IDAHO TRIENNIAL HIGHWAY SAFETY PLAN

FFY 2024-2026

SHIFT

OFFICE OF HIGHWAY SAFETY
IDAHO TRANSPORTATION DEPARTMENT
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Executive Summary

Protecting All on Idaho Roads

Our top priority at the Idaho Office of Highway Safety (OHS) is to protect people and prevent harm on our roadways. We are committed to interventions that promote safety on Idaho roads for all who use them. Despite our best efforts, in 2021 the nation and Idaho experienced an increase in vehicle-related fatalities and serious injuries. Idaho lost 273 people at a tremendous cost to families, friends, and communities.

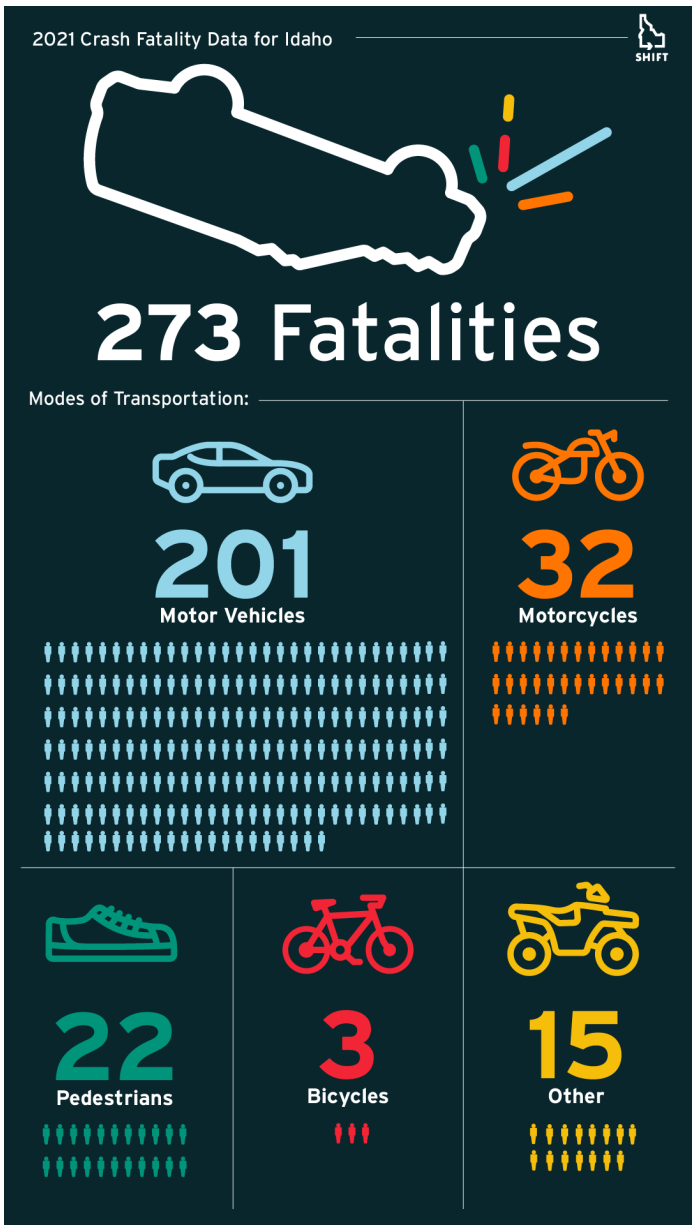


Figure 1. 2021 OHS Crash Fatality Data for Idaho: Modes of Transportation

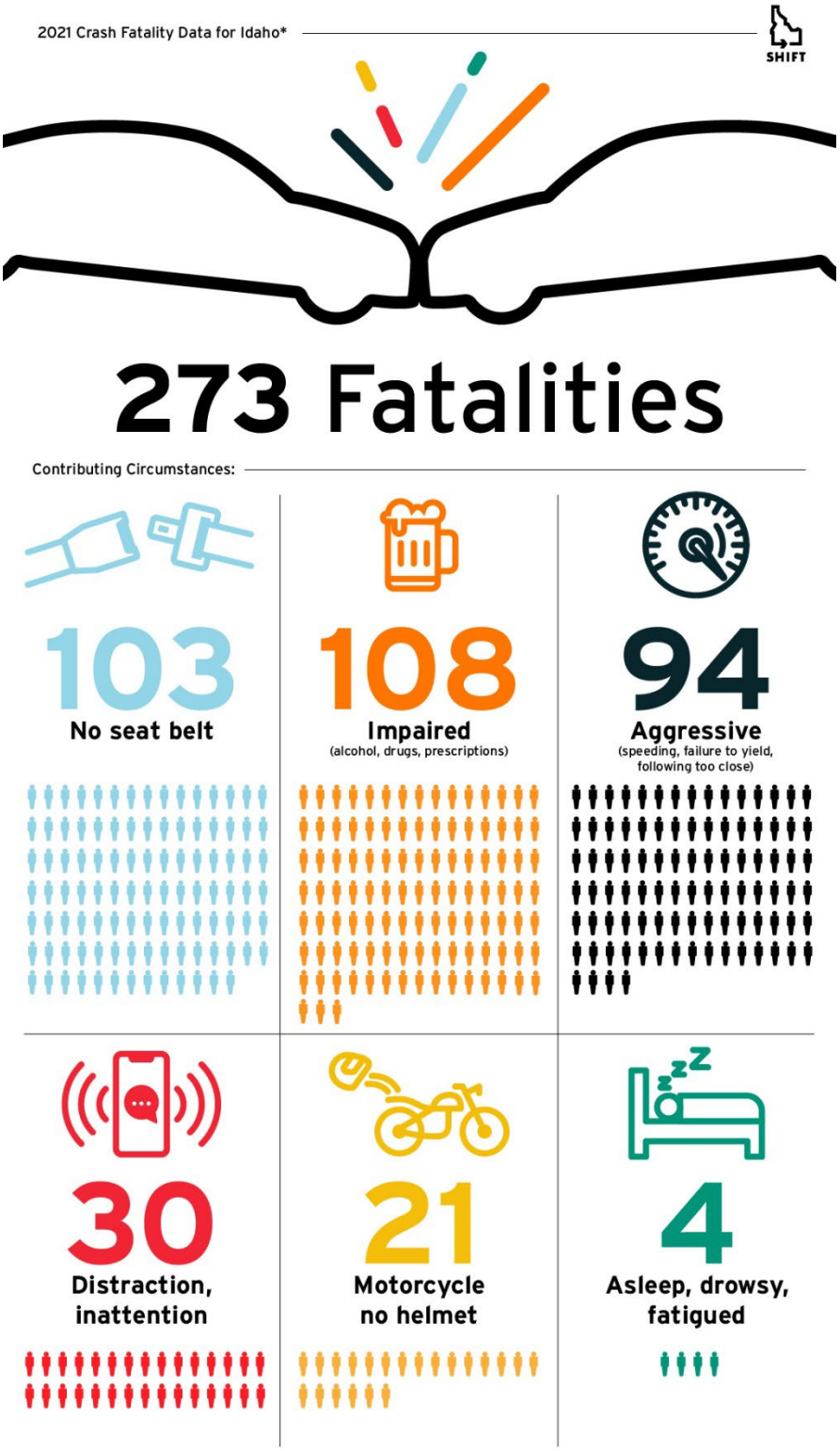


Figure 2. 2021 OHS Crash Fatality Data for Idaho: Contributing Circumstances

Idaho's Triennial Highway Safety Plan

We're all part of the solution.

At OHS, we use data-based interventions to remind Idahoans to focus on driving to prevent crashes and save lives. Through our Triennial Highway Safety Plan (3HSP), we present a progress report on those interventions and our strategy for safer roads. This year, our plan gets a significant update.

Bipartisan Infrastructure Law

On November 15, 2021, the President signed the "Infrastructure Investment and Jobs Act" also known as the Bipartisan Infrastructure Law (BIL). The BIL offers a tremendous opportunity for Idaho, providing for a once-in-a-generation investment in highway safety. This includes:

- A Triennial Highway Safety Plan that replaces the previous annual report.
- An expanded requirement for public and community participation in funding decisions.
- A significant increase in the amount of funding available to states under the National Highway Traffic Safety Administration (NHTSA) traffic safety grants. With a new application structure for grants, we provide an annual grant application for both programs 23 USC Chapter 4 Section 402 and the National Priority Safety Program grants 23 USC 405 (or Section 405).

Now codified, the 3HSP must be submitted by July 1, 2023, and the annual Section 402 project application and Section 405 applications are due August 1, 2023.

3HSP Purpose

The Idaho 3HSP for Federal Fiscal Years (FFY) 2024-2026 serves as the State of Idaho's highway safety planning document for federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program.

The 3HSP is written as a set of clear and measurable highway safety targets and descriptions of the process used to determine highway safety problems. In addition to these targets and process documentation, OHS will establish:

- Short-term goals and measurable strategies to achieve them

- New focus areas determined by community, program, and problem need
- A recap of how meaningful public engagement was conducted up to July 1, 2023, and plans for engagement throughout FFY24-26

Primary Target

Keep the 5-year average number of traffic deaths at 238 or fewer by 2026 as we work toward our ultimate goal of zero traffic deaths.

Goals

Our solutions must evolve to combat growing roadway deaths. Together with our committed partners, we are resolute in our work to prevent future tragedies. We drive Idaho toward zero deaths with goals prioritizing safety, preventing roadway deaths, protecting from injuries, and minimizing property and economic harm. Alongside NHTSA, we aim to:

+ Increase protective behaviors by highlighting the value of safety in every decision by every person.

+ Teach that roadway safety is a shared responsibility.

+ Incorporate meaningful, collaborative engagement in communities.

Objectives

Each year we refine our strategies for how we accomplish our goals and meet performance measures. We reflect on our efforts, focus on what worked, and strengthen methods across all program areas. In the upcoming fiscal years 2024-2026, the following objectives illustrate the strategies that will support each of the goals:

1. Increase protective behaviors behind the wheel by telling stories through marketing, media, and engagements that create meaningful calls to action. Our Shift program delivers statewide positive-messaging creative campaigns to address road safety issues across Idaho.
2. Teach that roadway safety is a shared responsibility by sharing data and trends that inform the public, state leaders, policies, enforcement, and evidence-based interventions.
3. Incorporate meaningful, collaborative engagement by strengthening partnerships, outreach strategies, and local efforts in communities.

Public Participation and Engagement

Too many have come to accept death on our highways as a persistent safety issue. Creating a culture of safety starts in the daily habits of Idahoans. By actively working in communities - through conversations at schools, at social gatherings, and around dinner tables - we can

change the narrative from acceptance of highway deaths to ownership for engaged driving practices that increase safety. While we continue public education and address risky driving behaviors through marketing and media campaigns, we will also focus on public engagement strategies to create meaningful interactions with those most affected by traffic crashes. We create strategies to:

- Address inequities by reaching out to communities historically underserved and at-risk
- Create tools, interventions, and programs based on targeted, community-centric need
- Collaborate with partners for public engagement such as:
    - Business leaders promoting safe drivers in workplaces
    - Cultural centers educating new citizens
    - Schools addressing risky road behaviors by students
    - Teaming up with other agencies to leverage their work with underserved and at-risk populations

In Idaho, we see vulnerabilities in datasets for our teens as well as Hispanic, Tribal, and rural neighbors. Our Triennial public engagement plan addresses in detail our strategic approach to public engagement and specific ways we'll collaborate with communities across Idaho over the next three years.

Focus: Teen Traffic Safety

1:5

More than 1 out of every 5 crashes involved a driver between the ages of 15 and 19

4x

Teens are four times more likely to be in an aggressive driving crash

All of our data shows that we have work to do with our young drivers. We see them overrepresented in impaired driving, seat belt safety, distracted driving, and speeding categories. And our teens are adversely affected when they live in underserved communities. Research from the 2021 Idaho Youth Risk Behavior Survey captures teens making dangerous decisions on our roads. We'll detail our methods for outreach and engagement with teens – and their parents – later in this plan in the **Public Participation and Engagement Strategy** section under **Teen Traffic Safety**.

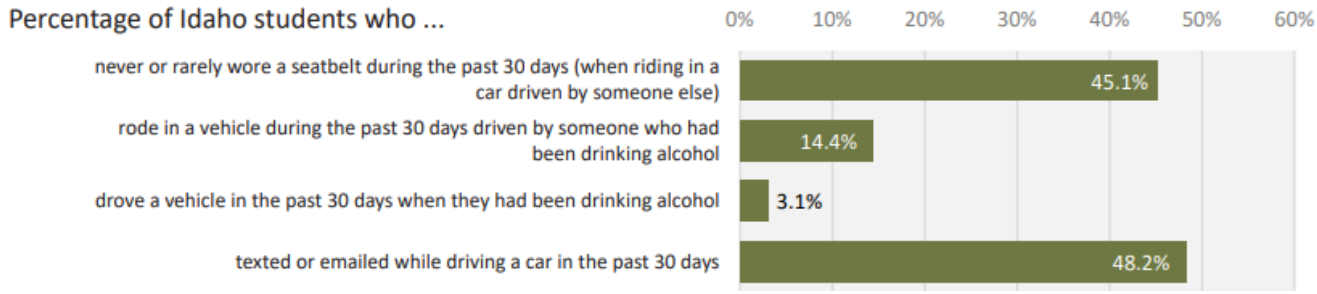


Figure 3. State of Idaho Department of Education 2021 Idaho Youth Risk Behavior Survey

Conclusion

We have preliminary data from 2022 that offers hopeful improvements in Idaho's overall highway fatalities and injuries. We are optimistic the newly released data demonstrates a trend in the right direction and proof that our interventions are working.

In this report, we will reflect on the data we collected and analyzed from 2021, the interventions we implemented in 2022 and 2023, and our plans for FFY 2024-2026.

Performance Report and Plan

Performance Overview

Primary Target

Keep the 5-year average number of traffic deaths at 238 or fewer by 2026 as we work toward our ultimate goal of zero traffic deaths.

Establishing Targets and Performance Measures

The primary focus of the highway safety program has been, and will continue to be, the elimination of traffic-related fatalities, serious injuries, and economic losses.

OHS uses the problem identification process to ensure that resources are directed to areas most appropriate for achieving the primary target and showing the greatest return on investment. Performance measures and targets are consistent throughout the Highway Safety Plan (HSP), the Strategic Highway Safety Plan (SHSP), and the Highway Safety Improvement Plan (HSIP).

The SHSP helps coordinate highway safety programs and strategies to address identified problem areas across the state. The collaborative process of developing and implementing the SHSP helps safety partners work together to reduce fatalities and severe injuries on Idaho roadways.

The SHSP connects to all other highway safety plans. The HSIP, a core Federal-aid program administered by the Federal Highway Administration (FHWA), requires that states update and regularly evaluate SHSPs. Other federal aid programs under the Department of Transportation must also tie their programs to the SHSP. These programs include the HSP and the Commercial Motor Vehicle Safety Program (CVSP), funded through the Federal Motor Carrier Safety Administration (FMCSA). The shared data enables the plans to have the same core targets.

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

Primary Performance Measures, Benchmarks, and Strategy

Targets are set and performance is measured using five-year averages and five-year rates. For example, the 2017-2021 benchmark is comprised of five years of crash data and exposure data for the calendar years 2017 through 2021. NHTSA has instituted a set of eleven core outcome performance measures (C1 through C11) and one core behavioral performance measure (B1) for which the states shall set targets and report progress. There are three additional activity

measures (A1 through A3) that the states are required to report progress on. For more information, see "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025), link: http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf

In addition, states are required to have performance measures for state-specific focus areas that fall outside of the core measures. In Idaho, these focus areas and corresponding measures include Distracted Driving (I1), Mature Drivers (I2), Commercial Motor Vehicles (I3), Run-Off-Road (I4), Head-On/Side-Swipe Opposite (I5), and Intersections (I6).

The data to be used in determining targets for the required performance measures (C1 and C3) is provided to every state by the National Center for Statistics and Analysis (NCSA) and can be found on the State Traffic Safety Information website: https://cdan.nhtsa.gov/STSI.htm#.

The other performance measures are calculated using the yearly observed seat belt use rate (B1) which is determined from the observational seat belt survey and the state crash data (C2, C4 through C11 and I1 through I5). The targets were presented to the ITSC in the November 2022 Performance Planning meeting and are the same targets and performance measures presented in the Idaho Strategic Highway Safety Plan.

Targets are set, and performance will be measured using five-year averages and five-year rates. For example, the 5-Year Average Number of Fatalities is comprised of the sum of the number of fatalities over 5 years divided by 5 (for the 2017-2021 Benchmark, that would be for calendar years 2017 through 2021). The 5-Year Fatality Rate is the sum of the number of fatalities over the 5-year period divided by the sum of the annual vehicle miles of travel over the same 5-year period. Averaging the rates over the 5-year period is mathematically incorrect, the rates are weighted values and averaging them negates the weights (i.e., each year is not equal because the Annual Vehicle Miles Traveled (AVMT) changes).

While using 5-year averages and rates flatten the trend lines by reducing the effect a randomly high or low year has on the 5-year value, the trend lags behind when consistent changes are occurring. The number of fatalities began decreasing in 2008 and between 2010 and 2015 were much lower (ranging from 167 to 214) than they had been in the past (usually around 270 prior to 2008). While there were no changes to Idaho's highway safety programs or spending amounts from 2008-2015 when the decreases were taking place, the nation was experiencing an economic recession. In the past few years, as the economy has improved, the number of traffic fatalities has increased. The increase was tempered in 2020 by the global pandemic. However, we are seeing an increasing trend in almost all of our performance measures. Idaho's targets will be set to try and maintain constant performance over the three-year highway safety plan period.

Countermeasures

Please see the **Countermeasure Strategy for Programming Funds** section of this plan for more information about countermeasures and how they contribute toward meeting our targets.

Performance Report

Targets for the FFY 2017-19 Highway Safety Plans were set in 2017 when the most recent available data was from 2014. This was at a time that fatalities were significantly decreasing due to the economic downturn. Since that time, the economy has improved, and fatalities have increased resulting in most of the targets not being met. Targets for the FY2021 through FY2022 plan were set in 2018 when the most recent data available was from 2017. Idaho is on track to likely meet all of its targets for FY 2023 except for C10 - Pedestrian Fatalities.

Table 1. Performance Report

Performance Measure Name	Progress
C1 – 5-Year Average Number of Fatalities	Met
C2 – 5-Year Average Number of Serious Injuries	Met
C3 – 5-Year Fatality Rate per 100 million Annual Vehicle Miles Traveled (AVMT)	Met
C4 – 5-Year Average Number of Unrestrained Passenger Motor Vehicle Occupants Killed	Met
C5 – 5-Year Average Number of Fatalities Involving a Driver with a BAC greater than or equal to 0.08	Met
C6 – 5-Year Average Number of Fatalities Resulting from Crashes Involving Speeding	Met
C7 – 5-Year Average Number of Motorcyclists Killed	Not Met
C8 – 5-Year Average Number of Motorcyclists Killed Not Wearing Helmets	Not Met
C9 – 5-Year Average Number of Drivers, 20 Years Old and Younger, Involved in Fatal Crashes	Not Met
C10 – 5-Year Average Number of Pedestrian Fatalities	Not Met
C11 – 5-Year Average Number of Bicyclist Fatalities	Met
B1 – Yearly Observed Seat Belt Use Rate	Met
I1 – 5-Year Average Number of Fatalities Resulting from Distracted Driving	Met
I2 – 5-Year Average Number of Fatal Crashes Resulting from Drivers >=65	Not Met
I3 – 5-Year Average Number of Fatalities Resulting from Commercial Vehicle Crashes	Not Met
I4 – 5-Year Average Number of Fatalities Resulting from Single-Vehicle Run Off the Road Crashes	Met
I5 – 5-Year Average Number of Fatalities Resulting from Head-On or Sideswiped Opposite Direction Crashes	Not Met
I6 – 5-Year Average Number of Fatalities Resulting from Intersection Related Crashes	Not Met

C1 – 5-Year Average Number of Fatalities
Progress: Met
The target in the FFY 2021 HSP for the number of fatalities was 247 (2017-2021 5-year average), while the actual 5-year average number of fatalities was 238. The target for the 5-year average number of fatalities for 2018-2022 is 245 and the target for 2019-2023 is 244.

