (66%) of the drivers involved in distracted driving crashes were under the age of 45.

Drivers in F&SI Crashes - Age Group by Gender

Age Group	Male	Female	Total
0 to 14	1%	0%	1%
15 to 19	17%	20%	18%
20 to 24	15%	15%	15%
25 to 34	20%	20%	20%
35 to 44	12%	12%	12%
45 to 54	13%	12%	13%
55 to 64	10%	9%	10%
65 to 74	6%	6%	6%
75 and Up	6%	6%	6%
Unknown	0%	0%	0%

Of the distractions that can occur while driving, texting has taken a front seat. April was National Distracted Driving Awareness Month therefore, we chose April to run the statewide campaign against texting and driving. Schools around Idaho were encouraged to spread the message against texting and driving. The ITD OHS offered several tools to educators, students, student groups and organizations to aid in the education and outreach to the young drivers. One such tool was an educational DVD. The first video, a 4 minute public service announcement regarding distracted driving, explains the definition of distracted driving and the con-

sequences of becoming distracted while driving. The

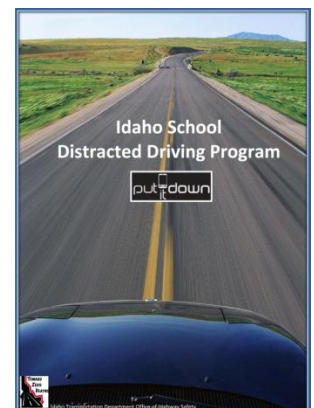


second 30 min. video is an unscripted account of a young driver and the consequences resulting from a distracted driving crash that took the life of the driver’s best friend who was a passenger in the vehicle. A DVD was mailed to every junior high and senior high school in Idaho.

In conjunction with the DVD, schools were encouraged to use the Idaho Schools Distracted Driving program “Put it Down”. “Put it Down” was designed to provide schools with the tools and resources to implement a program by school administration, student government, a club, a class as a senior project or even for a newly formed committee.

Billboards, radio public service announcements and social networking were all essential in sharing the “Put it Down” message throughout Idaho.

The most monumental event that took place with regard to distracted driving was the passage of statute 49-1401A Texting while driving. This statute makes it illegal to text while driving a moving



motor vehicle. The fine for such an infraction is \$25 plus court costs for a total of \$81.50.

**Meridian Police Department – Distracted Driving**

The city of Meridian became one of six jurisdictions in Idaho that passed a texting ban. The City developed its ordinance after a fatal crash involving a young driver who was texting while driving. After the city instituted the ordinance, the police department supported the ordinance by enforcing the texting ban within the City.

The objective of this grant with the City was to reduce the motor vehicle-related deaths and serious injuries in Meridian by decreasing the frequency of distracted drivers. The project provided Meridian Police Department and opportunity to acclimate to the challenges faced by officers when enforcing distracted driving in a proactive manner. For other violations, officers are primarily looking at the actions of a vehicle to determine if a traffic violation has occurred; however, when enforcing distracted driving the officer has to focus on the specific behaviors of the vehicle driver. Meridian Police has been able to help other law enforcement agencies to enforce the law now that there is a state-wide ban.

Techniques on how to engage in enforcement activities for distracted driving were learned and shared with other officers engaged in enforcement activities. While engaged in regular patrol activities, it is difficult for officers to easily find situations where distracted driving can be enforced. Success in enforcing distracted driving comes when officers are specifically looking for distracted drivers and employing various techniques to help increase the chances of finding distracted drivers. Some of the techniques learned were:

- Use of unmarked vehicles, motorcycle officers and SUV's
- Enforcement in locations with height advantages looking over the roadway
- Areas where crossing traffic is slower to allow officers to look into passing vehicles
- Position in intersections when in traffic to observe the behavior of passing drivers

Since Meridian was the only jurisdiction within the Treasure Valley that had a texting ban, they were often sought out for media stories. Several times during the grant work Meridian Police had media ride-alongs and interviews. Meridian Police made themselves available to various community groups that requested information. The Meridian Police had a representative on the Strategic Highway Safety Plan Distracted Driving Committee and participated on a panel at the Highway Safety Summit.

To find out if the number of distracted driving crashes decreased, Meridian Police studied a four-year period of crashes. A total of 97 serious injuries occurred due to distracted driving crashes (2009-2012), 24.2 serious injuries occurred on average for the six-month periods reviewed. During April 1 to September 30, 2012, Meridian Police reported a total of 17 serious injuries from distracted driving. Overall, the agency's program initiatives have been successful in reducing the number of distracted driving motor vehicle-related injuries by 30%.

Overall the project was a success. New patrol techniques are used to better engage in the enforcement of distracted driving. Officers are more successful in finding distracted drivers. Officers are also better educated on how to answer questions from the public and the media regarding distracted driving.

**Emergency Medical Services**

The goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes. Improved post-crash victim care reduces the severity of trauma incurred by crash victims. This care is especially critical in rural areas because of the time it takes to transport a victim to a hospital. The golden hour is critical to the survival of



seriously injured crash victims in rural areas and funding was provided for extrication equipment as well as emergency scene safety signs.

Extrication equipment grants were funded for two agencies located in rural locations. The

equipment for Donnelly Rural Fire Protection District replaced outdated airbags. Portable extrication equipment was needed for Timberlake Fire Protection District's first arriving unit to improve access to victims within the golden hour.

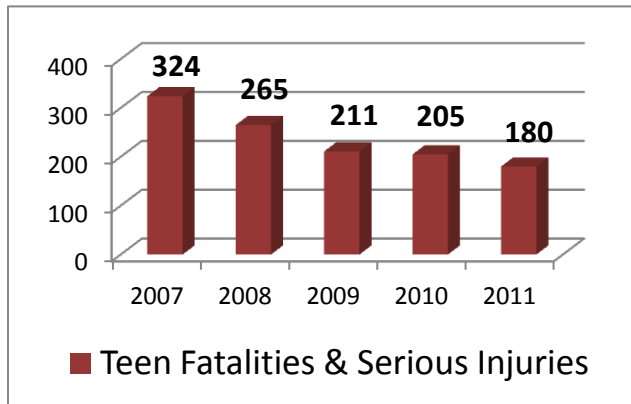
To improve crash scene management and prevent secondary crashes portable roll-up "Emergency Scene Ahead" signs were purchased for the following agencies

through EMS statewide services and did not require a local match in funds.

- Cascade Rural Fire Protection District - \$774.00
- Lowman Volunteer Fire District - \$620.00
- Paradise Valley Fire District - \$850.00
- St. Maries Fire Protection District - \$699.00

## Youthful Drivers

Youthful drivers between the ages of 15 to 19 were involved in one of every five Idaho crashes. Focused on preventing and eliminating fatalities and serious injuries among the youthful drivers, the program is consistent with the Strategic Highway Safety Plan (SHSP) and *Toward Zero Deaths*. This age group is 2.8 times as likely as all other drivers to be involved in a crash. Over the past 5 years, progress has been made in raising awareness and reducing youthful driver deaths and serious

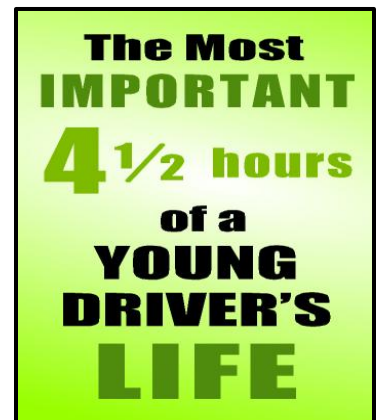


injuries, as viewed in the graph "Teen Fatalities & Serious Injuries". The 2011 goal was 42 for the five year average SHSP performance measure goal in fatal crashes involving a driver under 20 years old, and the actual five year average totaled 34.

Strategies to eliminate youthful driver fatalities and serious injuries included a combination of driver age education and pre-driver education. Program action plans concentrated on changing behaviors and decisions young inexperienced drivers make to help them achieve being a defensive driver. During FFY 2012, \$85,496 was

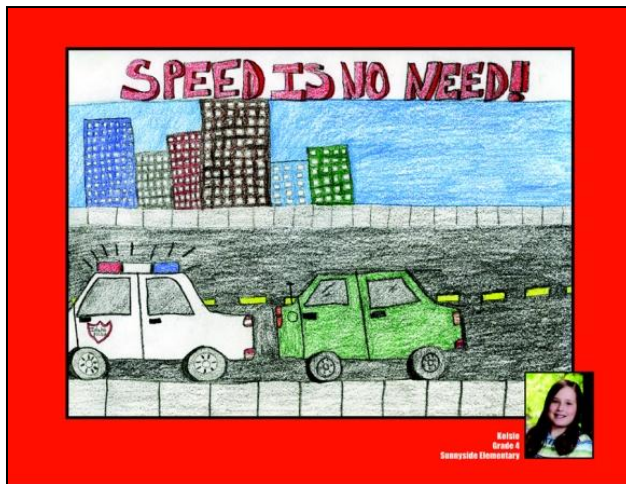
expended in Section 402 youthful driver program funding.

Idaho is fortunate to have a dedicated group of law enforcement officers who work full time jobs enforcing the laws of Idaho. At the end of the work day or week, a group of those officers are certified to then present a 4 ½ hour defensive driving class, *Alive at 25*, for young adults. The class program focuses on the behaviors and driving choices young, inexperienced drivers make and being a defensive driver. Presentations address what is happening, why it is happening, the unanticipated consequences of passengers and distractions in an automobile, who is (or should be) in charge and responsible in an automobile, and how to recognize and remedy when one loses charge and control of their passengers and/or automobile. Instructors from law enforcement agencies offering the *Alive at 25* program are: Kootenai County Sheriff's Office, Orofino Police Department, Boise Police Department, Canyon County Sheriff's Department, Elmore County Sheriff's Department, Idaho State Police, Meridian Police Department, Mountain Home Police Department, Nampa Police Department, Cassia County Sheriff's Office, and Twin Falls County Sheriff's Office.