C2 – 5-Year Average Number of Serious Injuries
Progress: Met
The target in the FFY 2021 HSP for the number of serious injuries was 1,285 (2017-2021 5-year average), while the actual 5-year average number of serious injuries was 1,224. The target for the 5-year average number of serious injuries for 2018-2022 is 1,283 and the target for 2019-2023 is 1,279.

C3 – 5-Year Fatality Rate per 100 million Annual Vehicle Miles Traveled (AVMT)
Progress: Met
The target in the FFY 2021 HSP for the 5-year fatality rate was 1.38 (2017-2021), while the actual 5-year fatality rate was 1.33. The target for the 5-year fatality rate for 2018-2022 is 1.36 and the target for 2019-2023 is 1.35.

C4 – 5-Year Average Number of Unrestrained Passenger Motor Vehicle Occupants Killed
Progress: Met
The target in the FFY 2021 HSP for the number of unrestrained passenger motor vehicle occupants killed was 106 (2017-2021 5-year average), while the actual 5-year average number of unrestrained passenger motor vehicle occupants killed was 91. The target for the 5-year average number of unrestrained passenger motor vehicle occupants killed for 2018-2022 is 105 and the target for 2019-2023 is 103.

C5 – 5-Year Average Number of Fatalities Involving a Driver with a BAC greater than or equal to 0.08
Progress: Met
The target in the FFY 2021 HSP for the number of fatalities involving a driver with a BAC greater than or equal to 0.08 was 72 (2017-2021 5-year average), while the actual 5-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 was 66. The target for the 5-year average number of fatalities involving a driver with a BAC greater than or equal to 0.08 for 2018-2022 is 73 and the target for 2019-2023 is 72.

C6 – 5-Year Average Number of Fatalities Resulting from Crashes Involving Speeding
Progress: Met
The target in the FFY 2021 HSP for the number of fatalities resulting from crashes involving speeding was 60 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from crashes involving speeding was 53. The target for the 5-year average number of fatalities resulting from crashes involving speeding for 2018-2022 is 63 and the target for 2019-2023 is 61.

C7 – 5-Year Average Number of Motorcyclists Killed
Progress: Not Met
The target in the FFY 2021 HSP for the number of motorcyclists killed was 29 (2017-2021 5-year average), while the actual 5-year average number of motorcyclists killed was 30. The target for the 5-year average number of motorcyclists killed for 2018-2022 is 29 and the target for 2019-2023 is 32.

C8 – 5-Year Average Number of Motorcyclists Killed Not Wearing Helmets
Progress: Not Met
The target in the FFY 2021 HSP for the number of motorcyclists that were not wearing helmets killed was 16 (2017-2021 5-year average), while the actual 5-year average number of motorcyclists killed that were not wearing helmets was 17. The target for the 5-year average number of motorcyclists killed that were not wearing helmets for 2018-2022 is 16 and the target for 2019-2023 is 17.

C9 – 5-Year Average Number of Drivers, 20 Years Old and Younger, Involved in Fatal Crashes
Progress: Not Met
The target in the FFY 2021 HSP for the number of drivers, 20 years old and younger, involved in fatal crashes was 32 (2017-2021 5-year average), while the actual 5-year average number of drivers, 20 years old and younger, involved in fatal crashes was 35. The target for the 5-year average number of drivers, 20 years old and younger, involved in fatal crashes for 2018-2022 is 31 and the target for 2019-2023 is 31.

C10 – 5-Year Average Number of Pedestrian Fatalities
Progress: Not Met
The target in the FFY 2021 HSP for the number of pedestrians killed by motor vehicles was 14 (2017-2021 5-year average), while the actual 5-year average number of pedestrians killed by motor vehicles was 17. The target for the 5-year average number of pedestrians killed by motor vehicles for 2018-2022 is 14 and the target for 2019-2023 is 14. Unless 2023 is an extremely low year for pedestrian fatalities, it is unlikely Idaho will meet these targets because two of the five years are so much higher than the target.

C11 – 5-Year Average Number of Bicyclist Fatalities
Progress: Met
The target in the FFY 2021 HSP for the number of bicyclists killed by motor vehicles was 3 (2017-2021 5-year average), while the actual 5-year average number of bicyclists killed by motor vehicles was 3. The target for the 5-year average number of bicyclists killed by motor vehicles for 2018-2022 is 3 and the target for 2019-2023 is 4.

B1 – Yearly Observed Seat Belt Use Rate
Progress: Met
The target in the FFY 2021 HSP for the yearly observed seat belt use rate was 82.7 percent, while the actual yearly observed seat belt use rate was 82.9 percent for 2021. The observational

survey was not completed in 2020 due to COVID-19. The target for the yearly observed seat belt use rate for 2022 is 83.0 percent and the target for 2023 is 83.9 percent.

I1 – 5-Year Average Number of Fatalities Resulting from Distracted Driving
Progress: Met
The target in the FFY 2021 HSP for the number of fatalities resulting from distracted driving was 53 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from distracted driving was 35. The target for the 5-year average number of resulting from distracted driving for 2018-2022 is 54 and the target for 2019-2023 is 45.

I2 – 5-Year Average Number of Fatal Crashes Resulting from Drivers >=65
Progress: Not Met
The target in the FFY 2021 HSP for the number of fatal crashes resulting from drivers equal to or older than 65 years of age was 50 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from drivers equal to or older than 65 years old was 53. The target for the 5-year average number of resulting from distracted driving for 2018-2022 is 48 and the target for 2019-2023 is 58.

I3 – 5-Year Average Number of Fatalities Resulting from Commercial Vehicle Crashes
Progress: Not Met
The target in the FFY 2021 HSP for the number of fatalities resulting from commercial motor vehicle crashes was 39 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from commercial motor vehicle crashes was 44. The target for the 5-year average number of resulting from commercial motor vehicle crashes for 2018-2022 is 38 and the target for 2019-2023 is 46.

I4 – 5-Year Average Number of Fatalities Resulting from Single-Vehicle Run Off the Road Crashes
Progress: Met
The target in the FFY 2021 HSP for the number of fatalities resulting from single-vehicle run off the road crashes was 115 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from single-vehicle run off the road crashes was 96. The target for the 5-year average number of resulting from single-vehicle run off the road crashes for 2018-2022 is 114 and the target for 2019-2023 is 110.

I5 – 5-Year Average Number of Fatalities Resulting from Head-On or Sideswiped Opposite Direction Crashes
Progress: Not Met
The target in the FFY 2021 HSP for the number of fatalities resulting from head-on or sideswiped opposite direction crashes was 44 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from head-on or sideswiped opposite direction crashes was 51. The target for the 5-year average number of resulting from head-on or sideswiped opposite direction crashes for 2018-2022 is 42 and the target for 2019-2023 is 57.

I6 – 5-Year Average Number of Fatalities Resulting from Intersection Related Crashes
Progress: Not Met
The target in the FFY 2021 HSP for the number of fatalities resulting from intersection-related crashes was 46 (2017-2021 5-year average), while the actual 5-year average number of fatalities resulting from intersection-related crashes was 48. The target for the 5-year average number of resulting from intersection-related crashes for 2018-2022 is 46 and the target for 2019-2023 is 50.

Performance Plan

Performance Measures: Targets and Actual Values

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

Analysis of the 5-year fatality and serious injury performance measure data show increasing trends from the lows experienced in Idaho during the recession and pandemic for just about every performance measure. With the current requirement of only showing consistent or improved performance, the best we can expect is to try and maintain levels at the current baseline data for 2017-2021.

Section 1300.11(b)(5) requires states to report on progress toward meeting performance targets for the most recently submitted Highway Safety Plan (HSP). This is an impossible task because at the time the FY2024-2026 3HSP was being completed, the 2022 data was not yet available. Therefore, it is impossible to assess whether the targets for FY2023 will be met or not. In addition, Idaho will be using crash data for the performance measures, except for C1 and C3, going forward. In the past, we have used FARS data for the 11 core measures. This makes a big difference in the values for Impaired (C5) and Speeding (C6) because of the difference in definitions between the two databases.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets. For example, when the 2017-2019 targets were set (yellow), data was only available through 2014. The targets were set based on the trend up to that point. The data and trends were reassessed in 2018 and the 2020-2022 targets (blue) were set with data available up to 2017. Currently, data is available through 2021. With the new requirement that targets demonstrated constant or improved performance and the fact that the trends in Idaho are increasing, almost every target is set to try to keep the measure at or below the benchmark.

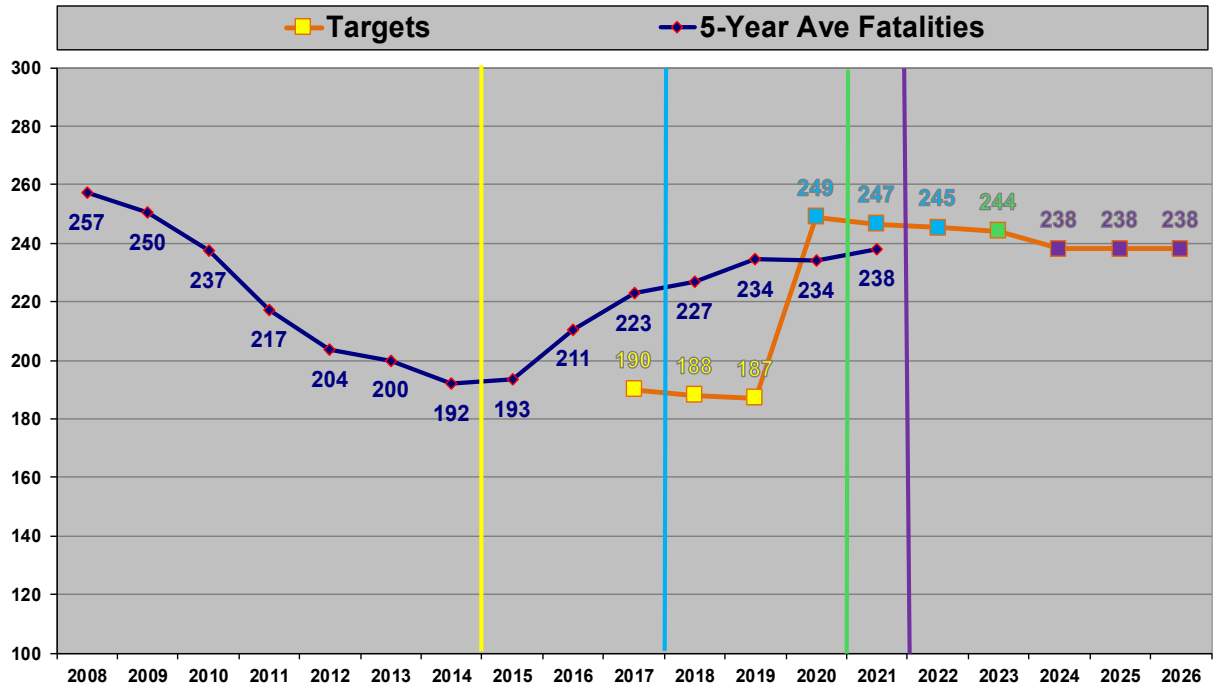


Figure 4. C-1 Fatalities – Five Year Average

Table 2. OHS FFY 2024-2026 Performance Plan

		2017-2021 Benchmark	2020-2024 Targets	2021-2025 Targets	2022-2026 Targets
Primary Target					
C1	5-Year Ave Fatalities	238	*238*	*238*	*238*
Secondary Targets					
C2	5-Year Ave Serious Injuries	1,224	1,224	1,224	1,224
C3	5-Year Fatality Rate	1.33	1.33	1.32	1.32
FHWA-1	5-Year Serious Injury Rate	6.82	6.82	6.82	6.82
Aggressive Driving					
C6	5-Year Ave ID Speeding Fatalities	42	42	42	42
Distracted Driving					
I1	5-Year Ave ID Distracted Fatalities	35	35	35	35
Safety Restraint Use in Passenger Motor Vehicles (PMV)					
C4	5-Year Ave ID Unrestrained PMV Fatalities	91	90	89	89
B1	Yearly Observed Seat Belt Use	82.9%	84.6%	85.2%	85.9%
Impaired Driving					
C5	5-Year Ave ID Driver BAC>=0.08 Fatalities	37	37	37	37
Vulnerable Users (Bike, Pedestrian, Mature)					
C11	5-Year Ave ID Bicyclist Fatalities	3	3	3	3
C10	5-Year Ave ID Pedestrian Fatalities	17	17	17	17
I2	5-Year Ave ID Drivers >=65 in Fatal Crashes	53	53	53	53
FHWA-2	5-Year Ave Non-Motorist Fatalities & Serious Injures	116	116	116	116

Table 1. OHS FFY 2024-2026 Performance Plan (Continued)

		2017-2021 Benchmark	2020-2024 Targets	2021-2025 Targets	2022-2026 Targets
Youthful Driver					
C9	5-Year Ave ID Drivers <=20 in Fatal Crashes	35	35	35	35
Motorcycle (MC)					
C7	5-Year Ave ID Motorcycle Fatalities	30	30	30	30
C8	5-Year Ave ID Unhelmeted MC Fatalities	17	17	17	17
Commercial Motor Vehicle (CMV)					
I3	5-Year Ave ID CMV Fatalities	44	44	44	44
Lane Departure					
I4	5-Year Ave ID Single Vehicle Run-Off-Road Fatalities	96	96	96	96
I5	5-Year Ave ID Head-On/SS Opposite Fatalities	51	51	51	51
Intersections					
I6	5-Year Ave ID Intersection-Related Fatalities	48	48	48	48

Organization Overview

Organization and Staffing

Mission Statement

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

Vision

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

Responsibilities

As part of the Idaho Transportation Department, OHS addresses roadway behaviors and fulfills responsibilities to:

- Manage the highway safety program and Federal funds
- Foster meaningful public participation and engagement
- Coordinate and assist other State/local agencies
- Access highway safety data
- Inform the Governor on program effectiveness
- Maintain adequate staffing

In accordance with the Highway Safety Act of 1966, 23 USC Chapter 4 Section 402, Idaho has a highway safety program approved by the Secretary, designed to eliminate traffic crashes, deaths, injuries, property damage and economic losses resulting from traffic crashes on Idaho roadways.

Office of Highway Safety Program Team

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

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

The Highway Safety staff consists of two research analyst principals, five grants/contracts officers who manage the highway safety grant programs, one law enforcement trainer, and five full-time and one part-time crash analyst. The communication specialist, financial specialist and administrative staff are managed by their respective departments within ITD.

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

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

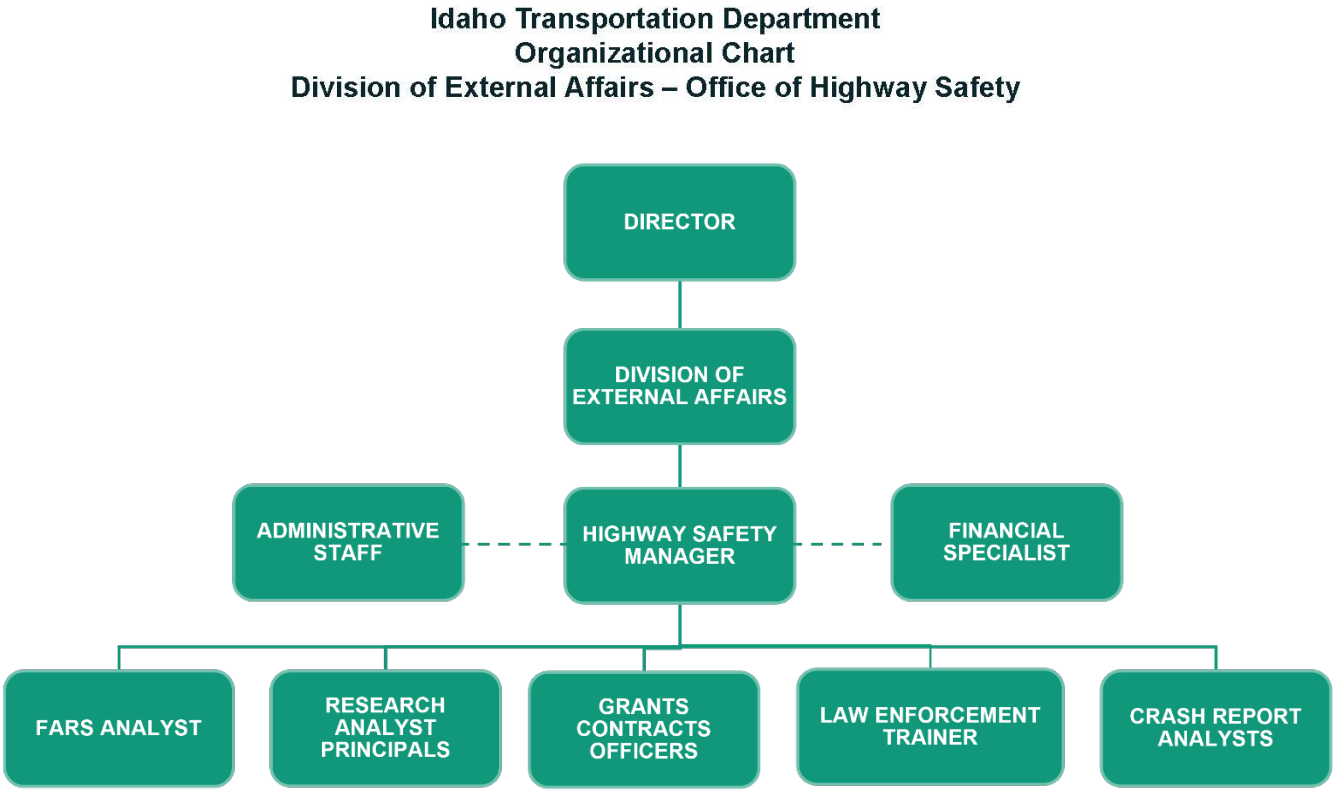


Figure 5. OHS Organizational Chart

Table 3. OHS Staff

Name	Role
Josephine Middleton	Highway Safety Manager
Steve Rich	Research Analyst Principal-Annual Traffic Crash Report, Seat Belt Survey
Kelly Campbell	Research Analyst Principal-Traffic Records/Roadway Safety Program, TRCC, SWET E-Citation Program Audit Coordinator, Vice Chair AASHTOWARE Strategic Safety Committee
Denise Dinnauer	Year-Long Police Traffic Safety Grants & Mini-Grants, Aggressive Driving, Materials Management,
Bill Kotowski	OHS Communications & Outreach, Law Enforcement Liaisons, Community Traffic Safety Programs
Lisa Losness	Impaired Driving Program, TSRP, Child Passenger Safety Program, Annual Application Coordinator, Financial & Compliance Specialist
Jillian Garrigues	Bicycle & Pedestrian Program, Motorcycle Safety, Community Outreach Programs
Tabitha Smith	Occupant Protection, Teen Traffic Safety, Distracted Driving
Carrie Akers	FARS (Fatality Analysis Reporting System) Analyst and Crash Analyst
Julie Whistler	Crash Analyst and Backup FARS Analyst
Leslie De La Cruz	Crash Analyst
David Prosser	Crash Analyst
Madeleine Fletcher	Crash Analyst
Nancy Farnsworth	ITD Financial Specialist
Kirstin Weldin	Law Enforcement Trainer for e-Impact and SWET

Strategic Partners and Stakeholders

Idaho Traffic Safety Commission (ITSC)

The ITSC is an advisory board that reviews traffic safety issues, promotes local and state cooperation, recommends programs for federal aid, and supports crash prevention. The commission consists of fifteen members from state and local law enforcement, Emergency Management Services, and user groups. By statute, Idaho Code 40-508 & 40-509, the chairs of the Idaho Senate Transportation Committee and the House Transportation and Defense Committee are on the ITSC. The ITSC has input throughout the development process of our Highway Safety Plan. The following members represent the ITSC:

- Idaho Transportation Department
  - L. Scott Stokes, Director
  - Josephine Middleton, HSM
- Law Enforcement
  - Lt. Colonel Sheldon Kelley, Idaho State Police
  - Chief Brian Zimmerman, Bonners Ferry Police Department
  - Sheriff Tony Manu, Bannock County
- Prosecutor/Legal
  - Louis Marshall, Bonner County Prosecutor
- Medical Services
  - Stacey Carson, VP Operations, Idaho Hospital Association
- Local Roadways
  - Kevin Kuther, LHTAC Safety Manager
- Education
  - Sunshine Beer, Idaho STAR (Skills Training Advantage for Riders)
  - Danielle Taylor, Driver Education Coordinator, Idaho State Department of Education
- City Government
  - Brian Blad, Pocatello Mayor
- Idaho Senate & House
  - Senator Doug Okuniewicz, Idaho Senate Representative
  - Representative Joe Palmer, Idaho House Representative

Program Partners

- AAA Oregon & Idaho
- Alive at 25 Law Enforcement Instructors
- Alliance Highway Safety
- Boise Bicycle Project
- Bonneville School District 93
- COMPASS Charter School
- COSSA Alternative High School
- Drug Free Idaho
- Emergency Medical Statewide Advisory Committee (EMSAC)
- High Desert Harley Davidson
- Idaho Bureau of Emergency Services
- Idaho Child Passenger Safety Coordinator/Instructors/Technicians
- Idaho Coalition for Motorcycle Safety
- Idaho Department of Health and Welfare
- Idaho Department of Motor Vehicles
- Idaho Drug-Free Youth (IDFY)
- Idaho High School Activities Association (IHSAA)
- Idaho Law Enforcement Agencies
- Idaho Law Enforcement Liaisons
- Idaho Office of Drug Policy
- Idaho Power
- Idaho Prosecuting Attorneys Association
- Idaho RADAR Center at BSU
- Idaho Safe Routes to School Partners
- Idaho Smart Growth
- Idaho STAR Program
- Idaho State Department of Education
- Idaho State Liquor Division
- Idaho State Police
- Idaho STEM Action Center
- Idaho Supreme Court
- Idaho Walk Bike Alliance
- Meridian Youth Advisory Council
- Middleton High School
- Mothers Against Drunk Driving (MADD)
- Northwest Infant Survival and SIDS Alliance (NISSA)
- Northwest Portland Area Indian Health Board
- One Stone High School
- St. Alphonsus Nampa
- St. Luke's Children's
- State Farm
- Students against Destructive Decisions (SADD)
- Western States Cat

Planning Process

Planning Process

This Idaho 3HSP for FFY 2024-2026 serves as the State of Idaho's highway safety planning document for federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program.