An instructor development course was held October 31 to November 4, 2011. This training increased the number of agencies offering *Alive at 25* by 40% more than in FFY 2011. During FFY 2012, 29 instructors from agencies throughout Idaho offered the course. A total of 2,246 students attended one of the 131 classes offered. Funding from Section 402, \$31,406, and the FHWA Safety Flex, \$35,518, supported agency overtime to present the classes. Three Idaho instructors became certified to be instructor trainers. Additional costs occurred with required supervision by the training center for the first-time instructor shadowing, and a total \$12,459 was expended. However, this will allow Idaho to be more flexible in scheduling future classes and lower travel costs can be expected. Student manuals, educational materials, instructor certification renewal fees, DVD leases and renewal fees, and the July 18 Workshop expenditures totaled \$27,284. From the youthful driver program, \$106,667 was expended. Some avenues agencies used to promote their *Alive at 25* programs were: explaining the program to communities and fellow employees in a newsletter, email or press release with an invitation for young adults to attend classes; presenting at school assemblies, driver education instructor workshops, community and service organizations, city and county youth groups, and insurance agents.

Electronic billboards were utilized to promote the *Alive at 25* program. These boards were displayed at prominent locations in Coeur d'Alene, Post Falls, Boise, Meridian and Nampa. Instructors reported feedback from students and parents who indicated having viewed the billboard and a resulting increase in numbers registering for the class. Another benefit for the electronic billboard allowed the [www.idahoteendriving.org](http://www.idahoteendriving.org) website to also be viewed. The two signs alternated during the rotation cycle between *Alive at 25* and [www.idahoteendriving.org](http://www.idahoteendriving.org) messages.



Highway Safety Kids Calendar page

Promotion of the teen website was also made available on IdahoSports.com. The website offers coverage of high school sporting events with both parents and teenagers viewing the high school athletic games. For high schools in Boise and Idaho Falls, IdahoSports.com broadcasts all home and travel games. Traffic safety messages were displayed at least 3 times per broadcast to over 1.1 million viewers (calculated).

Continuing the foundation for peer-to-peer educational efforts of traffic safety awareness and saving youthful driver lives, funding was provided for four teenagers from the Meridian Youth Advisory Council (MYAC) to attend and participate at a conference held in Washington D.C. by the NOYS (National Organizations for Youth Safety). Presentations included assisting the youth with

planning, organizing and conducting community events focused on traffic safety awareness and distracted driving crashes. The ultimate goal is for those attending the conference to lead out among their peers in educating and saving other youthful drivers.

Meridian was selected as one of the 100 Best Communities for Teens by the American's Promise Alliance with an funded award for an event. To include other youth groups and expand the sphere of influence with peers, MYAC invited other area teen leaders throughout the Treasure Valley to attend a Summit. The event was limited to 100 teens and focused on distracted driving, substance abuse, and bullying. A speaker presented on each topic area. The event was held at the local family fun activities center, Wahooz. Lunch was available for the attendees. Activities then reinforced the focus topic presentations, with go-carts set-up for a distracted driving course, fatal vision goggles used on the golf course for impaired driving, and laser-tag for bullying activities. By winning this designation, the city was given seed money to host this community event. Other events on distracted driving were held at area high schools of



Mountain View High School and Rocky Mountain High School during the school year.

Providing children a venue for being involved in traffic safety issues prior to taking driver education, the annual Highway Safety Kids Calendar contest gives the Office of Highway Safety an opportunity to recognize student talents, and continue educating school peers, family members, teachers, law enforcement and state officials, while emphasizing traffic safety on Idaho roadways.

Teachers from 42 Idaho schools submitted over 900 artwork designs from students in kindergarten through sixth grades. A total of 11,650 *Highway Safety Kids Calendars* were distributed to Idaho elementary schools, law enforcement and other state agencies. Student winners were recognized in their classroom with a calendar frame featuring the student's winning artwork and traffic safety message.

## Multi-Funded Grants

### Idaho County Sheriff's Office

This was the third and final year of the Selective Traffic Enforcement Program (STEP) for the Idaho County Sheriff's Office. The objective of the grant project with Idaho County Sheriff's Office was to reduce alcohol-related and aggressive driving traffic fatalities and serious injuries by reducing impaired driving, aggressive driving and increasing the use of safety restraints within a largely rural county covering 8,503 square miles, has more than 250 miles of state highways, and is sparsely populated.

Idaho County applied for a 3 year STEP grant in 2010, because this county ranked #4 for aggressive driving fatal and serious injury crashes in comparison with similarly populated counties, and #3 for impaired driving fatal crashes. In 2009 there were 164 total crashes, 2 fatalities, and 20 serious injuries. Alcohol was a contributing factor in 20 crashes that resulted in the same number of injuries, and 41% of the crashes involving aggressive driving.

The Idaho County Sheriff's Office implemented their multi-funded STEP program in 2010, and subsequently hired Deputy Paulsen. During that time Deputy Paulsen's time was solely dedicated to traffic enforcement for aggressive, impaired and occupant protection.

Traffic enforcement had been a challenge before Deputy Paulsen was hired due to the agencies small size. Idaho County Sheriff's Office is staffed by 17 full-time deputies who work within the four regions of the county, each with one deputy on duty per shift. The majority of the Deputies' time on duty requires them to handle

all incoming calls for service and little time to devote to traffic.

The three-year STEP grant has been successful in increasing traffic enforcement, Deputy Paulsen was responsible for writing over 50% of the agencies total traffic citations. He participated in events like *Nowhere to Run, Nowhere to Hide* to promote multi-agency focus on impaired enforcement. He also spoke at local driver education classes in Grangeville, and made multiple contacts with media and the Idaho County Free Press to help educate and inform the public about the ongoing STEP grant enforcement activities.

### Idaho State Police (ISP)

The objective of the grant project with the Idaho State Police was to reduce motor vehicle-related fatalities and serious injuries in Idaho by reducing impaired, aggressive and distracted driving crashes and increasing the use of seat belts by those killed or seriously injured in traffic crashes with the ultimate goal of toward zero deaths.

The funding received was divided up between the six Idaho State Police Districts. Each district conducted emphasis patrols based on one of the of the four emphasis areas of funding including participation in every scheduled statewide traffic enforcement mobilization. ISP established and conducted monthly grant-funded overtime emphasis patrols geared to reducing impaired, aggressive and distracted driving crashes and increasing the use of seat belts. Three hundred and sixty-six (366)

grant funding overtime patrols were scheduled during the grant year.

ISP worked 115 aggressive driving, 104 impaired driving, 106 seat belt, and 41 distracted driving emphasis patrols throughout the state (366 total overtime shifts). The following statistics represent all 6 districts and are from November 2011 through September 2012: Hours Worked – 3,603.45; Contacts – 6,196; Aggressive Driving Citations – 436; Seat Belt Citations – 1,065; Distracted Driving Citations - 74; DUI Arrests – 83; and Other Arrests – 352. In mid-December 2011, ISP was asked to separate speeding citations from other aggressive driving citations, so in addition to the 436 aggressive driving citations, ISP issued 1,153 speeding citations.

Prior to each traffic enforcement mobilization ISP issued a statewide press release. The press releases were sent to all media outlets, posted online, and sent to all ISP press release subscribers.

Aggressive driving crashes are down 48% and impaired driving crashes are down 47% statewide. The most sig-

nificant decrease in impaired driving crashes was 71% in District 1. The largest decrease in aggressive driving crashes, 69%, was also in District 1.

The seat belt comparison for fatality and incapacitating injury crashes shows a decrease in all instances, but six, including a statewide increase of 6% in not belted fatalities. Belted and not belted incapacitating injuries decreased in all districts and statewide by 44% (belted) and 52% (not belted). Fatalities in District 2 for not belted occupants increased 63% from 8 in FFY11 to 13 in FFY12. Not belted occupant fatalities also increased in Districts 3 (33%) and 6 (56%). District 5 fatalities for belted occupants increased by 350% (2 in FFY11 to 9 in FFY12). Fatalities in District 6 for belted occupants also increased by 25%. Belted fatalities decreased by 19% statewide.

ISP continues to be a valuable partner and continues to work with highway safety coalitions and multi-agency task forces around the state.

## Unbiased Policing Project

The OHS was awarded Section 1906 Racial Profiling funds as part of a national undertaking to gather data on racial profiling with regard to enforcement of traffic laws in 2008. The Twin Falls Co. Sheriff's Office has been coordinating the implementation of this project with multiple local agencies within ITD District 4.

The goal of the project was to maintain and improve the tracking statistics; allowing for great opportunities of public review of all motor vehicle stops in Twin Falls County. The project when complete will be equipped to establish baseline data on the occurrence of law enforcement racial profiling and bias in the eight Magic Valley counties of south-central Idaho.

The agency coordinating the project was required to ensure all participating agencies complied with the following:

- Adopt policies that prohibit racial profiling on traffic enforcement activities.

- Develop public outreach programs to gauge minority community's views of local law enforcement.
- Provide corrective to racial profiling problem areas that are the result of the data analysis, if any are identified.
- Develop and implement a training program designed to reduce racial profiling.
- Determine methods to capture and analyze data.
- Purchase and install electronic ticketing in-car digital video and audio systems.
- Implement a process to provide public records access.

Grant data from electronic citations concerning ethnicity was collected in June and July of 2012. Two of the agencies were successful and their data has been used to establish initial baselines. Analysis of the data indicates that issued electronic citations closely match the

demographic of the communities surveyed, which demonstrates no evidence of racial profiling occurred.

Errors in reporting and an incompatibility between law enforcement agency systems and electronic citation software was an issue at two of the four agencies. In addition, with the implementation of the project, it be-

came evident that E-crash and E-citation downloads to the Impact reporting system were not compatible. At the end of FY12 the Twin Falls County was granted an extension until the end of March, 2013 to use the remaining project budget to fix incompatibility issues so all agencies have the ability to transmit seamlessly.

**Law Enforcement Liaison Program**

The main objective for the Law Enforcement Liaison (LEL) program was to increase participation and effectiveness of law enforcement agencies and officers in Idaho for statewide mobilizations conducted during each fiscal year. The LEL's are full-time law enforcement officers who perform OHS LEL work on an overtime basis. The Idaho LEL program continues to be a national leader for its model of successful statewide law enforcement liaison programs.

Each LEL represented their respective transportation districts in Idaho. Each LEL is familiar with their respective districts and the specific needs for their area. The LEL's build and foster active partnership within their districts. District 4 introduced a new LEL. ISP Lt. Kevin

held before the July 4<sup>th</sup> impaired driving crackdown to leverage resources and provided an opportunity to practice mutual aid initiatives, sharing of resources, staff, and communication for enhanced services. The "One Team" event provided Idaho and the northwest states with a new media approach to "market" their impaired driving enforcement during the crackdown. Leading up to the crackdown, LEL's coordinated "One Team" events in their respective areas. Included in the events were police officers, sheriff's deputies, and state troopers. The LELs were available for interviews with news media and photo-ops to promote the "One Team" initiative. This campaign created an outstanding opportunity for law enforcement officers from adjoining states, counties, and cities to renew their commitment to work together all year long to save lives on all our roadways.



ITD District	Name and Agency
District 1	Officer Nick Knoll, Coeur d'Alene Police Department
District 2	Sgt. Ted Piché, Lewiston Police Department
District 3	Officer Kyle Wills, Boise Police Department
District 4	Lt. Kevin Haight, Idaho State Police District 4
District 5	Deputy Chad Morgan, Bingham County Sheriff's Office
District 6	Lt. Cameron Stanford, Madison County Sheriff's Office

Haight joined the program midway through the year.

This year the Idaho LEL's hosted the first ever statewide "One Team" event during the July impaired driving emphasis. What started as an effort with Sgt. Ted Piche in Lewiston, Idaho, eventually became a northwest campaign on impaired driving. The "One Team" event was



District 1 "One Team"

## Coalition/Diversity Project

The program objective for Coalition Building was to reduce deaths and serious injuries in Idaho from motor vehicle crashes by promoting collaborative efforts between agencies, organizations, and individuals within Idaho.

Activities for the coalition included: continued implementation and work with the Strategic Highway Safety Plan (SHSP), maintaining the website address, communication and education efforts with partners.

Efforts continue in distribution of the Quick Notes newsletter to more than 1,200 highway safety partners statewide to include law enforcement, engineers, educators, health safety professionals, highway safety pro-

fessionals, and various state agencies. The newsletter touches on a variety of highway safety areas.

Program funding was used to send two representatives to the annual Lifesavers Conference in Orlando, Florida. The Lifesavers Conference provided attendees with a unique combination of public safety, public health, research, volunteers and practitioners who address pressing highway safety challenges and discuss what has been proven to work. Idaho representatives sent included Idaho Traffic Safety Commission member Chief Jeffrey Wilson from Orofino Police Department and Strategic Highway Safety Plan (SHSP) Distracted Driving Committee Chairman Matt Pavelek from the Nampa Police Department.

## Highway Safety Summit

The program objective for Highway Safety Summit was to provide an innovative, results-oriented format for traffic safety professionals and advocates with solutions to help save lives and reduce serious injuries from motor vehicle crashes through the offering of a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants through seminars and workshops.

The 2012 Highway Safety Summit "One Team" was held in Boise, Idaho, May 7-8, 2012. The event boasted an attendance of over 250 attendees which represented health professionals, prosecutors, engineers, safety advocates, traffic/roadway safety professionals, and many others.

"One Team" was chosen as the theme for this Summit to emphasize the importance of partnerships, task forces, and building a strong statewide team with the unified goal of "Toward Zero Deaths."



Highway Safety Summit 2012, Breakout Session

The Summit began on Monday, May 7<sup>th</sup> with an afternoon Executive Session lead by the Law Enforcement Liaisons. The session was designed to foster discussion regarding highway traffic safety enforcement between the lead management of law enforcement agencies. Immediately following the executive sessions the vendors hosted a reception for Summit attendees. The reception provided a great opportunity for networking among the vendors and participants.

The main session speakers during the morning included:

- One Team Approach to Traffic Safety – *Mark Neil and Kristen Shea, Senior Attorneys at the National District Attorney Association's National Traffic Law Center.*
- Case Law Update – *Jared Olson, Idaho Traffic Safety Resource Prosecutor*

The breakout workshops included the following:

- *Motorcycle Safety -So much more than a helmet law*

- *Examining the Health and Safety Issues of Designer Drugs*
- *Prosecuting the Hardcore Drunk*
- *Forensics – What is the process and timing?*
- *Prosecuting Commercial Vehicle Issues*
- *Distracted Driving – There’s a new law in town.*
- *Establishing Safety and Realistic Speed Limits.*
- *DRE, A-Ride and SFST Programs*

NHTSA presented Law Enforcement Liaison, Sgt. Ted Piche from the Lewiston Police Department with an award for his exemplary work in highway safety. A special award was also presented to Sgt. Andrew Hitt, Idaho State Police, for his dedication to the Law Enforcement Liaison program for District 4. Sgt. Hitt was stepping down as the LEL as he further pursued the Alive at 25 Program.



The third annual “Beyond the Traffic Stop Awards” were presented to those recipients that went above and beyond the routine traffic stop which resulted in outstanding results thus further protecting the citizens of Idaho. Recipients include: Trooper Justin Klitch, Idaho State Police District 3; Officer Matthew Breese, Lewiston Police Department; Trooper Steve Otto, Idaho State Police District 4; Deputy Jason Metz, Valley County Sheriff’s Office; Officer Shane Avriett, Coeur d’Alene Police Department; Officer Tyler Scheierman, Soda Springs Police Department; Officer Andrew Adrignola, Blackfoot Police Department. The 2012 Highway Safety Summit was a huge success and in an effort to include our highway safety partners statewide, this conference will be hosted throughout various regions of the state.

Next fiscal year, the 2013 Highway Safety Summit will be hosted for the first time ever, in Coeur d’Alene.

## Traffic Records and Roadway Safety

A comprehensive traffic records system is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop performance measures to address the problem, implement the measures and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools.

The objective of this grant is to reduce motor vehicle-related fatalities, serious injuries and economic loss by improving the timeliness, accuracy, completeness, accessibility, uniformity and integration of the traffic records systems. Projects are consistent with the Strategic Highway Safety Plan (SHSP) emphasis area goals and utilize data-driven measurements for decisions on projects.

Of the 122 active law enforcement agencies in Idaho, 120 have implemented elmpact. During the year, 24,458 reportable crashes were transmitted electronically,

and 100% of the crash reports were electronically transmitted.

Technical support for users to accurately, efficiently and effectively analyze the crash data remain a priority. The crashes can be mapped via some canned reports using Google Maps. Technical and “bug” issues are prioritized by severity. Any “bug” producing incorrect data or an error is fixed immediately. The remainder of issues is determined by the user’s experience and expertise in obtaining the crash data needed. Enhancements are determined by a user’s crash data request and common data required when running a report.

With the implementation of elmpact (electronic Idaho Mobile Program for Accident Collection), updates are transmitted using a web service allowing easier updating for successive versions of software. By delivering good customer service to agencies and resolving elmpact and transmittal issues with agencies, OHS has been able to increase the performance of the system in providing accurate and complete data. Typical customer

support issues with law enforcement agencies are: lack of end-user technical knowledge and support by the agency; end-user computer files registering correctly; end-user files becoming corrupted, and crash reports not transmitting correctly; emphasizing and training law enforcement to perform regular database maintenance to prevent corruption; complaints of a slow system; and assistance installing or upgrading to new elmpact version, currently v 4.0. Customers are a priority for the Office of Highway Safety (OHS), and resolving issues continues to be a priority. The OHS programmers work closely with the agency customers to resolve issues.

CIRCA (Crash Information Retrieval Collection and Analysis) continues to be updated to include changes made to the elmpact system with additional MMUCC (Model

Minimum Uniform Crash Criteria) elements and attributes. A review is being conducted to determine the number of fully compliant elements now added to the system, as the system was last reviewed in 2007. WebCars reporting was updated with the changes of MMUCC elements and attributes, and new report queries were added to the available list of reporting tools.

Of the 178 agencies utilizing WebCars to analyze traffic crash data, there were a total of 378 users accessing the crash analysis tools during 2012. Agencies utilizing WebCars and the ability to analyze traffic crash data are law enforcement, local and state traffic engineers and consultants who are working on Idaho roadways crash data.

## Section 408

Program funding is provided to identify priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. Section 408 funding is provided for enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in developing, supporting and prioritizing the Idaho Traffic Record Systems Strategic Plan developed to address deficiencies noted in the 2011 Traffic Records Assessment.

### Measurable Progress Identified

Reporting Idaho's Section 408 progress during the 2012 year, NHTSA commented: "Based on the information in Idaho's report, the US DOT Section 408 Review Team has determined that Idaho has demonstrated measurable progress toward achieving the goals and objectives identified in the strategic plan. The Team reached this determination based on the State's documentation that:

The completeness of the statewide EMS / Injury Surveillance database has improved, as evidenced by the increase, from 84 percent as of February 23, 2011 to 94 percent as of February 21, 2012, in the percentage of patient care reports entered into the database with 129

fields of information (as opposed to 43 fields, in non-PERCS reports). Because the improvement occurred subsequent to the start of the Section 408 application and award cycle in FY 2012, it constitutes current measurable progress of relevance to Idaho's application for Section 408 funds in FY 2012. This continues the improvement of EMS / Injury Surveillance database completeness that Idaho first documented during the Section 408 application cycle of FY 2010.

Idaho thus has achieved a major milestone toward qualifying for award of a Section 408 subsequent year grant in fiscal year 2012."