OHS administers the Federal Highway Safety Grant Program, funded by formula through the transportation act titled Bipartisan Infrastructure Law (BIL) and the Highway Safety Act of 1966. The goal of the program is to eliminate deaths, injuries, and economic losses resulting from traffic crashes on all Idaho roadways through implementing programs designed to address driver behaviors using clear and measurable highway safety targets, descriptions of the process used in determination of the highway safety problems, and a description of how meaningful public engagement was conducted. The purpose of the program is to provide funding at the state and community levels for a highway safety program addressing Idaho's own unique circumstances and particular highway safety needs.

Process Descriptions

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

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

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

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

Each October, the problem identification analysis is presented to the ITSC to identify the recommended focus areas. The ITSC votes to accept the Idaho focus areas anticipated to be programmed for the next year.

Project Selection and Development

The annual project selection process begins by notifying state and local public agencies involved in traffic-related activities of the availability of grant funds. A Grant Application notice reflecting the focus areas considered for funding is released in January. The Grant Application notice solicits applicants to submit grant applications by the end of February.

Analysis of the crash data for all counties and cities with a population of 2,000 people or greater is used to solicit agencies for grants, evaluate grant applications, and solicit participation in the mobilizations. This analysis is done for each focus area and includes the number of fatal and injury crashes over the last three years and the 3-year fatal and injury crash rate per 100,000 population. Fatal and serious injury crashes are also used if the number of crashes is large enough to provide guidance of areas that may have a more severe crash problem.

Once the application period has closed, potential projects are categorized according to the focus area that most closely fits the project. OHS evaluates each project's potential to eliminate death and injury from motor vehicle crashes. For a new application (i.e., those which are not continuation grants from prior years), the applications are reviewed and scored based on the relevance of the application narrative/funding request and the overall merit of the project (i.e., whether the project implementation is part of SHSP strategies, an effective countermeasure, and whether the problem presented is data driven or supported by research or other relevant documentation). Funding decisions are based on agency needs, supporting planned activities, performance evaluation and budget. Project applications that fail to meet the selection criteria will not be recommended for the HSP.

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

- **Countermeasures That Work 2020 (CTW):** A Highway Safety Countermeasure Guide for State Highway Safety Offices – USDOT
- **Written Plans and Reports:** SHSP, Impaired Driving Advisory Committee (IDAC), Occupant Protection Committee and Traffic Records published document, emphasis areas or program specific assessment reports
- **Uniform Guidelines:** State Highway Safety Programs (USDOT)
- **Highway Safety Related Research:** Recommendations from trusted sources such as the Transportation Research Board, and the NCHRP Report 500 series

- **Funding Recommendations:** Funding proposals for the individual projects that support the program goals identified under the 3HSP are incorporated into the annual application and presented to the ITSC for acceptance. The 3HSP and annual application are then presented to the Idaho Transportation Board for approval and sent to NHTSA for final approval.
- **Strategic Highway Safety Plan:** In addition to seeking guidance and approval from ITSC, OHS coordinates SHSP team meetings for guidance in implementing programs funded with NHTSA funds, Section 402 and 405 funds
- **Grant Applicant Prior Performance Evaluation**

Linking with the Strategic Highway Safety Plan

As required by FAST ACT, the states must submit an HSP with programs that are supported by data driven strategies. Idaho has adopted this concept through the implementation of its "Toward Zero Deaths" vision within Idaho's safety community. Through the SHSP, Idaho's safety community uses the pillars of safety, which are:

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

To support the overall safety target, the SHSP is a fundamental guiding document that along with the HSP, links the program area problem identification data, performance targets, identified countermeasure strategies and allocation of funds to planned activities. The SHSP and participants integrate the four E's (engineering, education, enforcement, and emergency response) to meet Idaho's target in eliminating fatalities and serious injuries on all public roads. The collaborative process of developing and implementing the SHSP brings together and draws on the strengths and resources of Idaho's safety partners. This process also helps coordinate targets and highway safety programs across the state.

The SHSP is comprised of three Emphasis Areas and associated with 11 Focus Areas.

Table 4. SHSP Emphasis and Focus Areas

HIGH RISK BEHAVIOR EMPHASIS AREA	SEVERE CRASH TYPES EMPHASIS AREA	VULNERABLE ROADWAY USER EMPHASIS AREA
• Aggressive Driving • Distracted Driving • Impaired Driving • Occupant Protection	• Commercial Motor Vehicles • Intersections • Lane Departure	• Bicycle & Pedestrian • Mature Drivers • Motorcycle • Young Drivers

Timeline

Table 5. Annual Highway Safety Planning & Outreach Calendar

MONTH	ACTIVITIES
SEPTEMBER	Traffic safety problem identification
OCTOBER	OHS planning sessions and ITSC meeting to review safety performance targets
DECEMBER	Grant application notice is disseminated
JANUARY	Grant application period ends
FEBRUARY	Draft HSP & Annual Grant Application (AGA) to be completed in April clarify project proposals
MARCH	Prioritize and develop draft language for the HSP & AGA
APRIL	Presentation of HSP and AGA to the ITSC for approval
MAY	HSP and AGA presented to ITD Board
JULY	July 1: Submission of HSP to NHTSA, completion of AGA & 405 applications
AUGUST	August 1: Submission of AGA and Section 405 applications to NHTSA
OCTOBER	Implementation of projects
OCT-SEPT	Public participation and community engagement outreach activities

Public Participation and Community Engagement Outreach Plan

Please see the **Public Participation and Engagement** section of this plan.

Evidence-Based Traffic Safety Enforcement Program

Idaho state and local law enforcement (LE) agencies are the greatest advocates for highway safety. Our LE partners are instrumental in helping Idaho achieve our targets using the proven combination of traffic enforcement and community outreach*. Traffic enforcement mobilizations

are a format for OHS to fund High Visibility Enforcement (HVEs) during specified emphasis periods, special events, or corridor enforcement in support of the OHS HSP focus areas.

Executing an effective HVE requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. OHS's evidence-based traffic safety enforcement program outlines a three-step strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of serious injury and fatality data to identify problems and ultimately allocate funding to projects through the annual grant process. This in-depth analysis produces the HSP and Performance Report, which in turn drives the allocation of resources to the areas of greatest need. Following analysis and resource allocation, OHS staff work closely with law enforcement agencies to ensure enforcement activities are carried out successfully. These activities, or the statewide traffic enforcement mobilizations, support the national mobilization efforts.

Idaho has six Law Enforcement Liaisons (LEL). These are active-duty officers who represent each of the six Idaho Transportation Districts. The LELs provide leadership for the evidence-based traffic safety mobilization enforcement statewide. The primary objective of the LEL program is to increase participation and effectiveness of Idaho's law enforcement agencies and officers in statewide mobilizations, serving also as oversight and purveyors of HVE best practices. The result is an evidence--based traffic safety HVE project designed to address the areas and locations at highest risk and with the greatest potential for improvement. Data analysis is constantly updated and evaluated providing for continuous and timely revisions to enforcement deployment and resource allocation.

**Countermeasures That Work Chapters 1 (2.2) &2 (2.2)*

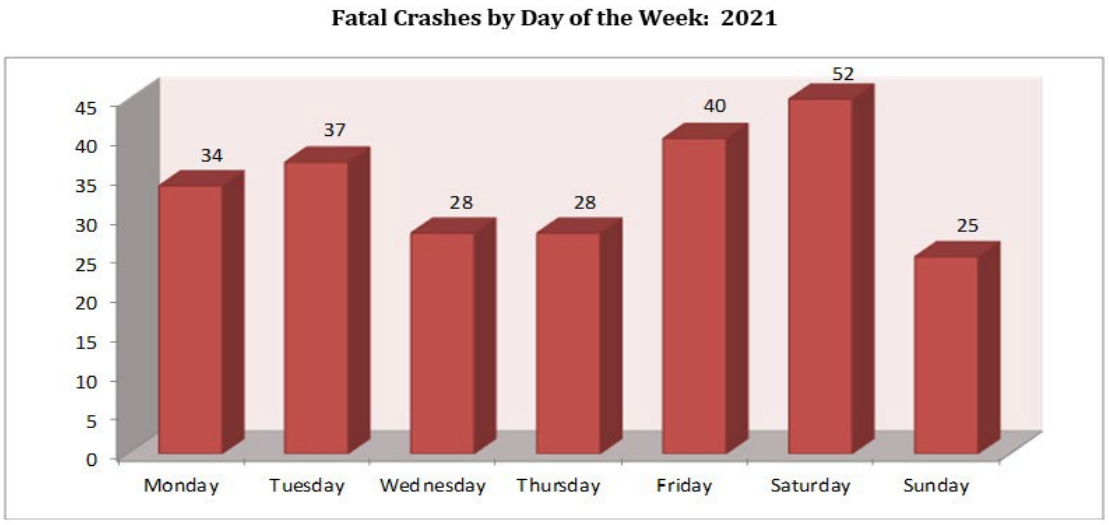


Figure 6. Fatal Crashes by Day of the Week: 2021

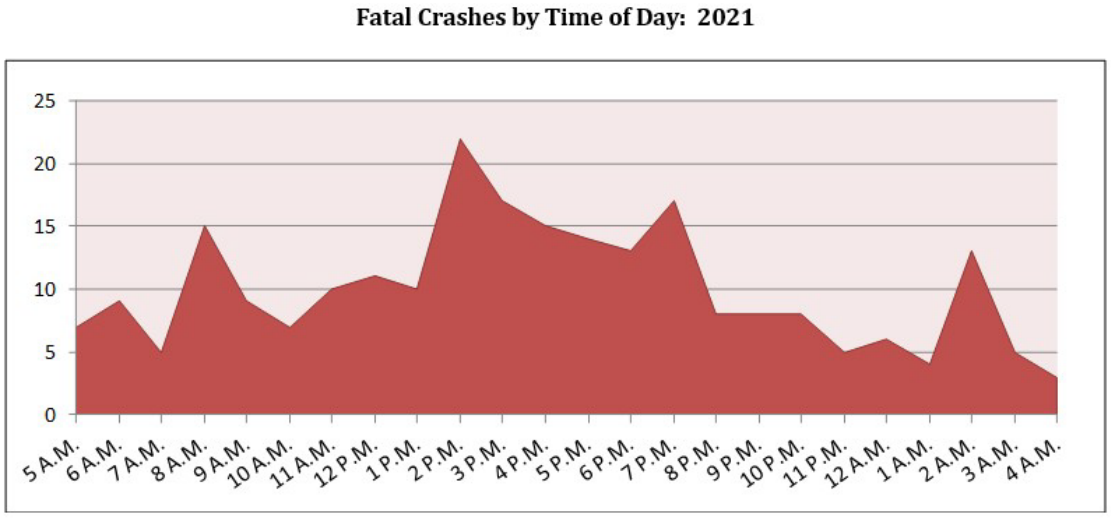


Figure 7. Fatal Crashes by Time of Day: 2021

Table 6. Comparison of Crashes by Roadway Classification: 2-17-2021

Comparison of Crashes by Roadway Classification: 2017-2021

	2017	2018	2019	2020	2021	Change 2020-2021	Avg. Change 2017-2020
Fatal Crashes	224	215	201	188	244	29.8%	-5.7%
Urban	54	59	52	44	78	77.3%	-6.0%
Rural	170	156	149	144	166	15.3%	-5.4%
Injury Crashes:	8,818	9,083	9,153	7,922	8,665	9.4%	-3.2%
Urban	5,957	6,118	6,285	5,124	5,582	8.9%	-4.3%
Rural	2,861	2,965	2,868	2,798	3,083	10.2%	-0.7%
Total Crashes:	25,851	24,031	27,015	22,528	27,547	22.3%	-3.7%
Urban	17,153	16,217	18,478	14,653	17,877	22.0%	-4.1%
Rural	8,698	7,814	8,537	7,875	9,670	22.8%	-2.9%

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

In 2021, 68 percent of fatal crashes occurred on rural roads, whereas 35 percent of all crashes occurred on rural roads. In Idaho in 2021, 87 percent of the total road mileage was classified as rural roadway. Rural roads tend to have higher speed limits. Crashes at higher impact speeds have a greater probability of resulting in a fatality.

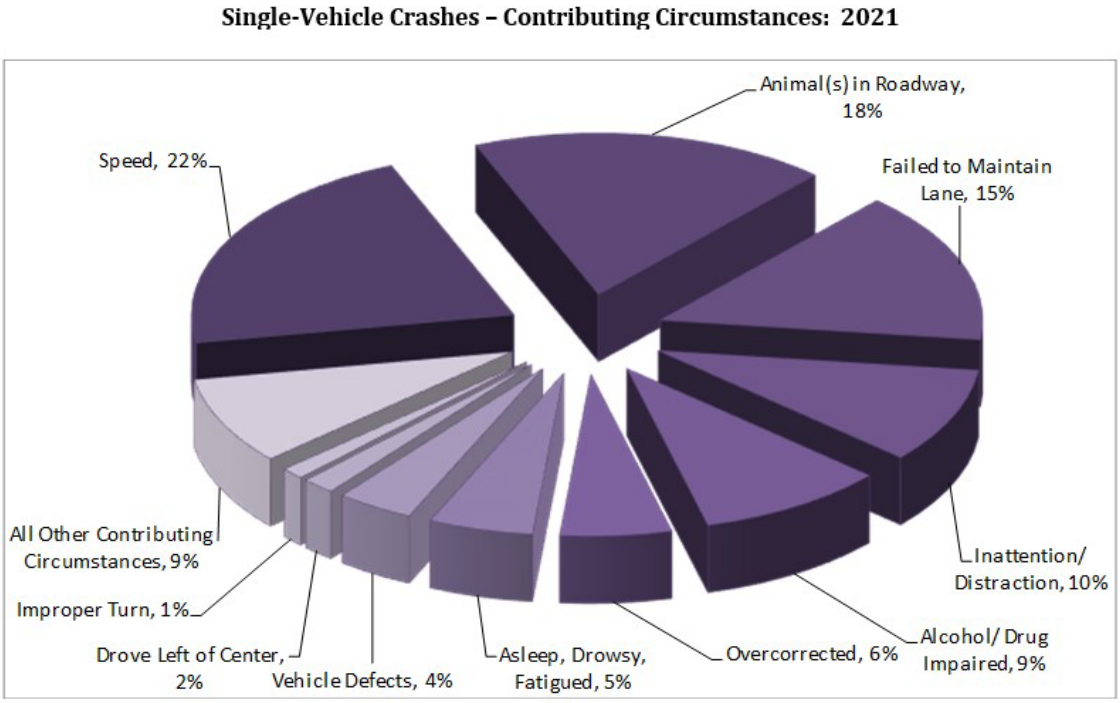


Figure 8. Single-Vehicle Crashes - Contributing Circumstances: 2021

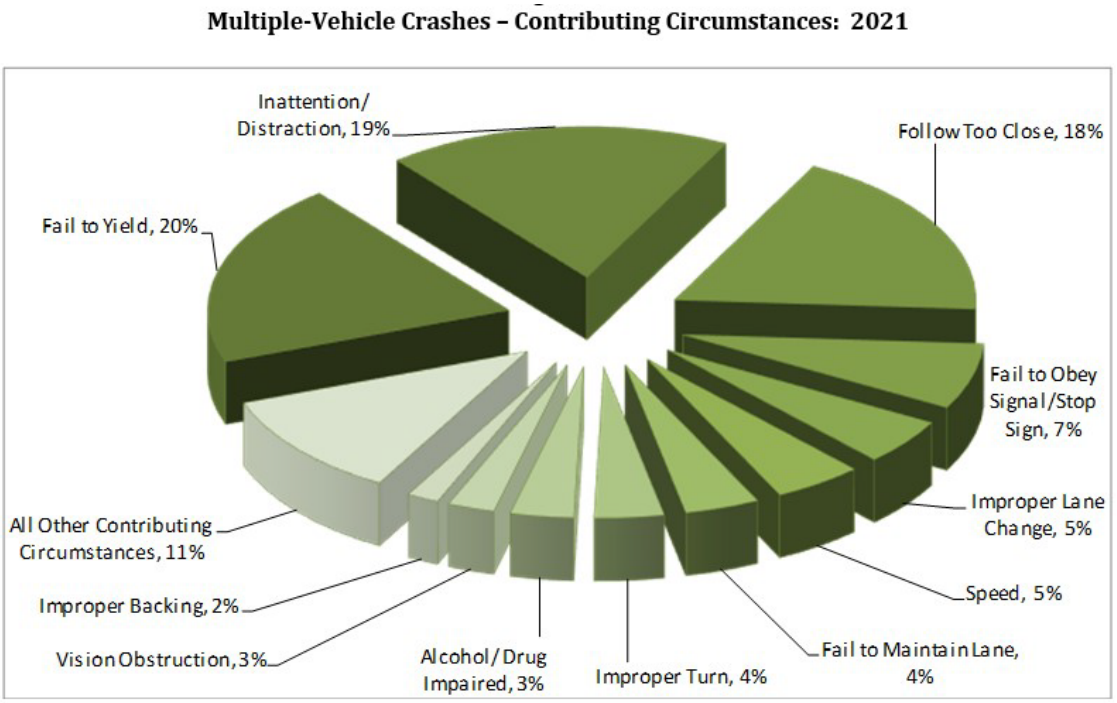


Figure 9. Multiple-Vehicle Crashes - Contributing Circumstances: 2021

High Visibility Enforcement (HVE) / Traffic Safety Mobilizations

The target of each mobilization is to establish project requirements with law enforcement agencies to align with the SHSP and to eliminate deaths, serious injuries and economic loss. Agencies taking part in the mobilizations enter into an agreement with OHS to perform dedicated patrol for traffic enforcement during the time and dates established. For the impaired driving mobilizations, OHS encourages participants to conduct enforcement during time frames that are data driven, often during nighttime hours. Funding for the campaigns is allocated to agencies that meet the criteria based on traffic crash data and agency performance.