### Project Status Update on Projects

#### Meridian Police eCitation

An extension of time has been requested and approved to collect sample data for determining whether progress on timeliness has been made after successful implementation of the electronic citation system. FFY 2012 expenditures were \$62,759.

#### Pocatello Police eCitation

An extension of time has been requested and approved to collect sample data for determining whether progress on accuracy has been made. FFY 2012 expenditures were \$75,960. The baseline data collected reported an error rate of 6.5% on handwritten citations.

When the transmission issue with the courts is resolved, the post implementation data will be collected to show progress on the project.

#### Twin Falls County Sheriff eCitation

An extension of time has been requested and approved for collecting sample data for determining whether progress on timeliness has been made. FFY 2012 expenditures were \$7,380.

#### Garden City Police eCitation

Project funding approved by the TRCC is \$62,511. Data has been collected to determine the baseline on accuracy of citations.

#### Moscow Police eCitation

Project funding approved by the TRCC is \$70,950. The data sample is being collected to determine the baseline.

#### Rigby Police eCitation

Project funding approved by the TRCC is \$4,164. The data sample is being collected to determine the baseline.

#### MMUCC Compliance and Idaho Vehicle Collision Training Manual Revision, ID\_P-00110

The project has been implemented with an additional 14 Model Minimum Uniform Crash Criteria (MMUCC) elements added to the existing elements. This has been submitted for review to TSASS to confirm the additional elements. As of January 1, 2012, the new version of elmpact, v 4.0, has been implemented and 100 percent of the agencies are using the elmpact (electronic Idaho Mobile Program for Accident ColleTion. The data dictionary is being submitted to the Traffic Safety Analysis Systems and Services, Inc. (TSASS) for review and determination of progress on the MMUCC elements. The current baseline for MMUCC totals 35 elements.

#### WebCars Mapping Solution, ID\_P-00101

The project identifies a mapping solution to enable user-friendly crash mapping, using mapped crashes to show hot spots and increase criteria selection in high crash locations. With resources directed at the implementation of additional MMUCC elements and attributes during FFY 2011, measurable progress for this project is projected during FFY 2013. Also included are integration projects to the crash system.

### **Completed or Removed Projects**

#### EMS PERCS Information Improvement

The project enhanced data acquisition and collection for roadway crashes by emergency medical services agencies and fires agencies, and the pre-hospital data base of highway crash information was increased. Three large hospitals and two small hospitals are additional hospitals reporting: St. Luke's Regional Medical Center, St. Luke's Meridian, St. Luke's Twin Falls, St. Luke's McCall, and St. Benedicts Hospital in Jerome are adding abstraction records to the Idaho Trauma Registry (ITR) database. The number of data records submitted to the PERCS (Pre-hospital Electronic Record Collection System) has increased by 22,955 records since October 1, 2011. September 30, 2012 data indicates fire-based agencies electronically submitted a total of 34,863 records from the October 1, 2011 baseline of 20,665, an increase of 14,198 records. \$127,441 has been expended.

A data repository was implemented for the Condition Acquisition Reporting System (CARS)/MayDay data feed. Data to determine a "probability of injury score" was initially being captured to determine age, gender, entrapment, etc. After programming value changes by OnStar shortly after implementation, values were incomplete and unusable records imported. OnStar plans to resolve the issue in early 2013. This project has been completed.

The Unique Patient Identifier (UPI) has been re-evaluated. The agency is not proceeding with this project as defined. Other avenues are being pursued for unique patient identifiers, as the Emergency Medical Services Bureau (EMS) found hospitals unwilling to participate from concern over potential liability issues with the UPI bands use. In addition, EMS providers were hesitant to continue the program. There are no statutes or rules in place to require the use of the tags by either hospitals or EMS providers, so the program was a voluntary participation.

#### Jerome Police eCitation

The project has been completed and fully implemented. Comparing the error rate for accuracy after implementation, progress was determined by a reduction of 43% when compared with the baseline sample data col-

lected. Errors encountered have been with hyphenated names, and no other errors were discovered in the post project sample. FFY 2012 expenditures totaled \$32,183. This project has been completed.

#### Custer County Sheriff eCitation

Custer County Sheriff Office has declined the funding. County commissioners determined the re-occurring maintenance costs could not be incorporated into future budgets.

#### Idaho State Police Data Enhancement

The funded eCitation project was part of a larger project scope. The project funding was declined after the larger project funding was not received.

#### **Changes to the TRCC**

TRCC members continue to be active and support implementation of the Traffic Records Strategic Plan projects. During this year, there have been changes to the TRCC:

- Susan Mulkey retired
- Joan Benzon retired

- Debbie Dorius was appointed to represent the Fatality Reporting System (FARS)
- John Peay retired
- Julie Cottrell was appointed to represent the Idaho Courts

#### **Traffic Records Assessment**

A Traffic Records Assessment (TRA) was conducted August 8 – 14, 2011 to identify new measures for enhancing Idaho traffic records systems, and a new Traffic Records Strategic Plan developed with priorities for moving forward into FFY 2013.

#### **Strategic Plan**

The Idaho Traffic Record Systems Strategic Plan (ISTSSP) has been completed and approved by the TRCC with strategies, actions and performance measure objectives for each of the traffic records systems. Deficiencies noted in the 2011 Traffic Records Assessment have been incorporated into the system performance measures.



**FFY 2012 Section 408 Budget and Expenditure Summary**

**FFY 2012 Section 408 Budget and Expenditure Summary**

				Budgeted Funding 10/01/11 - 09/30/12			FFY 2012 Expenditures			
Project Description	System	Monitoring System Project Identifier	Awarded Federal 408 Funding	FFY2012 Federal 408 Funding	Federal Other	State/City/County	Federal 408 Funding	Federal Other	State/City/County	Match
<b>Current &amp; Proposed Projects:</b>										
Meridian Police eCitation	Citation/Adjudication	ID-P-00531	\$76,238	\$76,238		\$19,050	\$62,759		\$15,690	\$15,690
Pocatello Police eCitation	Citation/Adjudication	ID-P-00532	\$76,000	\$75,960		\$18,990	\$75,960		\$18,990	\$18,990
Twin Falls County Sheriff eCitation	Citation/Adjudication	ID-P-00533	\$7,380	\$7,380		\$1,844	\$7,380		\$1,844	\$1,844
Garden City Police eCitation	Citation/Adjudication	ID-P-00535	\$54,000	\$54,000		\$13,500	\$0			
Moscow Police eCitation	Citation/Adjudication	ID-P-00536	\$70,950	\$70,950		\$17,740	\$0			
Rigby Police eCitation	Citation/Adjudication	ID-P-00537	\$4,164	\$4,164		\$1,040	\$0			
WebCars Mapping Solution & Integration Programming	Crash	ID-P-00101	\$294,921	\$45,000	\$30,000	\$30,000	\$0	\$0	\$16,422	
MMUCC Compliance & Idaho Vehicle Collision Training Manual Revision	Crash	ID-P-00110	\$375,507	\$185,000	\$60,000	\$50,000	\$99,210	\$32,345	\$42,983	
Future eCitation Project Letters of Intent	Citation/Adjudication		\$144,723	\$8,551			\$0			
Future System Integration Project -- ITRSSP			\$1,217,399	\$1,141,983			\$0			
<b>Subtotal Current Projects</b>				\$1,669,226	\$90,000	\$152,164	\$245,309	\$32,345	\$95,929	
<b>Completed or Removed Projects:</b>										
EMS PERCS Information Improvement	Injury Surveillance	ID-P-00608	\$200,000	\$200,000		\$110,000	\$127,441	\$13,000	\$70,748	
Jerome Police eCitation	Citation/Adjudication	ID-P-00530	\$35,000	\$35,000		\$8,750	\$32,183		\$8,046	
Custer County Sheriff eCitation	Citation/Adjudication	ID-P-00534	\$15,693	\$15,693		\$3,925	\$0			
Idaho State Police	Citation/Adjudication	ID-P-00538	\$129,030	\$129,030		\$32,260	\$0			
<b>Subtotal Completed Projects</b>				\$379,723	\$0	\$154,935	\$159,624	\$13,000	\$78,794	
Program Match										\$34,116
<b>Total Section 408 Projects</b>				\$2,048,949						\$70,640



## Traffic Enforcement Mobilizations

### Mobilization Calendar

The greatest advocates for highway safety are our state and local law enforcement agencies. Our law enforcement partners are instrumental in helping Idaho achieve the goal of zero fatalities. Traffic enforcement mobilizations are a format for the OHS to provide funding to provide high visibility enforcement during specified emphasis periods, special events or corridor enforcement for OHS Performance Plan focus areas.

The goal of each mobilization is to establish project requirements and funding to support the enforcement efforts by law enforcement agencies to reduce deaths, serious injuries and economic loss as part for the Strategic Highway Safety Plan (SHSP). The agencies who take part in the mobilizations enter into an agreement with OHS to use dedicated overtime enforcement hours and/or traffic enforcement equipment for regular duty dedicated to traffic enforcement.

As part of the agreement the agencies publicize the enforcement effort to increase effectiveness by working

with local media contacts to increase the awareness of enforcement efforts and provide results in a press release following the mobilization. Upon completion of each mobilization the agencies are responsible for reporting their performance during the mobilization period. During the Seat Belt mobilization, pre and post seat belt surveys are completed and submitted along with the performance report.