As part of the agreement, the law enforcement agencies publicize the enforcement effort with local media contacts and/or on their social media platforms to increase the awareness of enforcement and provide results before, during, and after mobilizations. Enforcement efforts are coupled with paid and earned media and public education outreach designed to inform the public of the increased enforcement. Idaho closely mirrors the NHTSA timeline model for media. OHS works closely with media experts to target demographics established through data. Outreach efforts include the use of public service announcements (TV, radio, outdoor, and internet marketing), social media, variable message boards, and earned media events.

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

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

- **Impaired Driving Mobilizations:** OHS conducts a minimum of three Impaired Driving HVEs. December -- January (to coincide with NHTSA Impaired Driving campaign), June-July (to coincide with July 4th), and August – September (to coincide with NHTSA Impaired Driving campaign, Labor Day weekend).
- **Aggressive Driving:** OHS conducts a minimum of one Aggressive Driving HVE during the summer months when traffic crash fatalities and serious injuries frequency is increased.
- **Seat Belt Mobilizations:** OHS conducts a minimum of one Seat Belt HVE mobilization which is the May Click It, Don't Risk It (to coincide with NHTSA national campaign), and a second HVE during the Thanksgiving Holiday when possible.
- **Distracted Driving:** OHS conducts a minimum of one Hands Free Engaged Driving HVE (to coincide with National Distracted Driving month in April).

Table 7. HVE Mobilization Schedule

PROGRAM	HOLIDAY/MONTH	DATES
Seat Belts	Thanksgiving	November
Impaired Driving	Holidays	December
Distracted Driving	April	April
Seat Belts	May	May
Impaired Driving	4th of July	July
Aggressive Driving	Summer	August
Impaired Driving	Labor Day	September

Law Enforcement / Adjudication Process

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

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

OHS Planning Frameworks

Approaches for safety planning and outreach, which are based on research and national recommendations, provide OHS with lenses through which to plan, strategize, and implement our outreach activities.

Safe System Approach (SSA)

The core of the Safe System Approach focuses on five key objectives: safer people, safer roads, safer vehicles, safer speeds, and post-crash care. At OHS, our priorities are the behavioral elements of SSA, which include safer people, safer speeds, and post-crash care. A safe system approach:

1. **Accommodates human error rather than focusing on preventing it**
    a. Death and serious injuries are unacceptable
    b. People make mistakes
    c. Humans are vulnerable
2. **Promotes shared responsibility**
3. **Methodically prevents crashes and lethal crash force**
    a. Safety is proactive
    b. Redundancy is crucial

Traffic Safety Culture Research

Traffic Safety Culture (TSC) is the collective values and beliefs among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety.

- Growing a positive traffic safety culture increases safe behaviors and reduces risky behaviors
- TSC focuses on the majority in communities that are making safe, positive choices
- Cultural influence is stronger in local contexts. Non-traditional stakeholder action includes:
    - Family rules
    - Schools teaching best-practices in driver education
    - Workplace training

Traffic safety culture can be defined as the values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety. Importantly, this definition includes the contribution of road user behavior to fatal crashes as well as the actions of other traffic safety stakeholders within the social environment. Thus, growing a positive traffic safety culture increases safe behaviors by road users and aligns the actions of all traffic safety stakeholders to support those safe behaviors.

For example, efforts to increase seat belt use could include getting more drivers to require passengers to wear seat belts; increasing the number of families with rules about always wearing a seat belt; increasing the number of workplaces with active seat belt use policies; and increasing consistent and visible seat belt enforcement. These efforts can be aligned around shared values of protecting oneself and those we care about as well as shared beliefs that seat belts are effective, that most people wear seat belts, and that it is acceptable to ask others to wear a seat belt.

A cultural perspective on improving traffic safety requires expanding efforts to address the behaviors of additional stakeholders such as families, schools, workplaces, community agencies, etc. As each of these groups has their own unique sub-cultures, no single strategy or approach will work for all these groups. Thus, efforts to grow a positive traffic safety culture will require multiple strategies tailored to specific populations.

Furthermore, cultural influences are stronger in local contexts (e.g., a child's parents have a greater influence than other parents; an employee's workplace policies have greater influence than state or national policies, etc.). Therefore, traffic safety leaders will need to engage local communities in efforts to bolster and leverage their local cultures to improve traffic safety.

In summary, growing a positive traffic safety culture is a process instead of a program or strategy. This process involves new ways of thinking about growing a wide variety of protective behaviors across local, state, and national communities. The tools developed in this project will act as a "primer" to facilitate this new way of thinking and broaden engagement by more stakeholders in the dialogue.

Growing proactive traffic safety is an opportunity for traffic safety professionals and stakeholders to create lasting and sustainable improvements in traffic safety behaviors.

Proactive Traffic Safety: Empowering Behaviors to Reach our Shared Vision of Zero Deaths and Serious Injuries: www.mdt.mt.gov/research/projects/trafficsafety-cc-tools.aspx

Report: FHWA/MT-19-006/8882-309-11
By: Center for Health and Safety Culture
Western Transportation Institute, Montana State University
P.O. Box 170548, Bozeman, MT 59717

Problem Identification Report: FFY 2024-2026

Problem Identification Introduction

Traffic problems are identified in the Problem Identification Report. The report is updated annually to assess the current state and any change in the nature and prevalence of the problems. In addition, for each problem area addressed with Section 402 funds, we produce spreadsheets with 3-year population-based rates for each county and each city with a population of 2,000 people or greater. The counties and cities are grouped by population sizes to compare the extent of the problems and determine where the most need is for each problem area. The county and city are used for grant solicitation for jurisdictions that have problems and in the grant scoring process for determining which grants receive funding.

We can thoughtfully tackle our highway safety problems when we're knowledgeable about Idahoans, including demographics and data utilized for program goals, outreach, and identification of at-risk communities. For these reasons, we look at Idaho's sociodemographic and geospatial data.

State Demographics

Idaho ranked second in the nation for population growth between 2010 and 2020. Along with rapid growth, our demographics continue to dynamically change.

In a decade, Idaho's population increased

17%

with new Idahoans most often moving from CA, WA, OR, and UT

Youth ages 5-19 increased

11%

in population count

Our Hispanic population grew

30%

in population count

Idaho is geographically located in the Pacific Northwest. Idaho is the 11th largest state in the nation in land area, but the 38th largest in population. Idaho consists of 82,750.9 square miles of land and is comprised of 44 counties ranging in size from 407.5 square miles (Payette County) to 8,485.2 square miles (Idaho County). Two counties, Idaho County (8,485.2 square miles) and Owyhee County (7,678.4 square miles) encompass 19.5 percent of the state, although they only represent 1.7 percent of the statewide population. Just over 63 percent of Idaho is federally owned land, primarily consisting of national forests, wilderness areas, and rangeland.

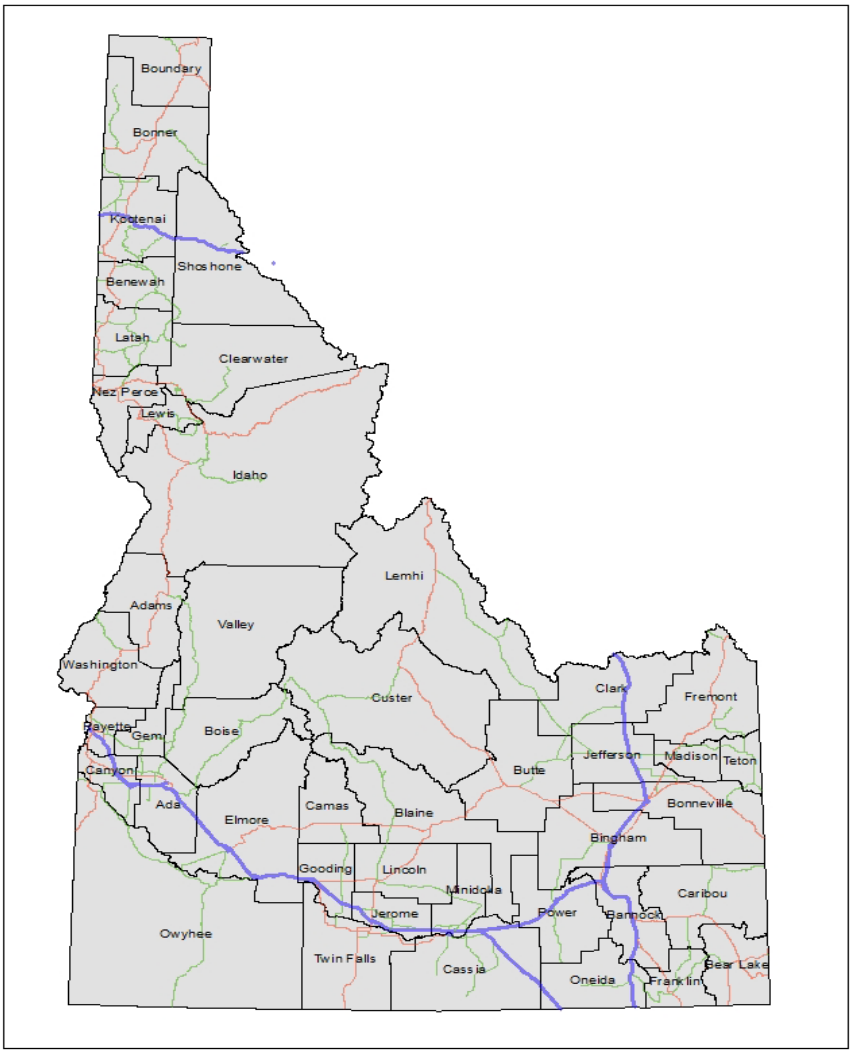


Figure 10. State of Idaho

The United States Census Bureau estimates the population of Idaho in 2022 was 1,939,033. Idaho is a rural state; more than two-thirds (68 percent) of the population resides in just seven of the 44 counties: Ada (518,907), Canyon (251,065), Kootenai (183,578), Bonneville (129,496), Bannock (89,517), Twin Falls (93,696), and Madison (54,976).

The population of Idaho is primarily White (92.8 percent), with Two or More Races comprising 2.7 percent, American Indian or Alaska Natives comprising 1.7 percent, Asian comprising 1.6 percent, Black or African American comprising 0.9 percent, and Native Hawaiian or Pacific Islander comprising 0.2 percent. Hispanics comprise 13 percent of the population of Idaho.

Data Sources

A variety of data sources are used to identify communities for public engagement and outreach activities. We have listed Idaho-specific and national resources available and will continuously update this list internally as new data becomes available.

For 2021, OHS recorded 273 fatalities in Idaho. Two of these fatalities were reported after the FARS data file had closed and national statistics were created and published as 271. Because of this, our use of federal data sources including NHTSA's data visualization tools (cdan.nhtsa.gov) will reference 271 fatalities.

Idaho Crash Data

https://apps.itd.idaho.gov/Apps/OHS/Crash/21/Analysis.pdf

Idaho Traffic Crashes 2021 provides an annual description of motor vehicle crash characteristics for crashes that have occurred on public roads within the State of Idaho. This document is used by state and local transportation, law enforcement, health, and other agencies charged with the responsibility of coping with the increasing costs of traffic crashes. Agencies use the data to identify traffic safety problems and target areas for the development of crash reduction and injury prevention programs.

Campaign and Public Opinion Survey Results

OHS conducted Public Opinion Surveys in 2021 and 2022. Over 500 respondents were surveyed with representation from each region of Idaho, including higher-risk populations (under 34, male). OHS also tracks media campaign results. These media outreach results and surveys inform both program strategies and current/future media outreach tactics.

These documents are on file with OHS. Please send an email to ohsweb@itd.idaho.gov to request a copy.

American Community Survey

https://www.census.gov/programs-surveys/acs/

The ACS is an ongoing national survey conducted by the Census Bureau. It is sent to approximately 250,000 addresses monthly (or 3 million per year) and provides population-level information on age, race, sex, household makeup, income, education, insurance status, and other demographics. Race information in the ACS is self-reported, and individuals can report belonging to more than one race group.

Behavioral Risk Factor Surveillance System (BRFSS)

http://www.cdc.gov/brfss/

The BRFSS is a national telephone survey that collects information on health risk behaviors, preventive health practices, and health care access primarily related to chronic disease and injury annually. It is run by the Centers for Disease Control and Prevention (CDC) and conducted by individual state health departments.

CDC Social Vulnerability Indexing

https://www.atsdr.cdc.gov/placeandhealth/svi/interactive_map.html

Created by the U.S. Department of Health and Human Services, this tool provides a detailed map of both the country and selected states to share toxic substances and diseases information by county. Each map shares its social vulnerability index (SVI) for overall status, socioeconomic status, household characteristics, racial and ethnic minority status, and housing type and transportation to provide context of the index in a certain area.

Hispanic Profile Data Book for Idaho 2021 5th Edition

https://icha.idaho.gov/docs/Hispanic%20Profile%20Data%20Book%202021%20-%20FINAL%20V3.pdf

Developed by the Idaho Commission on Hispanic Affairs, this data book was written to understand the Hispanic community, which is the fastest-growing population in Idaho. This guide utilizes more than 30 federal and state sources of data to provide trends and statistics on Idaho's Hispanic community, including their impact on the state's economy, healthcare, education, government, and social services.

2021 Idaho Youth Risk Behavior Survey - Department of Education State of Idaho

https://odp.idaho.gov/wp-content/uploads/2023/02/2021_Youth-Risk-Behavior-Survey-Results.pdf

Developed by the Centers for Disease Control and Prevention in collaboration with state representatives in the state and local departments of Idaho, federal agencies, and national education and health organizations in 2021, this study was focused on the behaviors of the youth in Idaho. The study relates to mortality and morbidity among our youth and adults in risk behaviors that change over time. 990 students completed this study in 23 public and charter schools throughout Idaho.

National Roadway Safety Strategy: Our Nation's Roadway Safety Crisis (ArcGIS Story Map)

https://storymaps.arcgis.com/stories/9e0e6b7397734c1387172bbc0001f29b

The United States Department of Transportation National Roadway Safety Strategy (NRSS) outlines the department's approach to significantly reduce roadway injuries and deaths on highways, roadways, and streets.

- Hot spot-focused analysis of fatal motor vehicle crashes
- Distribution of roadway fatalities compared to the national average
- Look at the relationship between population, fatality rates, and population size
- Visualize historically disadvantaged communities and fatalities at the neighborhood level

NHTSA's Fatality and Injury Reporting System Tool (FIRST)

https://cdan.nhtsa.gov/

The Crash Data Acquisition Network (CDAN) is an integrated, web-based information technology system that provides a single, central IT platform that maintains the data NCSA requires to analyze crash data and identify outcomes, causal factors, and vehicle and component performance. The files will identify resources from the National Center of Statistics and Analytics, traffic safety publications, and query reporting tools.

U.S. Census

https://data.census.gov

The Census Bureau provides comprehensive national data for people, places, and the economy. This includes:

- Age
- Race and ethnicity
- Sex
- Household make-up
- Income, poverty
- Language
- Disability
- Means of Transportation

U.S. Census Bureau – Community Resilience Estimates

https://www.census.gov/data/developers/data-sets/community-resilience-estimates.html

Community resilience is the capacity of individuals and households within a community to absorb, endure, and recover from the impacts of a disaster. The Community Resilience Estimates (CRE) are experimental estimates produced using information on individuals and households from the 2018 American Community Survey (ACS), the Census Bureau's Population Estimates Program (PEP), as well as publicly available health condition rates from the National Health Interview Survey (NHIS). Prepared by the U.S. Census Bureau in March of 2022, this tracks every at-risk neighborhood within the country in relation to a disaster. The data is used to measure the capacity of individuals and households to absorb the external stresses of the impacts of a disaster.

U.S. DOT Equitable Transportation Community (ETC) Explorer

https://www.transportation.gov/priorities/equity/justice40/etc-explorer

The US DOT Equitable Transportation Community (ETC) Explorer is an interactive web application that uses 2020 census tracts and data to explore the cumulative burden communities experience, because of the underinvestment in transportation, in the following five components: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.

Idaho Sociodemographic and Geospatial Data

Using the data tools described in the section above, we can look at Idaho through these "lenses" to describe specific attributes that vary across regions, population centers, and characteristics that may describe at-risk or potentially at-risk communities.

American Community Survey

The American Community Survey helps us see trends and changes happening across Idaho communities. At a glance, we visualize the statewide average age, income, and rates in poverty, disability, and Limited English Proficiency. These statewide rates can be compared to specific regions experiencing high fatality crash rates to look for risk factors or correlations. Data presented is 2020 unless otherwise noted.

See **Appendix B: Idaho Sociodemographic and Geospatial Data** for more detailed information.

2020 Population
1,839,106

Bachelor's Degree or Higher
31%

Average Age
37

Under 18
25%

Language Other than English Spoken at Home
11%

2021 Median Household Income
$66,474

2021 Employment Rate
61%

Poverty Rate
11%

2021 Disability Rate
14%

Commuting Time in Minutes
22

Behavioral Health Risk Surveillance System (BHRSS)

Utilizing the BHRSS, we can see vulnerabilities in specific Idaho health districts for alcohol and drug use. Central District Health District reported 9 percent, while North Central and Panhandle Health Districts report over 7 percent. South Central, Central, and North Central Health District reported 15 percent, while Panhandle Health District reported 17 percent.

Idaho BRFSS did not report on all categories, including adults who did not wear a seatbelt or adults who drove after drinking, which are BRFSS categories in some states.