FFY 2012 Mobilization Calendar	
Impaired Driving	Nov 19 - 27
	Dec 17 - Jan 3
	March 10 - 18
	June 29 - July 13
	Aug 25 - Sept 8
Aggressive Driving	Apr 19 - 30
	Aug 1-13
Seat Belts	Feb 7-20
	May 22 - June 5

### FFY 2012 MOBILIZATION ENFORCEMENT SUMMARY FUNDING

Focus Area	Section 402		Section 410		FHWA Flex		Total Mobilizations		Focus Area Total
	Overtime	Equipment	Overtime	Equipment	Overtime	Equipment	Overtime	Equipment	
Impaired Driving Total	\$45,738	\$158,589	\$241,198	\$0			\$287,656	\$158,589	<b>\$446,245</b>
Aggressive Driving Total	\$105,509	\$50,801			\$103,097		\$208,606	\$50,801	<b>\$259,407</b>
Safety Restraint Total	\$95,659	\$114,344			\$94,488		\$190,147	\$114,344	<b>\$304,491</b>
<b>Total Mobilizations</b>	<b>\$246,906</b>	<b>\$323,734</b>	<b>\$241,198</b>	<b>\$0</b>	<b>\$197,585</b>	<b>\$0</b>	<b>\$686,409</b>	<b>\$323,734</b>	<b>\$1,010,143</b>

Mobilization Incentive Equipment Purchased	No. Purchased
Radars (include Lidar & TruCam)	82
Alcohol Testing Equipment	6
Flashlight (&spotlight) /LED warning devices	60
Tint Meters	40
Bike Helmets	523
Child Safety Seats	21
Personal Computers/Lap Tops	14
Digital Audio Recorder	8
Digital Camera	27

Mobilization Incentive Equipment Purchased	No. Purchased
Digital Video Recorder (wearable)	61
In-Car Video System	18
E-Citation equipment (scanner/printer)	7
Reconstruction equipment	4
Lightbar/grill lights	38
Speed Trailer	1
Other Speed radar	3
Other warning/ safety devices	44
Driving Simulator (partial cost)	1

## FFY 2012 Traffic Enforcement Mobilization Arrest/Citation Summary

### Total Agency Results During Traffic Enforcement Mobilization Periods

	November Impaired	December Impaired	February Seat Belt	March Impaired	April Aggressive	May Seat Belt	July Impaired	July Aggressive	September Impaired	Total
# of Participating Agencies	57	60	127	112	63	59	125	45	43	<b>691</b>
DUI Arrests	267	461	243	262	236	357	314	175	348	<b>2,663</b>
Seat Belt Citations	379	759	4,437	266	734	4,629	462	513	676	<b>12,855</b>
Youth Seat Belt Citations	10	24	251	5	88	133	23	28	17	<b>579</b>
Child Safety Seat Citations	27	34	92	31	51	91	44	18	45	<b>433</b>
Felony Arrests	131	344	282	142	247	280	286	179	245	<b>2,136</b>
Recovered Stolen Vehicles	19	19	22	7	15	14	16	17	10	<b>139</b>
Fugitives Apprehended	193	424	338	211	349	389	372	81	135	<b>2,492</b>
Suspended Licenses	272	573	483	272	421	552	422	293	387	<b>3,675</b>
Uninsured Motorists	1,130	1,961	2,561	994	1,875	2,401	1,558	1,281	1,334	<b>15,095</b>
Speeding Citations	1,974	3,143	2,671	1,557	4,484	3,898	2,045	3,050	3,622	<b>26,444</b>
Reckless Driving Citations	42	60	55	84	51	75	60	38	65	<b>530</b>
Drug Arrests	158	283	289	184	306	296	263	171	277	<b>2,227</b>
Underage Alcohol Citations	76	103	103	56	167	85	147	119	161	<b>1,017</b>
Inattentive/Distracted Citations	0	0	40	0	44	58	0	0	0	<b>142</b>
Other	0	0	710	0	304	980	0	0	0	<b>1,994</b>
Parent Notification	23	56	0	28	0	0	125	0	35	<b>267</b>
<b>Total Citations</b>	<b>4,701</b>	<b>8,244</b>	<b>12,577</b>	<b>4,099</b>	<b>9,372</b>	<b>14,238</b>	<b>6,137</b>	<b>5,963</b>	<b>7,357</b>	<b>72,688</b>

### Results from Officers who Received Overtime or Worked Incentive Equipment Hours During the Mobilizations

	November Impaired	December Impaired	February Seat Belt	March Impaired	April Aggressive	May Seat Belt	July Impaired	July Aggressive	September Impaired	Total
# of Participating Agencies	57	60	127	112	63	59	125	45	43	<b>691</b>
# of Officers	468	673	688	503	957	815	464	1973	307	<b>6,848</b>
DUI Arrests	137	240	37	133	44	47	126	81	81	<b>926</b>
Seat Belt Citations	58	109	4,241	56	469	4,109	101	567	52	<b>9,762</b>
Youth Seat Belt Citations	6	5	124	5	39	86	3	8	5	<b>281</b>
Child Safety Seat Citations	9	4	63	6	24	58	9	27	3	<b>203</b>
Felony Arrests	24	19	16	14	19	12	10	13	15	<b>142</b>
Recovered Stolen Vehicles	2	2	1	3	2	3	1	0	0	<b>14</b>
Fugitives Apprehended	24	30	32	37	32	26	17	19	18	<b>235</b>
Suspended Licenses	95	156	196	86	138	160	106	136	62	<b>1,135</b>
Uninsured Motorists	379	466	1,416	326	866	1,262	354	763	198	<b>6,030</b>
Speeding Citations	349	408	1,739	308	3,296	1,516	407	3,748	235	<b>12,006</b>
Reckless Driving Citations	8	7	73	4	32	24	10	36	4	<b>198</b>
Drug Arrests	37	66	42	45	48	45	39	63	28	<b>413</b>
Inattentive/Distracted Citations	0	0	16	0	25	18	0	0	0	<b>59</b>
Underage Alcohol Citations	25	45	13	19	56	4	28	34	13	<b>237</b>
Other	0	0	579	0	0	760	0	0	0	<b>1,339</b>
<b>Total Citations</b>	<b>1,153</b>	<b>1,557</b>	<b>8,588</b>	<b>1,042</b>	<b>5,090</b>	<b>8,130</b>	<b>1,211</b>	<b>5,495</b>	<b>714</b>	<b>32,980</b>

# Paid Media Report

## Summary of Paid Media Poll

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety (OHS), to conduct the annual public awareness survey. A version of this survey has been conducted annually since 2003. In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly a third (31.7 percent) of Idaho households no longer have a landline telephone number. Research has shown that wireless-only households tend to be younger (18-29 years), are more likely to be male, and are more highly educated than landline households. Thus, accounting for wireless-only households is important in representative survey research. Thus, two frames were used for the sample: a landline frame (n = 800) and a wireless number frame (n = 2,000), both drawn proportionate to population densities in the state (using phone number exchanges).

The survey instrument was modified slightly from previous years. Wording for questions which were retained from previous years was kept the same so that data can be compared across years; however some questions were omitted that had been on previous surveys. The final survey instrument is shown in Appendix A. The survey took 12 minutes on average to complete as was approved by the University of Idaho Institutional Review Board.

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati, a

computer assisted telephone interviewing system, and analyzed using SAS3.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents the week prior to the telephone calls (12 July 2012). The postcard stated the SSRU would be contacting the household within the next week, the purpose of the survey, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began 16 July 2012 and continued until 16 August 2012. Each number in the sample was called at least eight times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed a Spanish-language speaking interviewer. Spanish calls began on 23 July 2012 until the end of the survey, 16 August 2012. Six surveys were conducted in Spanish.

Final survey dispositions in the landline frame included 257 completed interviews, 69 disconnected numbers, 63 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 114 refusals. The final response rate is 37.5 percent, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 64.6 percent, and the refusal rate is 18.1 percent.

In the mobile phone frame, the study resulted in 242 completed interviews, and 650 disconnected numbers, 720 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, were too young to complete the survey), and 302 refusals. The final response rate is 20.5 percent, the cooperation rate is 42.1 percent, and the refusal rate is 27.4 percent.

The final response rate for the two frames combined is 26.7, the final cooperation rate is 51.4 percent, and the final refusal rate is 24.5 percent.

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on “Estimation Using Dual-Frame Methodology”). Percents and 95% confidence intervals are based on the weighted frequencies. For some key variables (those where the question was asked identically across years), percentages from 2011 and 2010 are also presented for easy comparison. Results from 2012 which are statistically significantly from 2011 results the 95% confidence limits for the estimates for the two years do not overlap) are marked with an asterisk (\*).

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho and presents. Several key finding from this study are:

- 82% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (82.2% - 83.5%). The number of respondents who claim that seat belt law enforcement messages cause them to wear their seatbelt dropped from 17.4% in 2010 to 11.7%
- A little under half of respondents (54.3%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt. Support was generally high across all age demographics, but those individuals between the ages of 35 to 44 were the least likely to support this measure.
- 33.8% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour this decreased from 37% in 2011; 46.8% of respondents state they never drive over 70 mile per hour with a 65 mile per hour speed limit. This decreased from 49.3% in 2011.

**In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question A-1)**

Response	Frequency	Percent
Once	40	8.1
Twice	25	4.7
Three times	8	1.7
Many times	19	3.8
Never	239	48.1
I don't drink alcohol	168	33.3
Don't know	1	0.2
Total	500	100.0

- 59.3% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit.
- When asked about “Alive at 25” messages, only 20.4% of respondents stated they have seen or heard messages.
- The most common inappropriate teen driving behavior observed was talking on a cell phone with 43.1% an increase from 28.3% in 2011. Second most common behavior was speeding (23.4%). This decreased from the most speeding being the most observed behavior (39.9%) in 2011.
- Over half (66.1%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, and 61.7% felt that it is either “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child.
- Nearly all respondents (96.7%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws this has increased from 87.8% in 2011. Only 72.3% of drivers would support roadblocks to check for drivers who had been drinking.
- 60% of respondents know what an ignition interlock is.
- A little over half of all drivers (56.2%) “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans.
- 88% of respondents feel either “safe” or “very safe” on Idaho’s roads and highways, and (84.4%) feel that the laws and highway safety regulations contribute either a “great deal” or “somewhat” to safer highways.