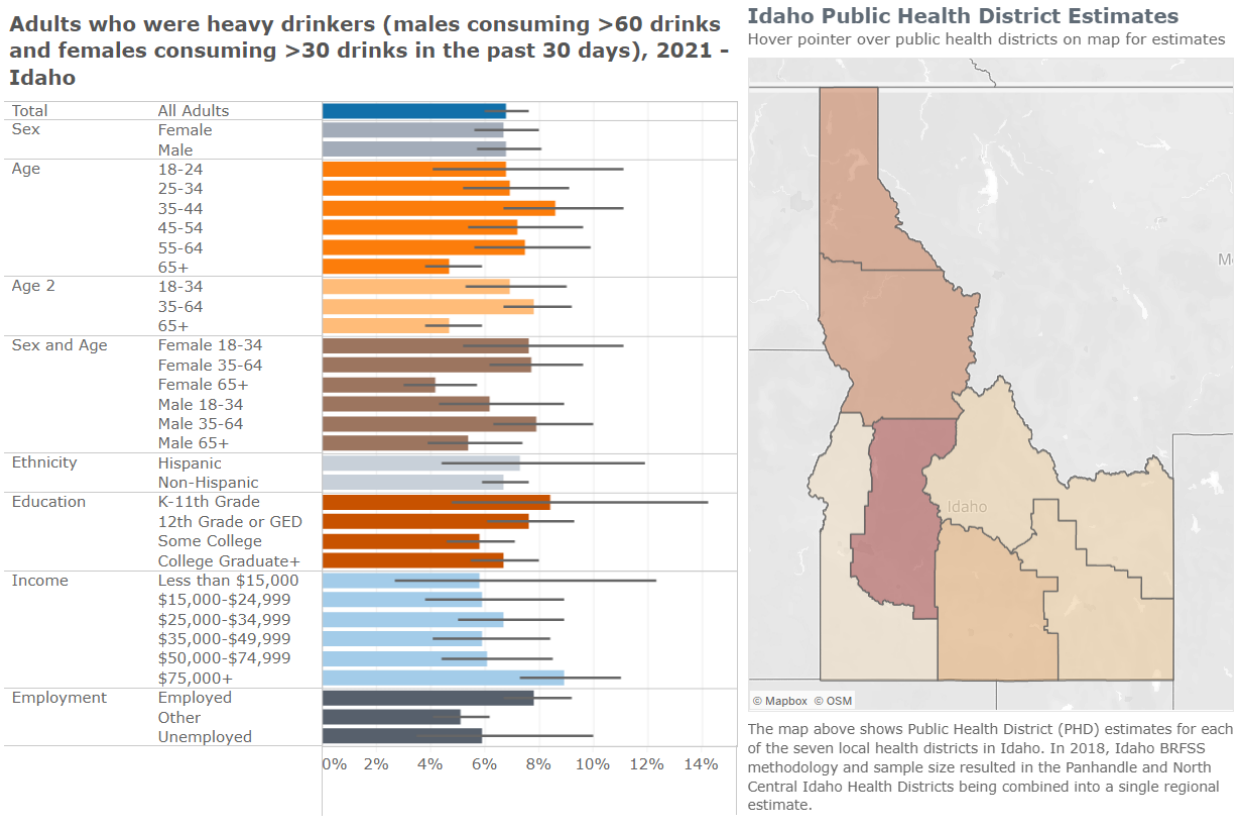


Figure 11. BHRSS Adult Alcohol Consumption (Heavy Drinking) in Idaho in 2021

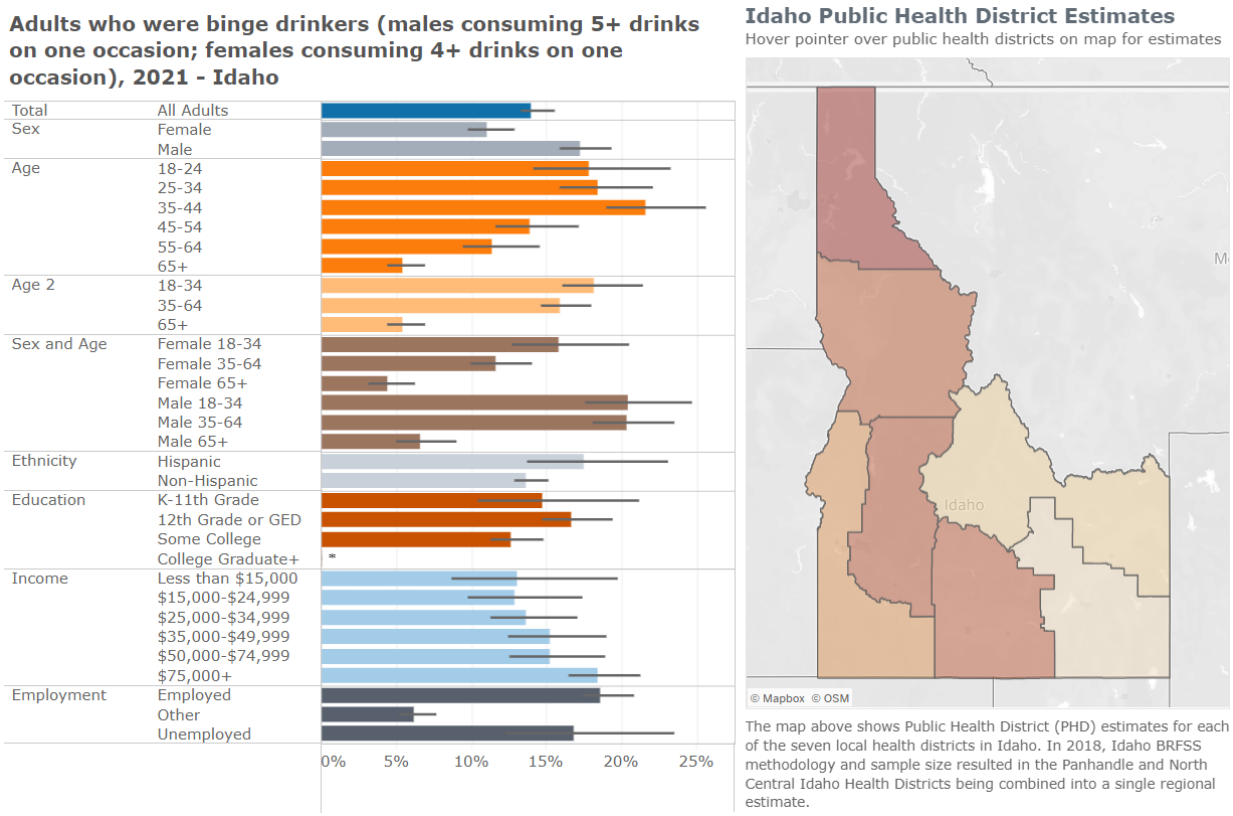


Figure 12. BHRSS Adult Alcohol Consumption (Binge Drinking) in Idaho in 2021

Community Resilience Estimates for Idaho

The Community Resilience Estimates (CRE) program provides an easily understood metric for how at-risk every county and neighborhood (Census Tract) in the United States is to the impacts of disasters, such as hurricanes, floods, earthquakes, wildfires, and pandemics such as COVID-19. Modeled estimates are based on 10 resilience-related risk factors. These estimates are modeled using 2019 American Community Survey data (ACS) 1-year microdata, the Census Bureau's Population Estimates Program (PEP), and small area modeling techniques and displays the number and percentage of residents living with 0 risk factors (Low Risk), 1-2 risk factors (Moderate Risk), and 3 or more risk factors (High Risk).

The 2019 Supplement adds to the discussion of equity, by pairing data from the 2019 CRE and 2015-2019 American Community Survey. The result is a dataset which provides the latest information on social vulnerability and equity in one source.

Individual and household characteristics from the 2019 ACS were modeled, in combination with data from the Population Estimates Program to create the CRE. Risk factors from the 2019 ACS include: Income to Poverty Ratio; Single or Zero Caregiver Household; Crowding; Communication Barrier; Households without Full-time, Year-round Employment; Disability; No Health Insurance; Age 65+; No Vehicle Access; and No Broadband Internet Access.

In examining the predominant risk map on the 2019 CRE webpage from the U.S. Census Bureau, there are only two distinct areas of Idaho that have a significant portion of the population with 3 or more risks. The first area is the rural portion of Shoshone County, the second area comprises two census tracts in Boise City.

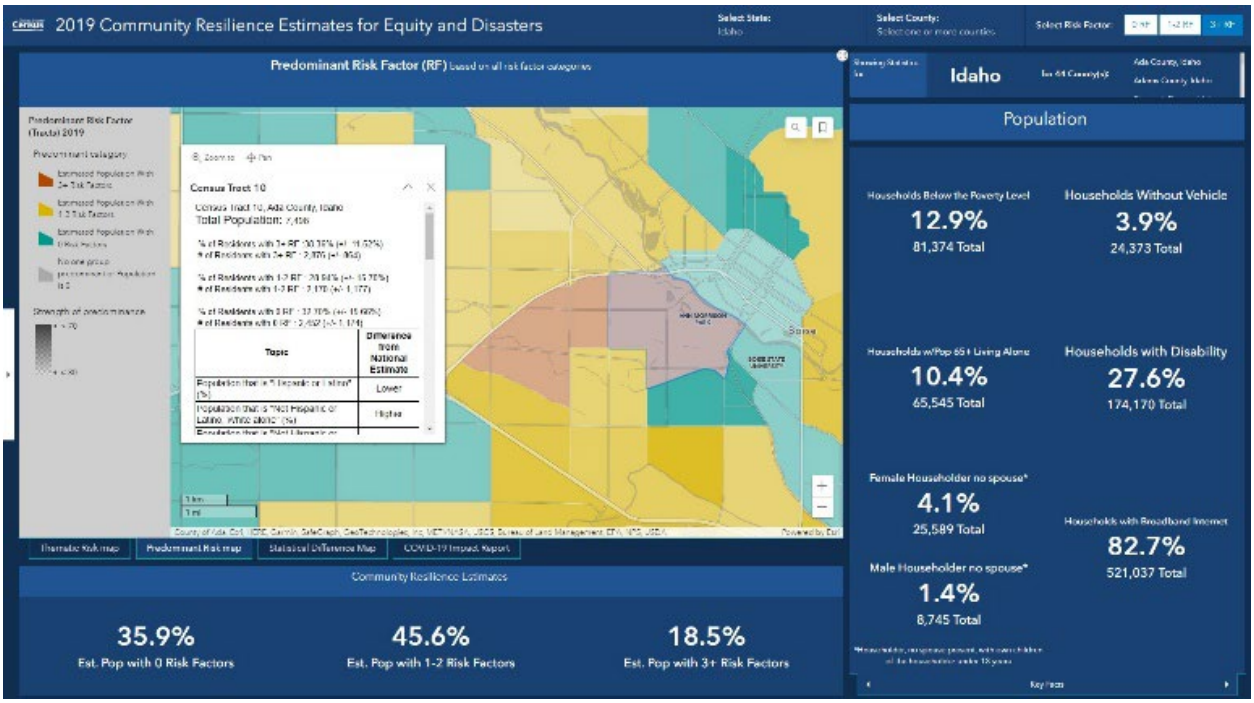


Figure 13. 2019 Community Resilience Estimates for Idaho

Equitable Transportation Community (ETC) Explorer

The ETC is an interactive web application that uses 2020 Census Tracts and data, to explore the cumulative burden communities experience, as a result of underinvestment in transportation, in the following five components: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.

Fatalities are based on the 2017-2021 fatality analysis report system data and categorized by quartiles of per 100k person rates.

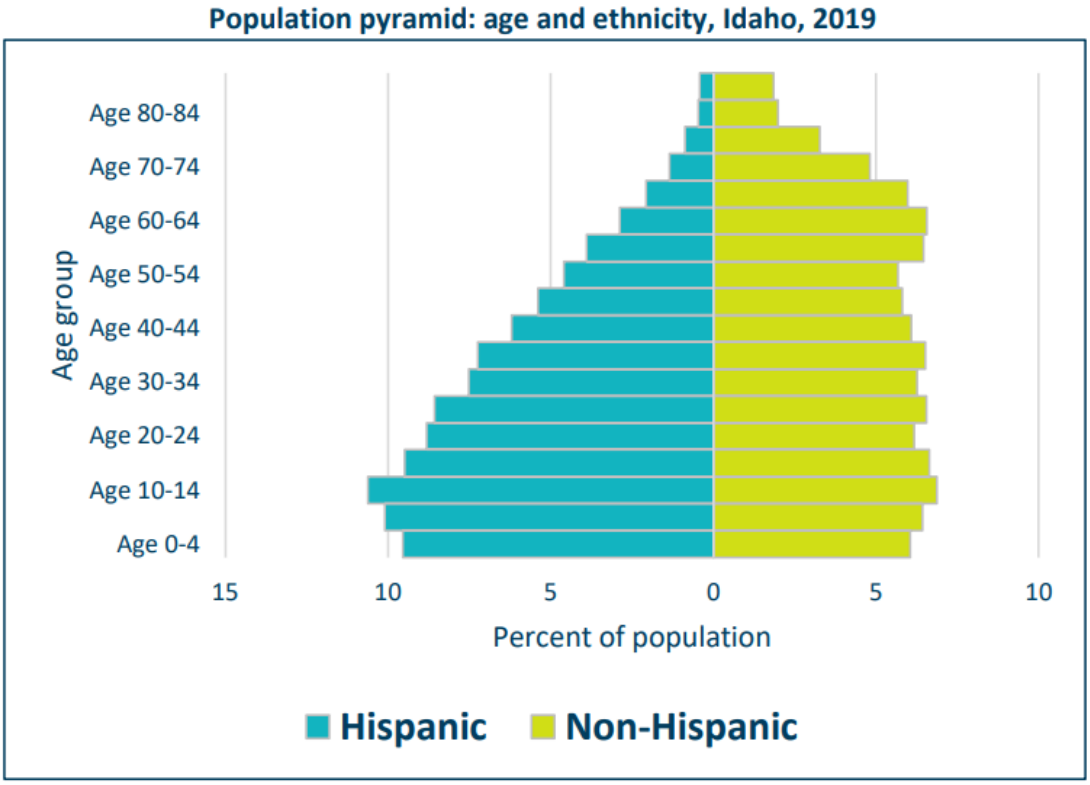
Figure 14 identifies Above Average (52.3-108.6) and High (108.7+) fatalities for Idaho.

Figure 14. ETC Explorer Above Average (52.3-108.6) and High (108.7+) Fatalities for Idaho

Hispanic Profile Data Book

Idaho Hispanic populations are notably younger, with significant youth and teen population differences from non-Hispanic populations.

From 2016-2018, there were 2,611 accidental deaths in Idaho, 7 percent of which were Hispanic. The rate of accidental death varied by age and ethnicity. Hispanics were twice as likely as non-Hispanics to die of an accident under the age of 25. Non-Hispanics were three times as likely as Hispanics to die of an accident after turning 65. Motor vehicle crashes accounted for a large percentage of accidental deaths: 58 percent of Hispanic deaths and 28 percent of non-Hispanic deaths.



SOURCE: U.S. CENSUS BUREAU, POPULATION ESTIMATES PROGRAM

Figure 15. Population Pyramid: Age and Ethnicity, Idaho, 2019

Idaho youth behaviors by ethnicity (self-reported): safety and mental health, 2019

QUESTION	Total	Hispanic	Non-Hispanic White	Significant Difference?
	Percent of total			*(Yes/No)*
TRANSPORTATION				
Never or rarely wore a seat belt *(when riding in a car driven by someone else)*	5.4	9.5	4.2	YES
Rode with a driver who had been drinking alcohol *(in a car or other vehicle one or more times during the 30 days before the survey)*	13.1	17.4	11.8	No
Drove when they had been drinking alcohol *(in a car or other vehicle one or more times during the 30 days before the survey, among students who had driven a car or other vehicle during the 30 days before the survey)*	3.8	3.4	3.7	No
Texted or e-mailed while driving a car or other vehicle *(on at least 1 day during the 30 days before the survey, among students who had driven a car or other vehicle during the 30 days before the survey)*	48.1	41.3	50.6	No
WEAPONS USE				
Carried a weapon on school property *(such as, a gun, knife, or club, on at least 1 day during the 30 days before the survey)*	7.1	4.7	7.4	No

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION, 2019 HIGH SCHOOL YOUTH RISK BEHAVIOR SURVEY

Figure 16. Idaho Youth Behaviors by Ethnicity: Safety and Mental Health, 2019

Accidental deaths by age group and ethnicity, Idaho, three-year aggregate: 2016-2018

HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	190	100	0	3	4	21	19	17	14	9	7	4	3
Transport accidents:	60	114	100	0	3	5	26	20	17	14	9	5	0	1
Motor vehicle accidents	58	110	100	0	3	5	26	20	17	14	8	5	0	1
Water transportation accident	1	2	100	0	0	0	50	0	0	50	0	0	0	0
Air and space transportation accident	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified transport accident	1	2	100	0	0	0	0	50	0	0	50	0	0	0
Non-transport:	40	76	100	0	3	1	12	17	18	13	11	11	9	5
Poisoning and exposure to noxious substances	12	23	100	0	0	0	9	26	35	17	9	4	0	0
Falls	9	18	100	0	0	0	11	6	6	6	11	11	28	22
Drowning and submersion	5	9	100	0	11	11	44	11	11	11	0	0	0	0
Inhalation and ingestion of food or other object	3	6	100	0	0	0	0	0	17	17	17	17	33	0
Exposure to smoke, fire, and flames	2	4	100	0	0	0	25	50	0	0	0	25	0	0
Discharge of firearm	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified non-transport accident	8	16	100	0	6	0	0	19	19	19	19	19	0	0

NON-HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	2,421	100	1	1	2	9	11	11	12	13	11	12	19
Transport accidents:	31	746	100	0	1	3	18	12	14	12	15	13	8	4
Motor vehicle accidents	28	674	100	0	1	3	19	13	14	12	15	12	8	4
Water transportation accident	1	21	100	0	5	5	14	5	14	14	14	14	14	0
Air and space transportation accident	1	22	100	0	0	0	9	5	23	14	18	23	9	0
Other and unspecified transport accident	1	29	100	0	3	0	3	7	10	14	28	21	7	7
Non-transport:	69	1,675	100	1	1	1	4	10	9	12	12	10	14	25
Poisoning and exposure to noxious substances	24	576	100	0	0	1	8	24	21	23	17	5	1	1
Falls	29	702	100	0	0	0	1	1	1	3	6	12	24	52
Drowning and submersion	3	67	100	1	10	7	21	9	12	9	15	3	12	0
Inhalation and ingestion of food or other object	4	94	100	0	1	0	0	1	1	7	14	13	26	37
Exposure to smoke, fire, and flames	1	33	100	0	6	0	3	3	0	12	15	24	27	9
Discharge of firearm	1	15	100	0	0	13	27	7	7	13	20	0	13	0
Other and unspecified non-transport accident	8	188	100	7	2	5	2	7	11	14	19	16	11	7

SOURCE: IDAHO DEPARTMENT OF HEALTH AND WELFARE, BUREAU OF VITAL RECORDS AND HEALTH STATISTICS, DIVISION OF PUBLIC HEALTH, DATA PROVIDED ON AUGUST 26, 2020

NOTE: DATA HAVE BEEN AGGREGATED OVER A THREE-YEAR PERIOD

Figure 17. Accidental Deaths by Age Group and Ethnicity, Idaho: 2016-2018

Idaho 2021 Youth Risk Behavior Survey

The Idaho State Department of Education conducted the 2021 Idaho YRBS during the fall of 2021. 990 students completed this study in 23 public and charter schools throughout Idaho. The weighted results are used to understand and combat negative behaviors by our teens. A category to note for highway safety involves Idaho teens and dangerous choices when driving or riding in vehicles.

Fatalities: The leading cause of death for Idaho teens is unintentional injury. 65 percent of accidental deaths for ages 15-24 were associated with motor vehicle crashes.

Seat belt consistency: While teens report using their seat belts most of the time, 45 percent of teens reported at least one incident of not wearing a seat belt when riding in a car in the last 30 days.

Texting while driving: 48 percent of Idaho teens reported texting or emailing while driving in the past 30 days.

Impaired driving: Over 14 percent of teens report recently riding with an intoxicated driver.

Figure 18. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

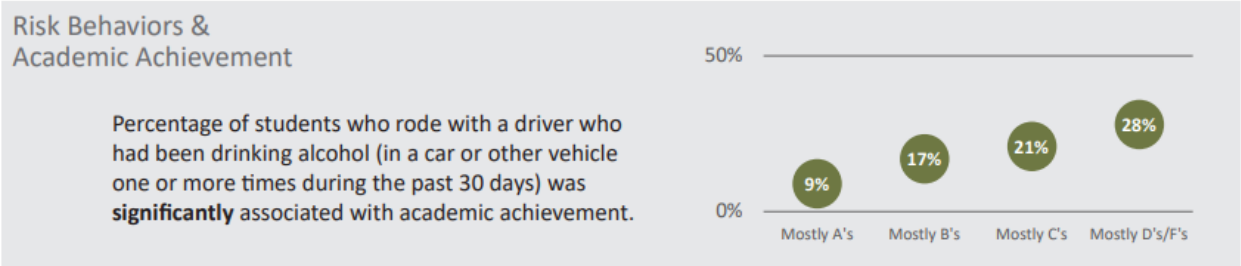


Figure 19. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

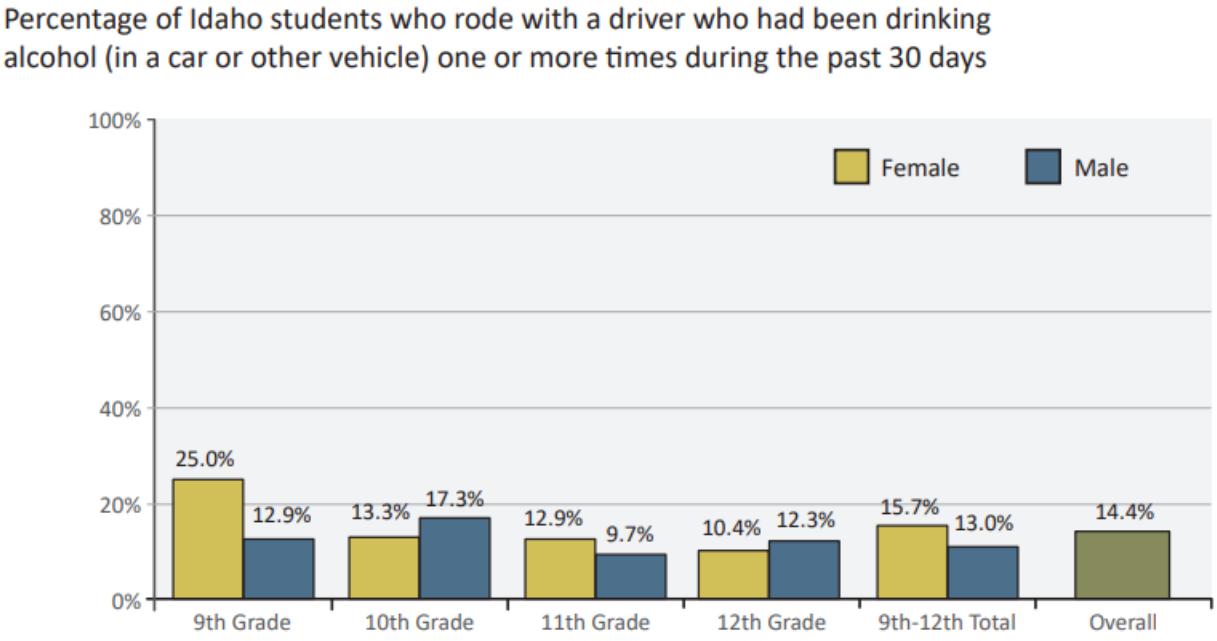
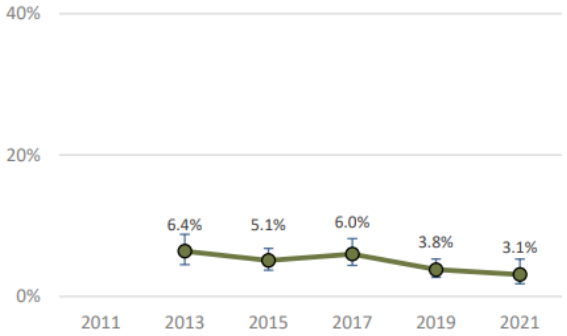


Figure 20. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

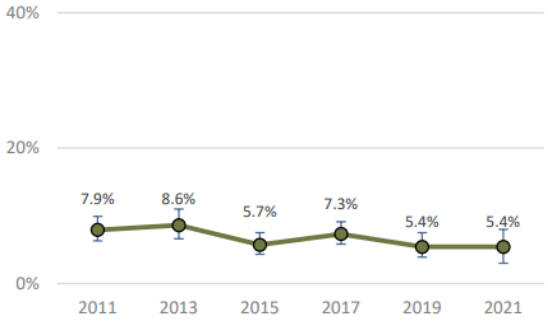
Percentage of students who drove a car or other vehicle when they had been drinking alcohol during the past 30 days*



- The percentage of Idaho high school students who drove a car or other vehicle when they had been drinking alcohol during the past 30 days decreased significantly from 6.4% in 2013 to 3.1% in 2021.

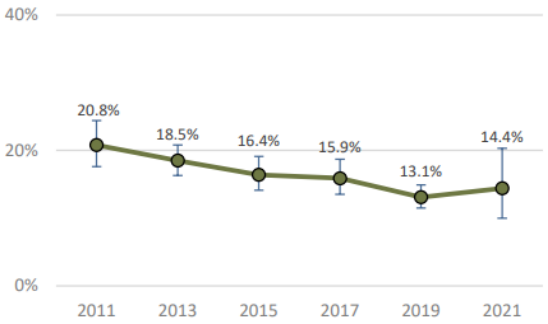
*Among students who had driven a car or other vehicle during the 30 days before the survey.

Percentage of students who never or rarely wore a seatbelt (when riding in a care driven by somebody else)



- The percentage of Idaho high school students who reported never or rarely wearing a seatbelt (when riding in a car driven by somebody else) decreased significantly from 8.6% in 2009 to 5.4% in 2021.

Percentage of students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol



- The percentage of Idaho high school students who reported riding in a car or other vehicle when the driver had been drinking alcohol during the previous 30 days decreased significantly from 20.8% in 2011 to 14.4% in 2021.

Figure 21. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

Our Nation's Roadway Safety Crisis – FARS Data

Of the communities in the top 20 percent of roadway fatalities nationwide, nearly half (43 percent) live in a Historically Disadvantaged Community. A **"Historically Disadvantaged Community"** is defined by USDOT, consistent with OMB's Interim Guidance for the Justice40 Initiative. A project is located in a Historically Disadvantaged Community if:

- Located in certain qualifying census tracts; **OR**
- Located on Tribal land; **OR**
- Located in any territory or possession of the United States.

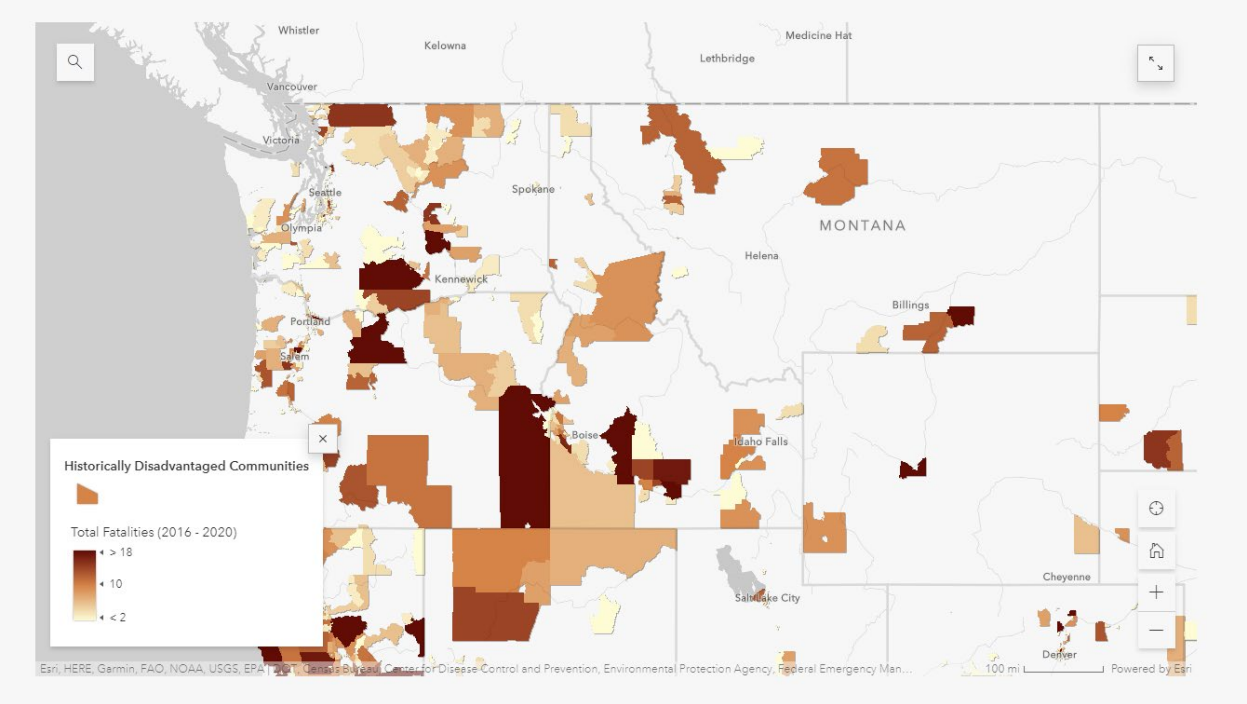


Figure 22. FARS Historically Disadvantaged Communities in Idaho with Total Fatalities 2016 - 2020

Figure 23. Historically Disadvantaged Community Tracts in Idaho

An “Area of Persistent Poverty” is defined by the Bipartisan Infrastructure Law. A project is located in an Area of Persistent Poverty if:

1. the County in which the project is located consistently had greater than or equal to 20 percent of the population living in poverty in all three of the following datasets: (a) the 1990 decennial census; (b) the 2000 decennial census; and (c) the most recent *(2021)* Small Area Income Poverty Estimates; OR
2. the Census Tract in which the project is located has a poverty rate of at least 20 percent as measured by the 2014-2018 5-year data series available from the American Community Survey of the Bureau of the Census; OR

3. the project is located in any territory or possession of the United States.

Idaho does not currently report counties in persistent poverty but does report the following Census Tracts.

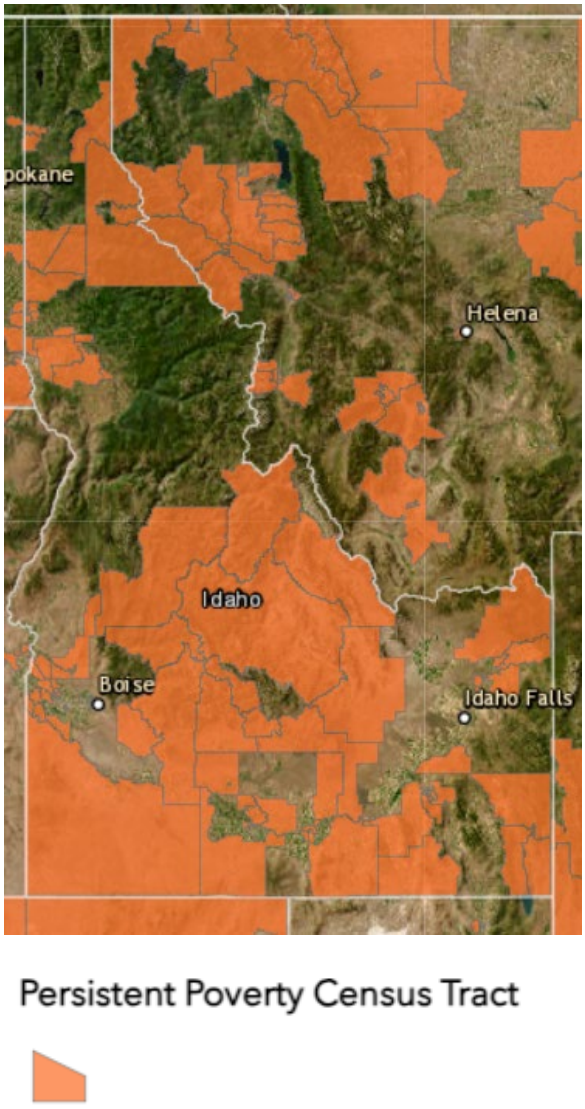


Figure 24. Persistent Poverty Census Tracts in Idaho

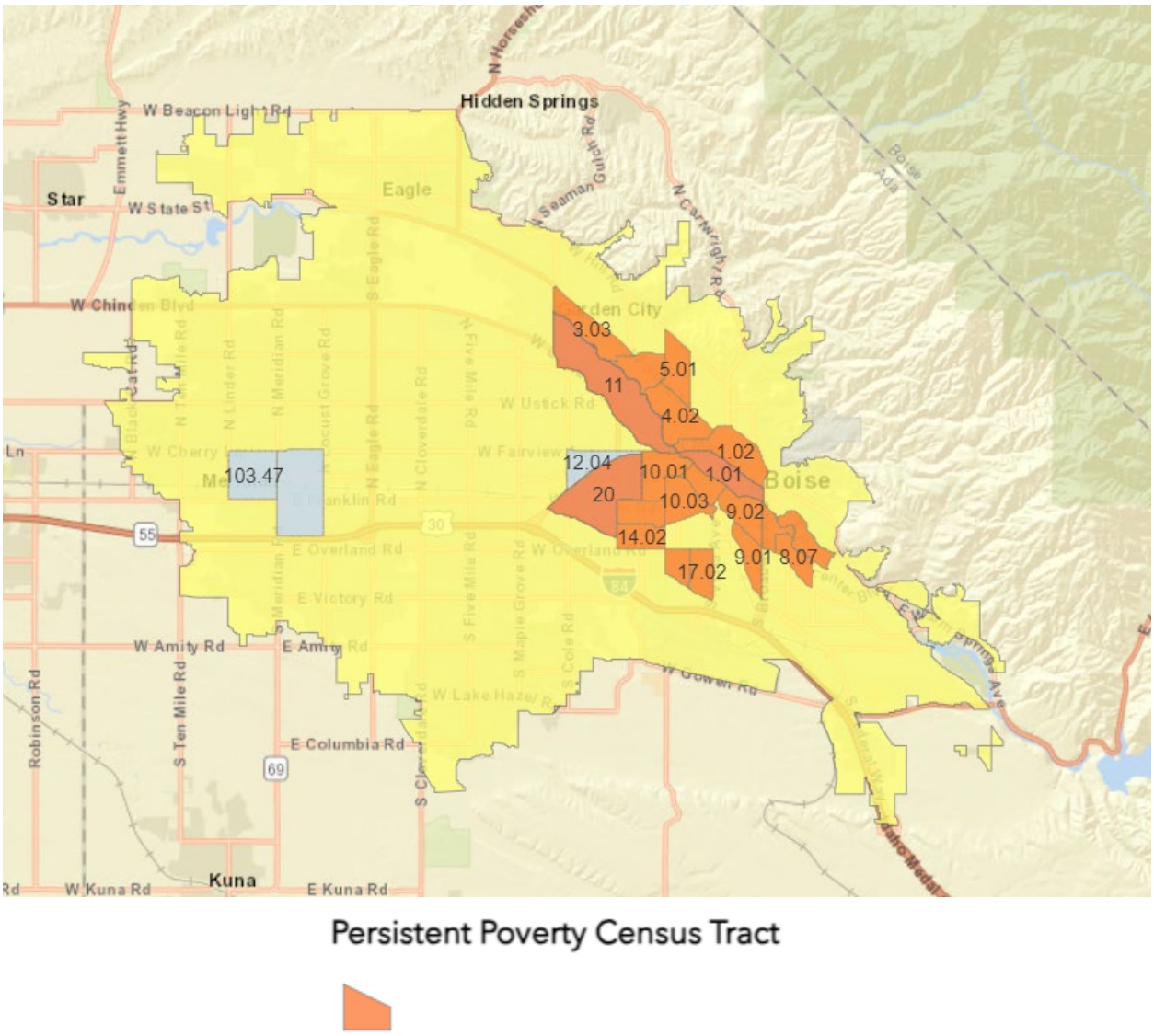


Figure 25. Persistent Poverty Census Tracts in Ada County

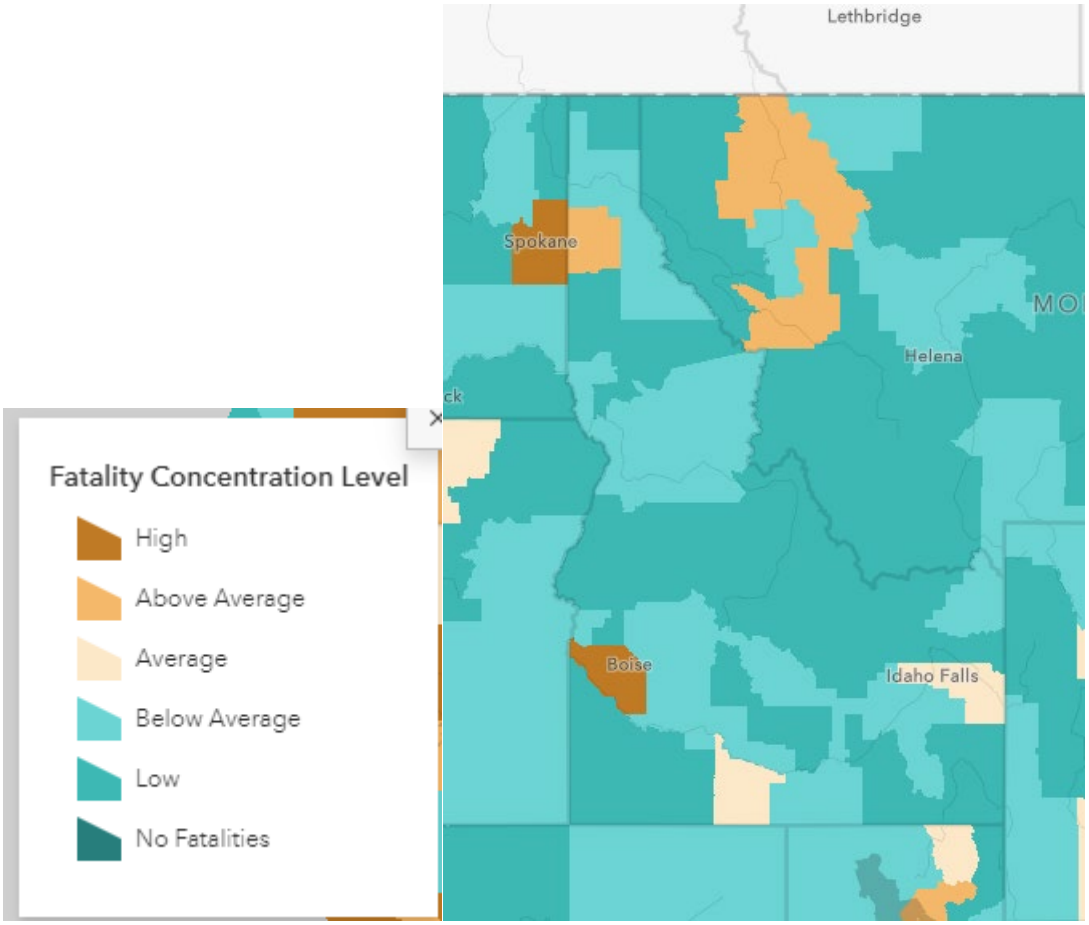


Figure 26. Crash Fatality Concentration Levels in Idaho

Social Vulnerability Index for Idaho

Social vulnerability refers to a community's capacity to prepare for and respond to the stress of hazardous events, ranging from natural disasters to human-caused threats. The CDC/ATSDR SVI tool depicts the social vulnerability of communities, reporting on factors that include socioeconomic status, household characteristics, racial and ethnic minority status, and housing type and transportation to provide context of the index in a certain area.