**In the past 30 days, have you seen or heard messages about not drinking and driving? (required question A-2)**

Response	Frequency	Percent
No	147	29.0
Yes	348	70.1
Don't know	5	0.9
Total	500	100.0

\*

**What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)**

Response	Frequency	Percent
Very likely	143	29.4
Likely	166	33.3
Neutral	68	13.2
Unlikely	84	16.7
Very Unlikely	21	4.1
Don't know	18	3.4
Total	500	100.0

**How often do you wear a seat belt when you are driving or riding in a vehicle? (required question B-1)**

Response	Frequency	Percent
Never	4	0.9
Rarely	8	1.9
Occasionally	20	4.0
Usually	54	10.9
Always	413	82.0
Total	499	100.0

**In the past 60 days, have you seen or heard about seat belt law enforcement? (required question B-2)**

Response	Frequency	Percent
Yes	225	44.5
No	268	54.1
Don't know	7	1.4
Total	500	100.0

**What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)**

Response	Frequency	Percent
Very likely	99	20.7
Likely	118	23.6
Neutral	96	19.2
Unlikely	124	24.2
Very Unlikely	53	10.4
Don't know	10	2.0
Total	500	100.0

**On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? (required question S1-a)**

Response	Frequency	Percent
Never	169	33.8
Rarely	195	39.3
Occasionally	97	19.3
Usually	30	5.8
Always	9	1.8
Total	500	100.0

**On a local road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (required question S-1b)**

Response	Frequency	Percent
Never	230	46.8
Rarely	160	31.6
Occasionally	74	14.2
Usually	25	5.3
Always	11	2.1
Total	630	100.0

**In the past 30 days, have you read, seen or heard anything about speed enforcement by local law officials? (required question S-2)**

Response	Frequency	Percent
No	340	67.6
Yes	153	31.0
Don't know	7	1.5
Total	500	100.0

**What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)**

Response	Frequency	Percent
Very likely	116	23.6
Likely	178	35.7
Neutral	73	14.9
Unlikely	96	19.0
Very unlikely	34	6.6
Don't know	1	0.2
Total	498	100.0

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Seatbelt	Radio	Flight #1 2/6 - 2/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.6	69.98%	3,131	3,120	\$57,229.73
	Radio	Flight #2 5/14 - 5/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.6	69.98%			
	Television/Cable	Flight #2 5/14 - 5/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5	72.85%	1,527	1,795	\$45,513.63
	Live Read Radio	Flight #2 5/14 - 5/27	Southern Idaho, Eastern Idaho, Northern Idaho	3.3	45.37%	193	208	\$3,700.92
	Outdoor	Flight #1 1/30 - 2/26	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	8.98	53.35%	66	24	\$58,371.89
	Outdoor	Flight #2 5/7 - 6/3	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.12	37.90%			
	Pump Toppers	Flight #1 1/30 - 2/26	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls, Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	54 Locations	NA	8 Weeks	4 Weeks 8 Bonus Locations	\$25,765.17
	Pump Toppers	Flight #2 5/7 - 6/3	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls, Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	53 Locations	NA			
Impaired Drivers	Radio	Flight #1 11/14 - 11/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.40	55.18%	3,410	3,374	\$66,346.48
	Radio	Flight #3 3/5 - 3/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	9.30	54.78%			
	Radio	Flight #4 6/25 - 7/8	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	18.70	64.30%			
	Radio	Flight #5 8/27 - 9/9	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					
	Television/Cable	Flight #1 11/14 - 11/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.60	64.90%	5,155	6,540	\$135,301.11
	Television/Cable	Flight #2 12/14 - 12/31	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5.50	66.80%			
	Television/Cable	Flight #3 3/5 - 3/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.00	53.20%			
	Television/Cable	Flight #4 6/25 - 7/8	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4.60	56.10%			
	Television/Cable	Flight #5 8/27 - 9/9	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					
	Outdoor	Flight #1 10/31 - 11/27	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	14.58	83.96%	103	40	\$109,067.78
	Outdoor	Flight #2 12/12 - 1/8	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	14.02	75.36%			
	Outdoor	Flight #3 2/27 - 3/25	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.66	41.75%			
	Outdoor	Flight #4 6/25 - 7/22	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.40	44.26%			
	Outdoor	Flight #5 8/27 - 9/9	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow					



Aggressive Driving	Radio	Flight # 1 4/16 - 5/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	8.1	53.45%	2,198	2,207	\$42,352.01
	Radio	Flight #2 7/30 - 8/12	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	12.5	63.25%			
	Television/Cable	Flight # 1 4/16 - 5/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	3.9	63.95%	2,051	2,473	\$70,489.49
	Television/Cable	Flight #2 7/30 - 8/12	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	4	57.03%			
	Live Read Radio	Flight #2 7/30 - 8/12	Southern Idaho	3.4	56.50%	98	118	\$1,849.96
	Outdoor	Flight #1 4/9 - 5/6	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.5	46.52%	47	16	\$45,250.27
	Outdoor	Flight #2 7/23 - 8/19	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.95	52.94%			
	Online	Flight #2 7/23 - 8/19	Statewide	2,500,000	NA	899,998	899,998	\$16,071.03
Child Restraint	Radio	Flight #1 9/10 - 9/23	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	7.1	56.65%	693	802	\$14,440.17
	Outdoor	Flight #1 9/10 - 10/7	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.4	47.92%	22	7	\$22,461.55
Motorcycle	Radio	6/11 - 6/24	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	8.35	55.55%	731	739	\$13,398.48
	Outdoor	6/4 - 7/1	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.4	54.82%	21	8	\$22,462.09
	Online	6/4 - 6/30	Statewide	NA	NA	2,846,000	2,846,000	\$15,485.66
	Pump Toppers	6/4 - 7/3	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls. Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	69 Locations	NA	4 weeks	2 weeks	\$14,417.00
Bike/Ped Safety	Live Read Radio	4/30 - 5/20	Southern Idaho, Northern Idaho	3.9	43.25%	225	237	\$4,118.06
	Radio	4/30 - 5/20	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.8	56.60%	1,123	1,121	\$23,573.61
	Television	5/28 - 8/26	Southern Idaho	5.6	33.31%	94	95	\$5,550.00
	Out-of-Home	4/30 - 5/20	Southern Idaho (Bus Advertising), Eastern Idaho, Northern Idaho	7.7	44.57%	31	8	\$9,305.54
	Online	5/1 - 5/27	Statewide	NA	NA	9,809,652	N/A	\$2,470.84
Youthful Driver	Outdoor	5/1 - 6/30	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	10.95	86.97%	21	6	\$39,356.19
Adult - Minor Alcohol Campaign	Television	Flight 4/30- 5/13	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	5	72.63%	2,162	2,410	\$49,860.19
Distracted Drivers	Radio	4/2 - 4/18	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	17.6	70.53%	1836	1843	\$30,236.37
	Outdoor	3/26 - 4/22	Southern Idaho, Eastern Idaho, Twin Falls, Northern Idaho, Lewiston/Moscow	6.12	32.34%	29	9	\$26,960.38

<b>Paid Media Summary</b>
---------------------------

Focus Area	Section 402		Section 410		FHWA Flex		<b>Total Paid Advertising</b>	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving Total	\$79,000	\$54,630	\$400,000	\$208,138	\$105,000	\$104,995	\$584,000	\$367,764
Youthful Driver Total	\$30,000	\$20,233			\$20,000	\$0	\$50,000	\$20,233
Aggressive Driving Total	\$170,000	\$153,563			\$26,182	\$26,182	\$196,182	\$179,745
Safety Restraint Total	\$80,150	\$80,150			\$60,000	\$60,000	\$140,150	\$140,150

Focus Area	Section 402		Section 2010		FHWA Flex		<b>Total Paid Advertising</b>	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Motorcycle Safety Total	\$55,000	\$0	\$100,000	\$69,998			\$155,000	\$69,998
Distracted Driving Total	\$20,000	\$20,000			\$45,000	\$40,067	\$65,000	\$60,067
Child Restraint Total	\$25,000	\$17,033			\$36,275	\$21,275	\$61,275	\$38,308
<b>Total Paid Advertising</b>	<b>\$359,150</b>	<b>\$308,576</b>			<b>\$211,182</b>	<b>\$191,178</b>	<b>\$584,000</b>	<b>\$367,764</b>

## Financial Summaries

### FFY 2012 FHWA Funding, Budget vs. Expenditure

		OBLIGATED	EXPENDED	FUND BALANCE
<b>Section 163 Funding</b>	Teen Driving Website	\$33,283	\$33,283	\$0
	<b>TOTAL</b>	<b>\$33,282</b>	<b>\$33,282</b>	<b>\$0</b>
<b>FFY 2008 Flex Funding</b>	<b>Paid Media and SHSP/IHSC</b>			
	SHSP & IHSC Development and Implementation	\$13,354	\$5,483	\$7,871
	Impaired Driving	\$65,000	\$64,995	\$5
	Train the Trainer, Bike/Ped Safety	\$16,000	\$15,914	\$86
	Bicyclist/Pedestrian Safety	\$20,750	\$1,026	\$19,724
	<b>Overtime Enforcement &amp; Youth partnership</b>			
	Aggressive Driving	\$10,352	\$10,352	\$0
	Bicyclist/Pedestrian Safety	\$8,566	\$3,601	\$4,965
	Alive at 25 (Grantee)	\$52,474	\$33,758	\$18,716
	<b>ICAAP</b>	\$4,808	\$4,808	\$0
<b>TOTAL</b>	<b>\$191,304</b>	<b>\$139,937</b>	<b>\$51,366</b>	
<b>FFY 2010 Flex Funding</b>	* SHSP Program	\$60,000	\$60,000	\$0
	** Trauma Prevention Advocacy (TPA)	\$85,000	\$74,696	\$10,304
	Safety Corridors	\$65,000	\$0	\$65,000
	<b>TOTAL</b>	<b>\$210,000</b>	<b>\$134,696</b>	<b>\$75,304</b>
<b>FFY 2011 Flex Funding</b>	<b>Paid Media and SHSP</b>			
	* SHSP Program	\$69,000	\$25,000	\$44,000
	Seat Belt Safety	\$60,000	\$60,000	\$0
	Aggressive Driving	\$26,182	\$26,182	\$0
	Youth Driver Safety	\$20,000	\$0	\$20,000
	Alive at 25 - CSPFF	\$15,000	\$1,800	\$13,200
	Distracted Driver	\$45,000	\$40,067	\$4,933
	Child Passenger Safety	\$20,000	\$20,000	\$0
	Single Vehicle Run off Road Research	\$65,000	\$64,879	\$121
	<b>Mobilization</b>			
	Aggressive Driving	\$100,000	\$108,211	(\$8,211)
	Seat Belt Safety	\$200,000	\$94,488	\$105,512
	Impaired Driving	\$30,000	\$0	\$30,000
<b>TOTAL</b>	<b>\$650,182</b>	<b>\$440,628</b>	<b>\$209,555</b>	
<b>FFY 2012 Flex Funding</b>	<b>Paid Media; Education Funding</b>			
	Traffic Records	\$30,500	-	\$30,500
	Single Vehicle Run off Road Research	\$65,000	-	\$65,000
	* SHSP Program	\$19,000	\$6,628	\$12,372
	Seat Belt Safety	\$115,000	-	-
	Aggressive Driving	\$45,000	-	\$45,000
	Impaired Driving	\$50,000	-	\$50,000
	EMS Training	\$35,000	-	\$35,000
	Youth Driver Safety	\$30,500	-	\$30,500
	Distracted Driver	\$53,000	-	\$53,000
	Child Passenger Safety	\$19,000	\$4,000	\$15,000
	Motorcycle-Impaired	\$23,000	-	\$23,000
	Highway Safety Corridor	\$150,000	-	\$150,000
<b>TOTAL</b>	<b>\$635,000</b>	<b>\$10,628</b>	<b>\$509,372</b>	