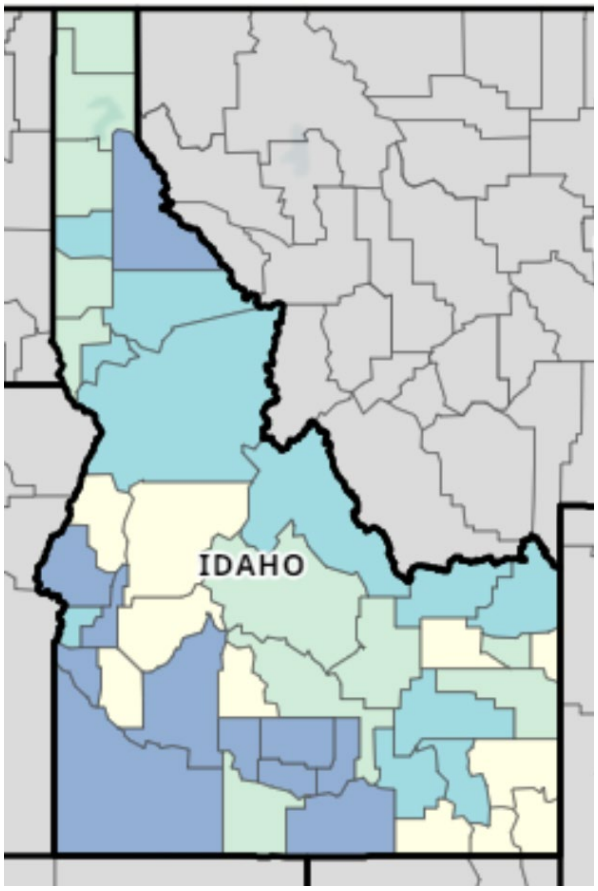


Figure 27. Overall SVI for Idaho, capture June 2023

Table 8. Idaho Counties by SVI, captured May 2023

County	Racial & Ethnicity Minority	Housing & Transportation	Socio-Economic	Household Characteristics	Ranked by Fatal & Serious Injury Crash Rates	Ranked by Population Youth F&SI	
SVI Overall High							
Shoshone		High	High	Med	6	3	10-20K
Washington	Med	Med	High	High	9	6	10-20K
Gem		High	Med	High	7	4	10-20K
Canyon	High		High	Med	2	1	>50k
Owyhee	High	Med	Med	High	4	2	10-20K
Elmore	Med	Med	High	Med	2	4	20-50K
Gooding	High	High	High	High	5	7	10-20K
Lincoln	High		High	High	4	2	5-10K
Jerome	High		High	Med	1	1	20-50K
Minidoka	High		High	High	5	2	20-50K
Cassia	High	High		High	3	3	20-50K
Medium-High							
Payette	Med	Med		High	8	7	20-50K
Power	High		Med	High	3	3	5-10K
Bannock	Med	High			4	5	>50k
Bingham	High			High	7	5	20-50K
Fremont		Med	Med		1	1	10-20K
Clark	High		High		1	1	5-10K
Lemhi		High			2	5	5-10K
Idaho		Med	Med	Med	2	10	10-20K
Lewis	Med		High	Med	6	3	0-5K
Clearwater		High	Med	Med	7	0	0-5K
Benewah	Med	Med	Med		8	7	0-5K
Medium-Low							
Twin Falls	Med		Med	Med	1	2	>50k
Blaine	Med			Med	9	10	
Bonneville	Med	Med			5	3	>50k
Madison			Med		7	7	>50k
Butte		Med	Med		4		
Custer			Med		2		
Nez Perce		High			4	8	20-50K
Latah		High			10	11	20-50K
Kootenai					3	4	>50k
Bonner		High			6	9	20-50K
Boundary	Med				8	5	10-20K

County	Racial & Ethnicity Minority	Housing & Transportation	Socio-Economic	Household Characteristics	Ranked by Fatal & Serious Injury Crash Rates	Ranked by Population Youth F&SI	
SVI Overall Low							
Adams					7		
Valley					3		
Boise					1		
Camas					3		
Jefferson					11	6	20-50K
Teton	Med				11		
Caribou		Med			5		
Bear Lake					6		
Franklin					10		
Oneida				High	5		
Ada	Med				6	6	>50k

Statewide

The Problem

- In 2021, 273 people were involved in fatal crashes and 12,616 people were injured in traffic crashes.
- The fatality rate was 1.41 fatalities per 100 million Annual Vehicle Miles of Travel (AVMT) in Idaho in 2021. The U.S. fatality rate was estimated to be 1.37 fatalities per 100 million AVMT in 2021.
- Motor vehicle crashes cost Idahoans over $5.4 billion in 2021. Fatal and serious injuries represented 74 percent of these costs.

Table 9. Idaho Crash Data and Measures of Exposure, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Crashes	25,851	24,031	27,015	22,528	27,547	2.8%
Fatal Crashes	224	215	201	188	246	3.5%
Total Deaths	245	234	224	214	273	3.6%
Injury Crashes	8,818	9,083	9,153	7,922	8,665	-0.1%
Total Injured	12,969	13,301	13,331	11,455	12,616	-0.3%
Property-Damage-Only Crashes (Severity >$1,500)	16,809	14,733	17,661	14,418	18,638	4.6%
Idaho Population (thousands)[1]	1,717	1,754	1,787	1,827	1,901	2.6%
Licensed Drivers (thousands)[2]	1208	1,255	1,283	1,316	1,362	3.0%
Vehicle Miles Of Travel (millions)[2]	17,301	17,709	18,058	17,359	19,308	2.9%
Registered Vehicles (thousands)[3]	1,575	1,634	1,639	1,278	1,446	-1.2%

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

Table 10. Economic Costs* of Idaho Crashes, 2021

Incident Description	Total Occurrences	Cost Per Occurrence	Cost Per Category
Fatalities	273	$11,800,000	$3,221,400,000
Suspected Serious Injuries	1,367	$564,335	$771,446,429
Suspected Minor Injuries	4,393	$153,707	$675,235,528
Possible Injuries	6,856	$78,488	$538,112,480
No Injuries	53,591	$3,976	$213,084,676
Total Estimate of Economic Cost			$5,419,279,112

*Economic Costs include: property damage, lost earnings, lost household production, medical, emergency services, travel delay, vocational rehabilitation, workplace, administrative, legal, pain and lost quality of life. Based on estimates released by the Federal Highway Administration and updated to reflect 2017 dollars.

Table 11. Fatal and Injury Crash Involvement by Age of Driver, 2021

Age of Driver	# of Drivers in F&I Crashes	% of Drivers in F&I Crashes	# of Licensed Drivers	% of Total Drivers	Fatal & Injury Crash Involvement*
15-19	1,946	12%	75,620	5.6%	2.2
20-24	2,137	14%	113,151	8%	1.6
25-34	3,258	21%	225,868	17%	1.2
35-44	2,619	17%	228,266	17%	1.0
45-54	1,967	12%	201,087	15%	0.8
55-64	1,733	11%	214,008	16%	0.7
65 & Older	1,817	12%	304,194	22%	0.5
Missing	317	2%			
Total	15,794		1,362,194		

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

Table 12. Location of Idaho Crashes, 2017-2021

Roadway Information	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Local:						
AVMT (100 millions)[1]	76.6	77.2	79.4	76.4	83.9	2.4%
Fatal Crash Rate	1.2	1.0	1.0	1.0	1.1	-1.9%
Injury Crash Rate	64.7	67.6	67.7	59.5	57.9	-2.6%
Total Crash Rate	199.1	183.6	202.6	165.3	183.7	-1.2%
State System (Non-Interstate):						
AVMT (100 millions)[1]	53.1	55.0	56.0	55.1	61.2	3.7%
Fatal Crash Rate	1.7	1.7	1.6	1.7	1.9	2.2%
Injury Crash Rate	53.4	53.2	48.7	45.9	44.4	-4.5%
Total Crash Rate	154.5	138.6	139.4	130.9	142.2	-1.8%
Interstate:						
AVMT (100 millions)[1]	43.2	44.8	45.2	42.0	48.0	2.9%
Fatal Crash Rate	0.9	0.9	0.7	0.5	0.8	-0.3%
Injury Crash Rate	23.6	20.8	23.3	20.1	22.7	-0.1%
Total Crash Rate	55.1	49.5	69.1	63.8	71.6	8.5%
Statewide Totals:						
AVMT (100 millions)[1]	173.0	177.1	180.6	173.6	193.1	2.9%
Fatal Crash Rate	1.3	1.2	1.1	1.1	1.3	-0.1%
Injury Crash Rate	51.0	51.3	50.7	45.6	44.9	-3.0%
Total Crash Rate	149.4	135.7	149.6	129.8	142.7	-0.6%

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

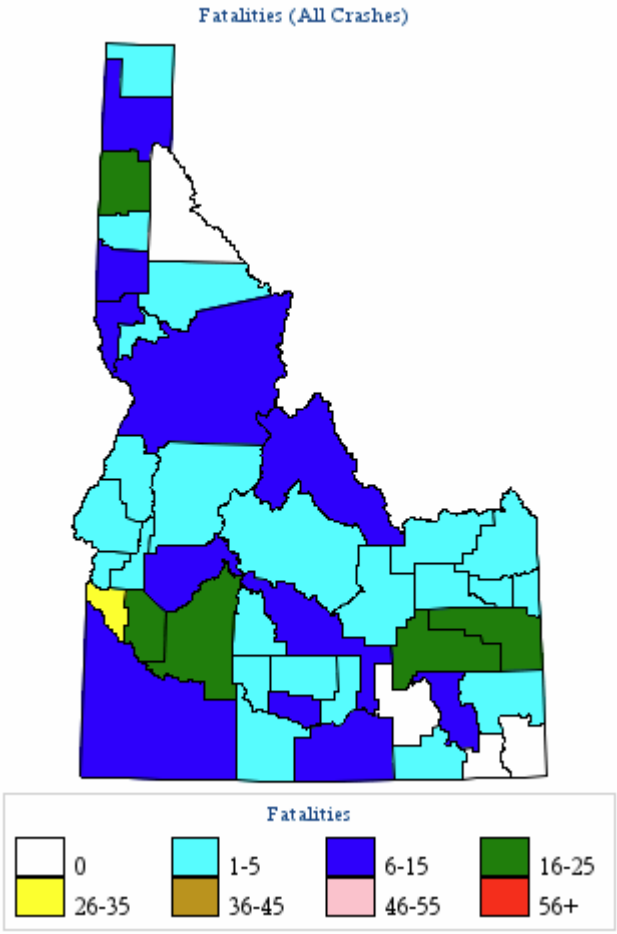


Figure 28. 2021 Fatalities (All Crashes)

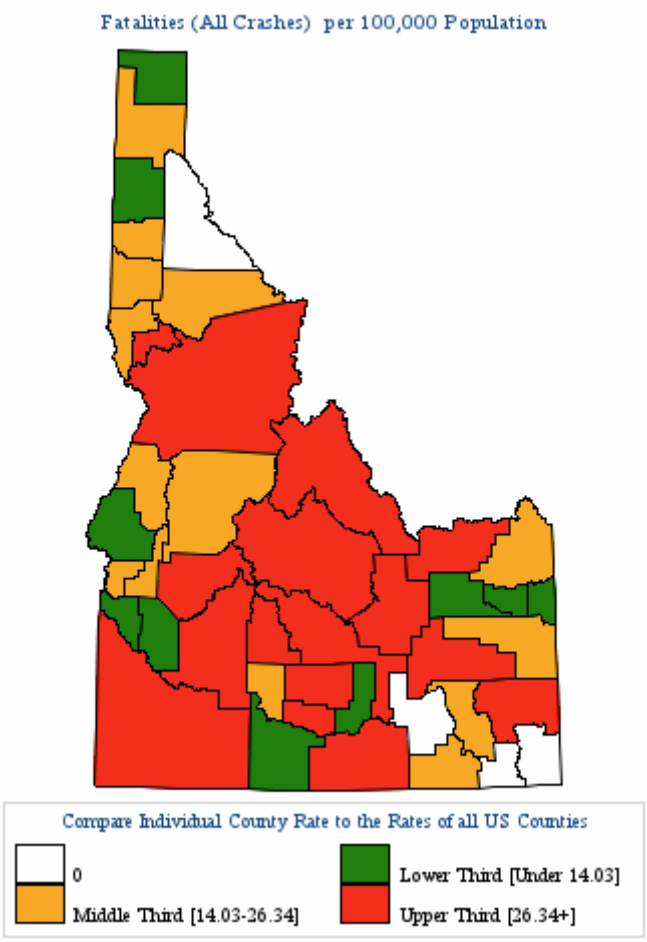


Figure 29. 2021 Fatalities (All Crashes) per 100,000 Population

Aggressive Driving

The Problem

- Aggressive driving behaviors include: failure to yield right of way, driving too fast for conditions, exceeding the posted speed, ran a stop sign, disregarded a traffic signal, and following too close.
- Aggressive driving crashes are those where an officer indicates that at least one aggressive driving behavior contributed to the collision. Up to three contributing circumstances are possible for each vehicle in a collision, thus the total number of crashes attributed to these behaviors is less than the sum of the individual components.
- Aggressive driving was a factor in 49 percent of all crashes and 35 percent of all fatalities in 2021.
- Drivers, ages 19 and younger, were 4.2 times as likely to be involved in an aggressive driving collision as all other drivers in 2021.
- Aggressive driving crashes cost Idahoans nearly $2.3 billion in 2021. This represented 42 percent of the total economic cost of crashes.

Table 13. Aggressive Driving in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Aggressive Driving Crashes	13,149	11,985	13,638	10,742	13,633	2.7%
Fatalities	82	75	66	78	94	4.5%
Suspected Serious Injuries	582	516	547	481	626	3.2%
Suspected Minor Injuries	2,064	2,166	2,126	1,868	2,391	4.7%
Possible Injuries	4,627	4,596	4,887	3,835	4,063	-2.5%
Number of Traffic Fatalities and Serious Injuries Involving:*						
Driving Too Fast for Conditions	259	261	258	183	279	5.8%
Fail to Yield Right of Way	148	113	161	183	221	13.3%
Exceeded Posted Speed	95	71	71	72	88	-0.4%
Passed Stop Sign	75	82	77	61	87	6.3%
Disregarded Signal	61	63	51	40	51	-2.5%
Following Too Close	78	69	59	63	79	1.5%
Aggressive Driving Fatal and Serious Injury Rate per 100 Million AVMT	3.84	3.34	3.39	3.22	3.73	-0.2%

** Three contributing circumstances possible per unit involved in each collision*

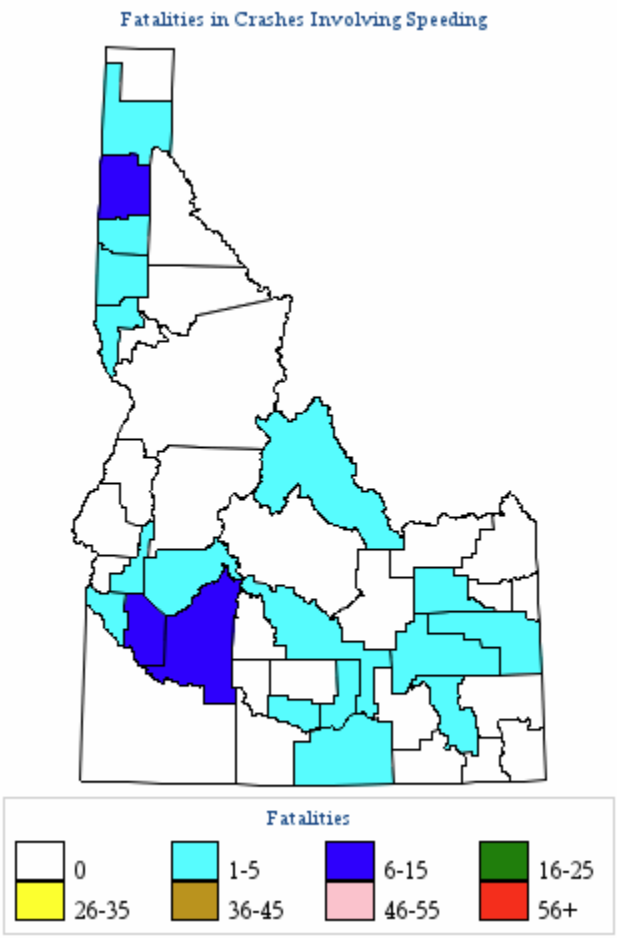


Figure 30. 2021 Fatalities in Crashes Involving Speeding

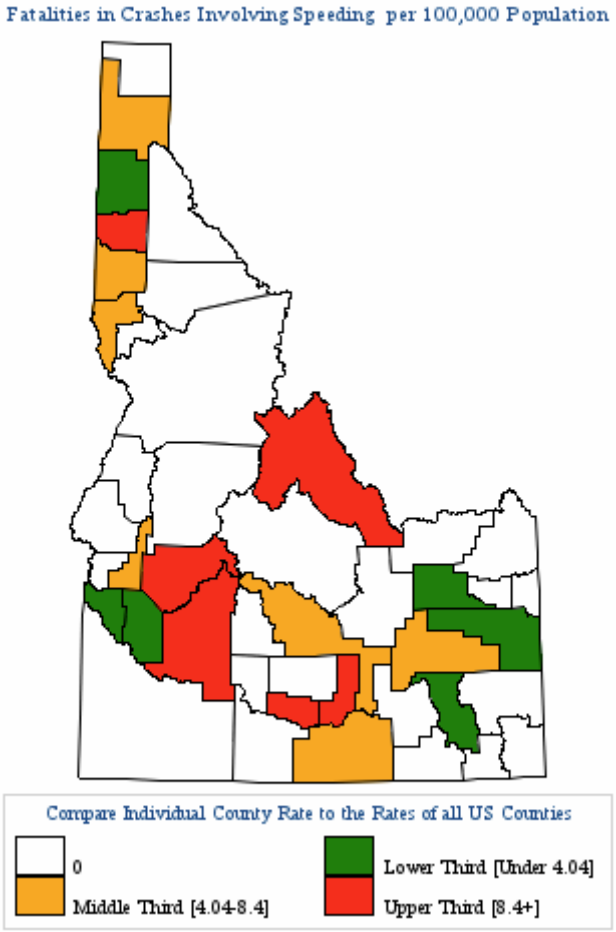


Figure 31. 2021 Fatalities in Crashes Involving Speeding per 100,000 Population

Distracted Driving

The Problem

- Distracted driving crashes are those where an officer indicates that Inattention or Distracted – in/on Vehicle was a contributing circumstance in the crash.
- In 2021, 30 fatalities resulted from distracted driving crashes. This represents 11 percent of all fatalities. Of the 22 passenger vehicle occupants killed in distracted driving crashes, 10 (45 percent) were wearing a seat belt. The other fatalities resulting from distracted driving in 2021 were 3 pedestrians, 2 motorcyclists, an ATV rider, an occupant of a motorhome, and a farm equipment operator.
- In 2021, drivers under the age of 25 comprised 34 percent of the drivers involved in all distracted driving crashes and 15 percent of the drivers involved in fatal distracted driving crashes, while they only comprised 14 percent of the licensed drivers.
- Distracted driving crashes cost Idahoans nearly $842 million in 2021. This represents 16 percent of the total economic cost of crashes.

Table 14. Distracted Driving Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Distracted Driving Crashes	4,808	4,750	5,066	4,253	5,003	1.8%
Fatalities	39	48	36	22	30	-1.1%
Suspected Serious Injuries	318	343	250	237	284	-1.2%
Suspected Minor Injuries	989	1,028	903	863	1,007	1.0%
Possible Injuries	2,020	2,081	2,112	1,637	1,677	-3.9%
Distracted Driving Crashes as a % of All Crashes	18.6%	19.8%	18.8%	18.9%	18.2%	-0.5%
Distracted Driving Fatalities as a % of All Fatalities	15.9%	20.5%	16.1%	10.3%	11.0%	-5.5%
Distracted Driving Injuries as a % of All Injuries	25.7%	26.0%	24.5%	23.9%	23.5%	-2.1%
All Fatal and Injury Crashes	9,042	9,298	9,354	8,110	8,911	0.0%
Distracted Fatal/Injury Crashes	2,151	2,244	2,131	1,852	1,964	-1.9%
% DistractedDriving	23.8%	24.1%	22.8%	22.8%	22.0%	-1.8%
Distracted Driving Fatality and Serious Injury Rate per 100 Million Vehicle Miles Of Travel	2.06	2.21	1.58	1.49	1.63	-4.5%

Safety Restraints

The Problem

- In 2021, 83 percent of Idahoans were using seat belts, based on seat belt survey observations. There was no observational seat belt survey done in 2020 due to the COVID-19 pandemic.
- In 2021, seat belt usage varied by region around the state from a high of 91 percent in District 2 (North-Central Idaho) to a low of 70 percent in District 4 (South-Central Idaho).
- Only 36 percent of the individuals killed in passenger cars, pickups and vans were wearing a seat belt in 2021. Seat belts are estimated to be 50 percent effective in preventing fatal and serious injuries. By this estimate, we can deduce that 67 lives were saved in Idaho in 2021 because they were wearing a seat belt and an additional 52 lives could have been saved if everyone had worn their seat belt.
- There were 5 children under the age of 7 killed (1 was restrained) and 9 with suspected serious injuries (5 were restrained) while riding in passenger vehicles in 2021. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate, 2 lives were saved by child safety seats in 2021 and an additional 3 lives may have been saved if all of the children were properly restrained. Furthermore, 11 serious injuries were prevented and 3 of the serious injuries may have been prevented if they had all been properly restrained.
- Unrestrained passenger motor vehicle occupants cost Idahoans over $1.4 billion in 2021. This represents 27 percent of the total economic cost of crashes.