\* SHSP funding has been fully encumbered, but only actual expenditure billed/shown in FHWA system.

\*\* TPA Program funding has been fully encumbered, but only actual expenditure billed/shown in FHWA system.

**FFY 2012 Comparison of Costs Plan vs. Actual**

Program Area	Planned Costs (Original HSPP)			Actual Costs (Voucher 31 & 32)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Alcohol Traffic Safety	84,167	387,500	260,000	76,643.16	314,524.81	198,034.12	8.94%	18.83%	23.83%
Emergency Medical Services	9,333	140,000	80,000	10,865.08	35,506.36	12,463.00	-16.42%	74.64%	84.42%
Motorcycle Safety	3,834	36,500	15,000	741.81	52,091.47	41,987.78	80.65%	-42.72%	NA
Occupant Protection	86,337	432,000	282,000	93,467.69	322,792.63	207,314.00	-9.42%	25.28%	26.48%
Child Passenger Safety	1,200	88,600	60,000	1,062.14	73,578.62	52,099.26	11.49%	16.95%	13.17%
Police Traffic Services	124,500	399,500	273,000	117,202.60	266,436.91	169,241.44	-2.17%	33.31%	38.01%
Police Traffic Services (Youth)	79,667	282,000	180,000	55,414.37	116,740.21	36,608.41	43.51%	58.60%	79.66%
Traffic Records	10,333	161,000	NA	4,411.70	71,732.06	NA	57.30%	55.45%	NA
Community Traffic Safety Project	13,400	161,200	75,000	3,447.18	116,327.70	51,881.30	100.00%	92.78%	30.82%
Roadway Safety	1,133	133,400	NA	210.13	88,577.31	NA	81.45%	33.60%	NA
Distracted Driving	5,004	67,000	28,000	3,188.84	46,569.20	8,164.72	36.27%	30.49%	NA
Paid Advertising	NA	529,000	252,000	NA	363,618.47	29,592.75	NA	34.67%	88.26%
Planning & Administration	107,722	179,000	NA	56,284.04	93,527.08	NA	47.75%	47.75%	NA
<b>NHTSA 402 Total</b>	<b>526,630</b>	<b>2,996,700</b>	<b>1,505,000</b>	<b>422,938.74</b>	<b>1,962,022.83</b>	<b>807,386.78</b>	<b>36.61%</b>	<b>36.90%</b>	<b>48.08%</b>
Program Benefit to Local			50.22%			43.90%			6.33%
<i>Section 410 Alcohol SAFETEA-LU</i>									
Planning & Administration	18,656	31,000	NA	1,811.79	3,010.63	NA	90.29%	84.44%	NA
Alcohol SAFETEA-LU	2,001,000	971,000	300,000	2,765,598.16	662,299.05	237,494.00	-37.14%	67.46%	20.84%
Paid Advertising	NA	400,000	NA	NA	208,138.26	NA	NA	47.97%	NA
<i>Section 408 SAFETEA-LU</i>									
408 Data Program	397,458	1,574,718	NA	78,686.00	306,080.00	NA	80.35%	80.71%	NA
<i>Section 2010 SAFETEA-LU</i>									
Motorcycle Safety	NA	35,000	NA	NA	0.00	NA	NA	100.00%	NA
Paid Advertising	NA	100,000	NA	NA	69,997.57	NA	NA	30.00%	NA
<i>Section 1906 SAFETEA-LU</i>									
Prohibit Racial Profiling	30,153	120,612	NA	30,653.00	108,018.00	NA	-1.66%	10.44%	NA
<b>Total Incentive Programs</b>	<b>2,447,267</b>	<b>3,232,330</b>	<b>300,000</b>	<b>2,876,748.95</b>	<b>1,357,543.51</b>	<b>237,494.00</b>	<b>32.96%</b>	<b>60.15%</b>	<b>20.84%</b>
<b>Grand Total</b>	<b>2,973,897</b>	<b>6,229,030</b>	<b>1,805,000</b>	<b>3,299,687.69</b>	<b>3,319,566.34</b>	<b>1,044,880.78</b>	<b>34.79%</b>	<b>48.52%</b>	<b>34.46%</b>

**Multi-Funded Grants**

**SECTION 402 MULTIPLE FUNDED GRANTS**

[Budget VS Expenditure]

CONTINUING GRANTS	Idaho County Sheriff (STEP)		Idaho State Police		% of Federal Portion Expended vs. Budget*
	Budget	Expended	Budget	Expended	
IMPAIRED DRIVING	\$5,211	\$5,211	\$70,000	\$69,292	99.06%
AGGRESSIVE DRIVING	\$2,791	\$2,791	\$65,000	\$64,382	99.09%
DISTRACTED DRIVING	\$0	\$0	\$25,001	\$25,001	100.00%
SEAT BELT	\$5,211	\$5,211	\$65,000	\$64,014	98.59%
TOTAL FFY'12 GRANTS BUDGET VS EXPENDITURE	\$13,213	<b>\$13,213</b>	\$225,000	<b>\$222,688</b>	
	Match:	\$39,638	Match:	\$0	**
<b>Match vs Fed. portion:</b>		75.00%		0.00%	

\* Includes the year-long multi-funded grants.

\*\* ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

**Financial Summary for Program Areas**

Impaired Driving	NHTSA (402 & 410)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$304,954	\$287,656	\$30,000	\$0
*Special Projects OT Enforcement	\$166,046	\$13,130		
Earned Equipment	\$166,500	\$158,589		
Alcohol Testing Equipment	\$7,500	\$6,793		
Travel fund for Training + SFST Assessment	\$178,388	\$64,528		
Educational Material	\$2,000	\$969		
Paid Media	\$479,000	\$262,768	\$105,000	\$104,995
Section 402 Multi-Funded Grants	\$75,211	\$74,503		
Section 410 TSRP Grant	\$181,000	\$173,215		
Section 410 DRE Grant	\$125,808	\$125,808		
Section 410 Elmore DUI Court Grant	\$30,000	\$21,725		
<b>Total Program Area</b>	<b>\$1,716,407</b>	<b>\$1,189,684</b>	<b>\$135,000</b>	<b>\$104,995</b>

Aggressive Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$138,488	\$105,509	\$103,097	\$103,097
Earned Equipment	\$70,487	\$50,801		
Educational Material	\$81,025	\$3,818		
Grantee Training/Travel	\$10,000	\$5,907		
Paid Media	\$170,000	\$153,563	\$26,182	\$26,182
Multi-Funded Grants	\$67,791	\$67,173		
<b>Total Program Area</b>	<b>\$537,791</b>	<b>\$386,770</b>	<b>\$129,279</b>	<b>\$129,279</b>

Seat Belt	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$114,540	\$95,659	\$107,750	\$94,488
Earned Equipment	\$149,360	\$114,344		
Seat Belt Survey	\$11,000	\$9,535		
Educational Material	\$10,000	\$5,738		
Grantee Training/Travel	\$3,000	\$2,889		
Paid Media	\$80,150	\$80,150	\$60,000	\$60,000
Multi-Funded Grants	\$70,211	\$69,225		
<b>Total Program Area</b>	<b>\$438,261</b>	<b>\$377,539</b>	<b>\$167,750</b>	<b>\$154,488</b>
Child Passenger Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Educational Material	\$10,000	\$7,310	\$2,725	\$2,725
Paid Media	\$25,000	\$17,033	\$36,275	\$21,275
ICAAP Grant	\$75,000	\$63,082	\$4,808	\$4,808
<b>Total Program Area</b>	<b>\$110,000</b>	<b>\$87,424</b>	<b>\$43,808</b>	<b>\$28,808</b>
Motorcycle Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Purchase for Portable Classroom	\$20,000	\$0		
Other educational program budget	\$18,122	\$0		
Grantee Training/Travel	\$5,000	\$0		
Riders OT enforcement	\$49,370	\$30,242	\$10,630	\$10,630
Educational Material	\$40,000	\$7,878	\$2,725	\$2,725
Paid Media	\$155,000	\$69,998		
<b>Total Program Area</b>	<b>\$287,491</b>	<b>\$108,117</b>	<b>\$13,355</b>	<b>\$13,355</b>
Youthful Drivers	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Services & Paid Media				
Party Patrol OT Enforcement	\$20,000	\$6,728		
Equipment/ Simulator	\$13,000	\$0		
* Contractor	\$24,000	\$25,450	\$45,500	\$1,800
**Web-site	\$10,000	\$4,077	\$33,283	\$33,283
Alive at 25 Grantees	\$121,400	\$24,644	\$52,574	\$19,272
Travel	\$9,500	\$8,827		
Educational Material	\$30,100	\$8,726		
Kids Calendar	\$25,000	\$7,044		
Paid Media	\$30,000	\$20,233	\$20,000	\$0
<b>Total Program Area</b>	<b>\$283,000</b>	<b>\$105,730</b>	<b>\$151,357</b>	<b>\$54,355</b>
* CSPFF (including training material, travel costs, vendor fees)				
** Comsys/Experis and Netfirms, and Internet sponsorship				
Traffic Records	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Contractor/CRI Advantage	\$993,672	\$146,444	\$30,500	\$0
EMS PERCS Enhancement Grant	\$200,000	\$127,441		
MMUCC Enhancements Grant	\$360,000	\$357		
eCitation Projects Grant	\$194,718	\$178,282		
<b>Total Program Area</b>	<b>\$1,748,390</b>	<b>\$452,524</b>	<b>\$30,500</b>	<b>\$0</b>

Bike/Ped Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
OT Enforcement	\$0	\$0	\$8,566	\$3,601
Educational Material	\$0	\$0	\$20,750	\$1,026
Train the Trainer program	\$0	\$0	\$16,000	\$15,914
<b>Total Program Area</b>	<b>\$0</b>	<b>\$0</b>	<b>\$45,316</b>	<b>\$20,541</b>

Emergency Medical Services (EMS)	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Services	\$112,000	\$2,908		
Timberlake Fire Protection District	\$7,000	\$6,710		
Donnelly Rural Fire Protection District	\$3,000	\$2,845		
<b>Total Program Area</b>	<b>\$122,000</b>	<b>\$12,463</b>	<b>\$0</b>	<b>\$0</b>

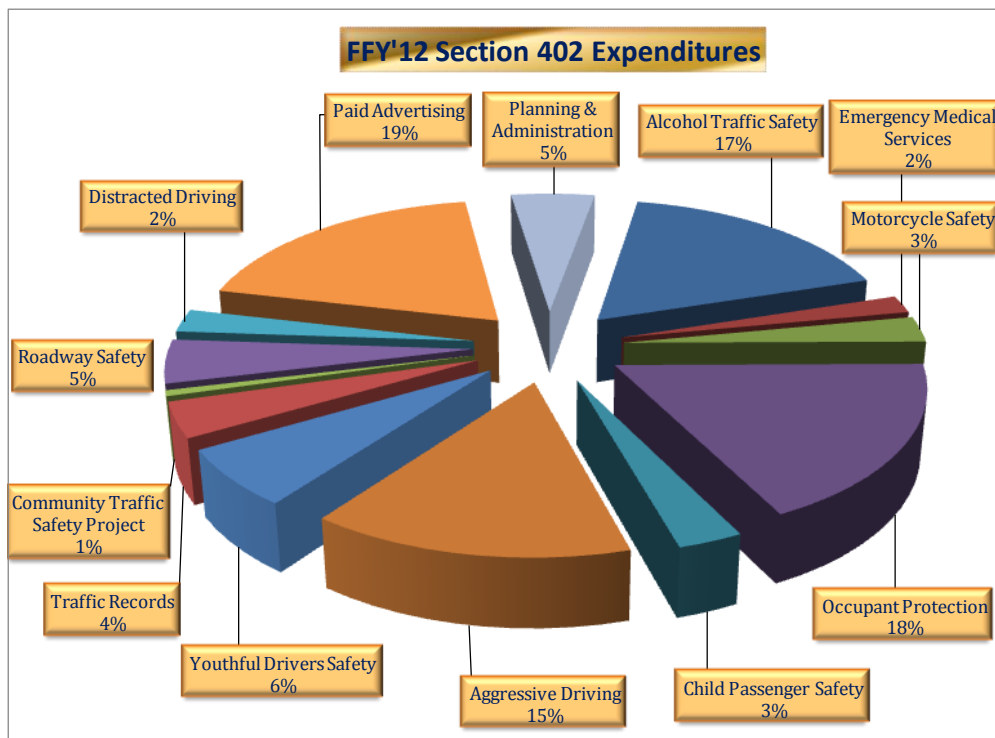
Community Projects	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Idaho Highway Safety Summit	\$48,650	\$48,624		
Law Enforcement Liaisons	\$65,000	\$53,537		
Coalition/Strategic Highway Safety Plan	\$21,000	\$3,825	\$161,354	\$97,111
<b>Total Program Area</b>	<b>\$134,650</b>	<b>\$105,986</b>	<b>\$161,354</b>	<b>\$97,111</b>

Distracted Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Educational Material & Training	\$25,000	\$12,002		
Paid Media	\$20,000	\$20,000	\$45,000	\$40,067
Grants	\$36,001	\$31,217		
<b>Total Program Area</b>	<b>\$81,001</b>	<b>\$63,218</b>	<b>\$45,000</b>	<b>\$40,067</b>

Prohibit Racial Profiling	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Svc./Twin Falls Co So. Grant	\$127,644	\$108,018		
<b>Total Program Area</b>	<b>\$127,644</b>	<b>\$108,018</b>	<b>\$0</b>	<b>\$0</b>



**Governors Highway Safety Association (GHSA) 2011 Annual Evaluation Report - Idaho**

	Baseline Data				Progress Data			
	2004	2005	2006	2007	2008	2009	2010	2011
<b>Fatalities</b>	260	275	267	252	232	226	209	167
<b>Serious Injuries (Defined as: Incapacitating Injury)</b>	1,667	1,812	1,689	1,806	1,503	1,399	1,396	1,293
<b>Fatalities &amp; Serious Injuries Combined</b>	1,927	2,087	1,956	2,058	1,735	1,625	1,605	1,460
<b>Fatality Rate per 100 million AVMT</b>	1.75	1.84	1.75	1.59	1.52	1.46	1.34	1.08
<b>Fatality &amp; Serious Injury Rate per 100 million AVMT</b>	13.00	13.94	12.82	12.99	11.35	10.53	10.32	9.47
<b>Fatality Rate per 100K population</b>	18.66	19.24	18.21	16.81	15.22	14.83	13.40	10.54
<b>Fatality &amp; Serious Injury Rate per 100K population</b>	138.31	146.04	133.38	137.25	113.86	106.64	102.88	92.11
<b>Alcohol Related Fatalities</b>	103	100	110	101	96	74	96	66
<b>Alcohol Related Fatalities as a percentage of All Fatalities (%)</b>	39.6%	36.4%	41.2%	40.1%	41.4%	28.8%	45.9%	39.5%
<b>Alcohol Related Fatality Rate per 100 million AVMT</b>	0.69	0.67	0.72	0.64	0.63	0.42	0.62	0.43
<b>Alcohol Related Fatality Rate per 100K population</b>	7.39	7.00	7.50	6.74	6.30	4.27	6.15	4.16
<b>Percent of Population Using Safety Belts</b>	74.0%	76.0%	79.8%	78.5%	76.9%	79.2%	77.9%	79.1%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restrained*</b>	42.3%	40.0%	38.8%	34.8%	32.9%	41.0%	46.7%	32.3%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Unrestrained*</b>	54.1%	57.3%	56.3%	61.0%	64.0%	54.5%	47.4%	62.2%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restraint Use Unknown*</b>	3.6%	2.7%	4.9%	4.2%	3.1%	4.5%	5.9%	5.5%
<b>AVMT (millions)</b>	14,825	14,969	15,259	15,837	15,281	15,430	15,555	15,416
<b>Population (thousands)</b>	1,393	1,429	1,466	1,499	1,524	1,524	1,560	1,585

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



## Office of Highway Safety Program Team

**Highway Safety Manager:** Brent Jennings, PE, [brent.jennings@itd.idaho.gov](mailto:brent.jennings@itd.idaho.gov)

**Grants Contracts Officer and Programs:**

Kevin Bechen, Impaired Driving, Ignition Interlock, [kevin.bechen@itd.idaho.gov](mailto:kevin.bechen@itd.idaho.gov)

Josephine O'Connor, Aggressive Driving, Motorcycle Safety, Unbiased Policing, [jo.oconnor@itd.idaho.gov](mailto:jo.oconnor@itd.idaho.gov)

Lisa Losness, Occupant Protection, Distracted Driving, LEL's, [lisa.losness@itd.idaho.gov](mailto:lisa.losness@itd.idaho.gov)

Margaret Goertz, Youthful Driver, Alive at 25, Traffic Records/Roadway Safety, [margaret.goertz@itd.idaho.gov](mailto:margaret.goertz@itd.idaho.gov)

Donna Vasquez, EMS, Bicycle and Pedestrian, [donna.vasquez@itd.idaho.gov](mailto:donna.vasquez@itd.idaho.gov)

**Analysts:**

Steve Rich, Research Analyst Principal, [steve.rich@itd.idaho.gov](mailto:steve.rich@itd.idaho.gov)

Kelly Campbell, Research Analyst Principal, [kelly.campbell@itd.idaho.gov](mailto:kelly.campbell@itd.idaho.gov)

**Financial Specialist:**

Ping Black, Financial Specialist, [ping.black@itd.idaho.gov](mailto:ping.black@itd.idaho.gov)

**Administrative Support:**

Eva Escalante, Administrative Assistant, [eva.escalante@itd.idaho.gov](mailto:eva.escalante@itd.idaho.gov)

**Mailing Address:** Office of Highway Safety  
Idaho Transportation Department  
PO Box 7129  
Boise, ID 83707-1129

**Street Address:** 3311 West State Street, Boise, ID 83703  
**Facebook:** Idaho Office of Highway Safety  
**Twitter:** Seatbeltssave

**Telephone:** (208) 334-8100

**Fax Number:** (208) 334-4430