Table 15. Occupant Protection in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Observational Seat Belt Survey						
District 1	76%	85%	89%	----	85%	3.0%
District 2	84%	87%	85%	----	91%	2.1%
District 3	89%	92%	90%	----	83%	-1.8%
District 4	73%	70%	74%	----	70%	-0.9%
District 5	89%	72%	84%	----	79%	-2.1%
District 6	74%	75%	76%	----	81%	2.4%
Statewide Average	**81%**	**85%**	**86%**	**----**	**83%**	0.6%
Seat Belt Use - Age 7 and Older Cars, Pickups, Vans and SUV's						
In Fatal Crashes	34.7%	36.8%	43.6%	34.8%	36.4%	2.3%
In Suspected Serious Injury Crashes	65.4%	65.3%	67.6%	57.7%	55.7%	-3.7%
Self Reported Child Restraint Use in Cars, Pickups, Vans and SUV's	79.8%	80.6%	80.6%	95.2%	78.6%	0.4%

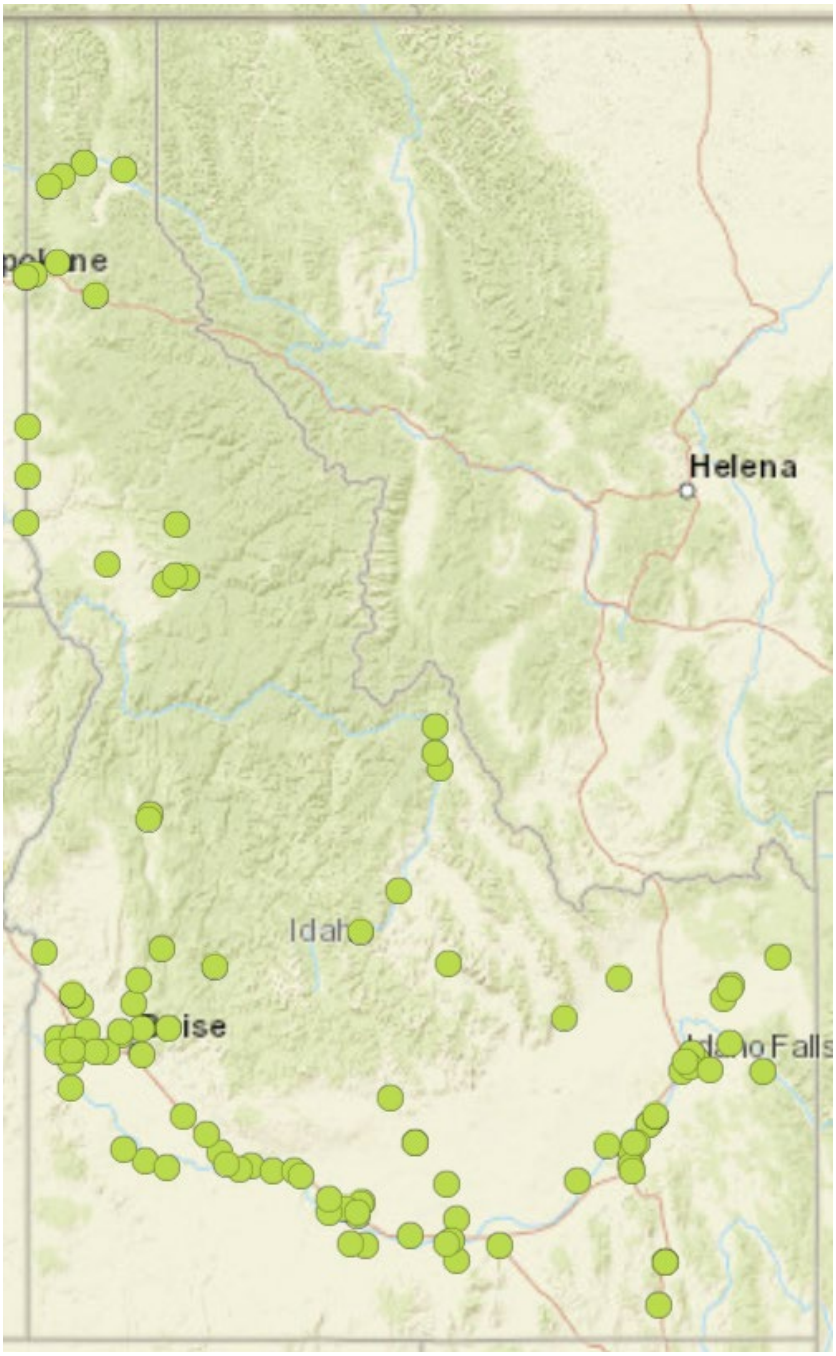


Figure 32. NHTSA FIRST Query: Unrestrained Persons Killed in Fatal Crashes in Idaho, 2021

Impaired Driving

The Problem

- Impaired driving crashes are those where the investigating officer has indicated the driver of a motor vehicle, a pedestrian, or a bicyclist was alcohol and/or drug impaired or where alcohol and/or drug impairment was listed as a contributing circumstance to the crash.
- In 2021, 108 fatalities resulted from impaired driving crashes. This represents 40 percent of all fatalities. Only 28 (or 33 percent) of the 85 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 10 motorcyclists, 8 ATV riders, 3 pedestrians, and 2 commercial vehicle occupants in impaired driving crashes.
- Of the 108 people killed in impaired driving crashes in 2021, 91 (or 84 percent) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.
- Nine percent of the impaired drivers involved in crashes were under the age of 21 in 2021, even though they were too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans over $1.5 billion in 2021. This represents 29 percent of the total economic cost of crashes.

Table 16. Impaired Driving in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Impaired Driving Crashes	1,529	1,456	1,501	1,513	1,729	3.3%
Fatalities	80	78	99	92	108	8.7%
Suspected Serious Injuries	218	212	217	234	272	5.9%
Suspected Minor Injuries	338	334	329	385	437	7.0%
Possible Injuries	489	523	525	548	496	0.6%
Impaired Driving Crashes as a % of All Crashes	5.9%	6.1%	5.6%	6.7%	6.3%	2.1%
Impaired Driving Fatalities as a % of All Fatalities	32.7%	33.3%	44.2%	43.0%	39.9%	6.2%
Impaired Driving Injuries as a % of All Injuries	8.1%	8.0%	8.0%	10.2%	9.6%	5.1%
Impaired Driving Fatality & Serious Injury Rate per 100 Million AVMT	1.72	1.64	1.75	1.88	1.97	3.5%
Annual DUI Arrests by Agency*						
Idaho State Police	1,400	1,518	1,555	1,410	1,497	1.9%
Local Agencies	5,927	6,412	6,529	5,529	5,951	0.6%
Total Arrests	7,327	7,930	8,084	6,939	7,448	0.8%
DUI Arrests per 100 Licensed Drivers	0.61	0.63	0.63	0.53	0.55	-2.2%

*Source: Bureau of Criminal Identification, Idaho State Police

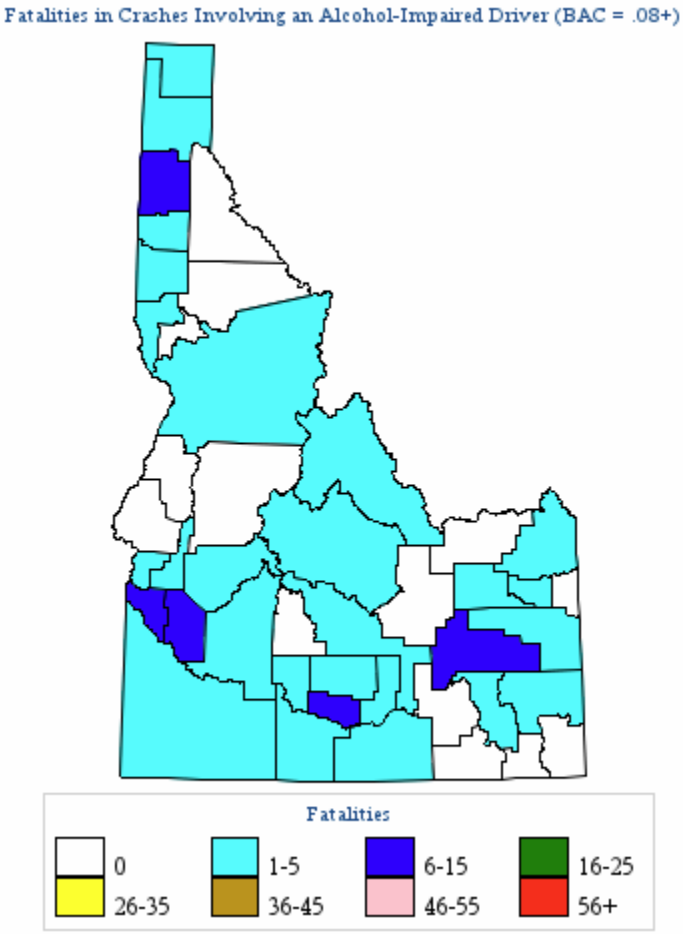


Figure 33. 2021 Fatalities in Crashes Involving an Alcohol-Impaired Driver (BAC = .08+)

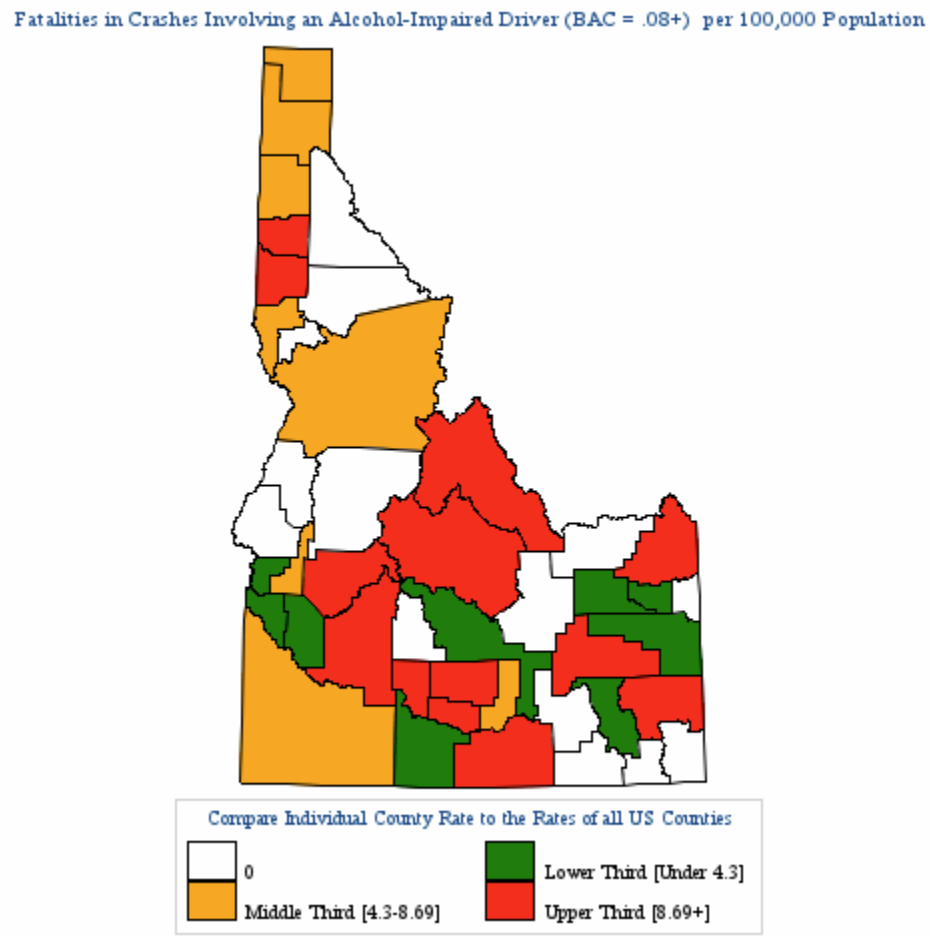


Figure 34. 2021 Fatalities in Crashes Involving an Alcohol-Impaired Driver (BAC = .08+) per 100,000 Population

Youthful Drivers

The Problem

- Youthful drivers, ages 15 to 19, represented just 5.6 percent of licensed drivers in Idaho in 2021, yet they represented 13 percent of the drivers involved in fatal and serious injury crashes.
- In 2021, drivers ages 15 to 19 made up 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.
- National and international research indicates youthful drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective and are less likely to wear seat belts.
- Of the 34 people killed in crashes with youthful drivers, 16 were the youthful drivers themselves. Of the 14 youthful drivers killed that were in passenger motor vehicles, 7 were wearing a seat belt.
- Crashes involving youthful drivers cost Idahoans just over $857 million in 2021. This represents 16 percent of the total economic cost of crashes.

Table 17. Crashes involving Youthful Drivers in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Crashes Involving Drivers 15-19	5,464	5,244	5,826	4,689	5,961	3.7%
Fatalities	31	36	18	32	34	12.5%
Suspected Serious Injuries	225	230	184	195	229	1.4%
Suspected Minor Injuries	886	976	880	826	978	3.1%
Possible Injuries	1,795	1,991	2,079	1,532	1,556	-2.4%
Drivers 15-19 in Fatal & Serious Injury Crashes	206	213	170	180	220	2.8%
% of all Drivers involved in Fatal and Serious Injury Crashes	10.7%	11.1%	8.8%	10.7%	13.0%	6.5%
Licensed Drivers 15-19	71,523	69,727	71,063	71,209	75,620	1.5%
% of Total Licensed Drivers	5.9%	5.6%	5.5%	5.4%	5.6%	-1.5%
Fatal & Injury Crash Involvement*	1.81	1.99	1.60	1.97	2.35	8.2%
Drivers 15-19 - Fatal Crashes	27	29	18	25	31	8.1%
Impaired Drivers 15-19 - Fatal Crashes	2	2	3	8	5	44.8%
% of Youthful Drivers that were Impaired in Fatal Crashes	7.4%	6.9%	16.7%	32.0%	16.1%	44.3%

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

Mature Drivers

The Problem

- Mature drivers, ages 65 and older, were involved in 4,867 crashes in 2021. This represents 18 percent of the total number of crashes. Fatalities resulting from crashes involving mature drivers represented 18 percent of the total number of fatalities in 2021. Of the 48 people killed in crashes with mature drivers, 31 (65 percent) were the mature drivers themselves.
- Mature drivers are under-represented in fatal and injury crashes. Mature drivers represent 22 percent of licensed drivers but represent 12 percent of drivers involved in fatal and injury crashes.
- National research indicates drivers and passengers over the age of 75 are more likely than younger persons to sustain injuries or death in traffic crashes due to their physical fragility.
- Crashes involving drivers, age 65 and older, cost Idahoans nearly $992 million in 2021. This represents 18 percent of the total economic cost of crashes.

Table 18. Crashes Involving Mature Drivers in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Mature Driver Crashes	4,526	4,380	4,938	3,810	4,867	3.6%
Fatalities	71	47	64	44	48	-4.9%
Suspected Serious Injuries	245	255	255	189	251	2.8%
Suspected Minor Injuries	758	739	816	631	896	6.8%
Possible Injuries	1,600	1,547	1,733	1,290	1,323	-3.6%
Mature Drivers in Fatal & Injury Crashes	1,861	1,874	2,026	1,570	1,683	-1.6%
% of All Drivers in Fatal & Injury Crashes	11.5%	11.6%	12.0%	11.1%	11.9%	0.9%
Licensed Drivers 65 & Older	242,833	264,502	278,176	290,484	304,194	5.8%
% of Total Licensed Drivers	20.1%	21.1%	21.7%	22.1%	22.1%	2.4%
Involvement* of Drivers 65 & Older in Fatal and Injury Crashes	0.57	0.55	0.55	0.50	0.54	-1.4%
Mature Drivers in Fatal Crashes	65	44	56	48	44	-6.9%
Mature Drivers in Impaired Fatal Crashes	5	1	9	6	6	171.7%
% Fatal Impaired Crashes	7.7%	2.3%	16.1%	12.5%	13.6%	130.9%

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

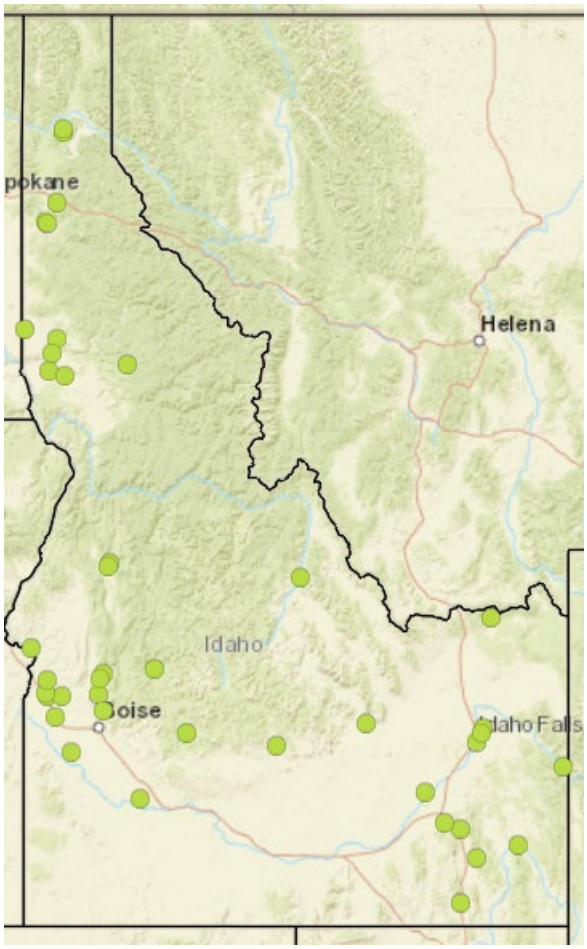


Figure 35. NHTSA FIRST Query: Persons Killed in Fatal Crash Involving a Mature Drivers 65+, Idaho 2021

Motorcycles

The Problem

- In 2021, motorcycle crashes represented 2 percent of the total number of crashes, yet accounted for 12 percent of the total number of fatalities and 15 percent of the total number of suspected serious injuries.
- Almost half of all motorcycle crashes (47 percent) and more than two-thirds of fatal motorcycle crashes (69 percent) involved just the motorcycle (no other vehicles were involved) in 2021.
- Idaho code requires all motorcycle operators and passengers under the age of 18 to wear a helmet. In 2021, 14 of the 23 (61 percent) motorcycle drivers and passengers, under the age of 18 and involved in crashes, were wearing helmets.
- The National Highway Traffic Safety Administration estimates helmets are 37 percent effective in preventing motorcycle fatalities. In 2021, only 34 percent of motorcyclists killed in crashes were wearing helmets.
- Motorcycle crashes cost Idahoans just more than $534 million in 2021. This represents 10 percent of the total economic cost of crashes.

Table 19. Motorcycle Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Motorcycle Crashes	507	510	490	470	554	2.6%
Fatalities	26	38	25	27	32	9.6%
Suspected Serious Injuries	139	143	153	154	200	10.1%
Suspected Minor Injuries	230	194	196	182	216	-0.8%
Possible Injuries	123	145	122	107	113	-1.2%
Motorcyclists in Crashes	574	563	552	516	603	1.6%
Registered Motorcycles	55,806	59,688	56,442	48,690	51,224	-1.8%
Motorcyclists Wearing Helmets	341	319	360	290	347	1.7%
% Motorcyclists Wearing Helmets	59.4%	56.7%	65.2%	56.2%	57.5%	-0.2%

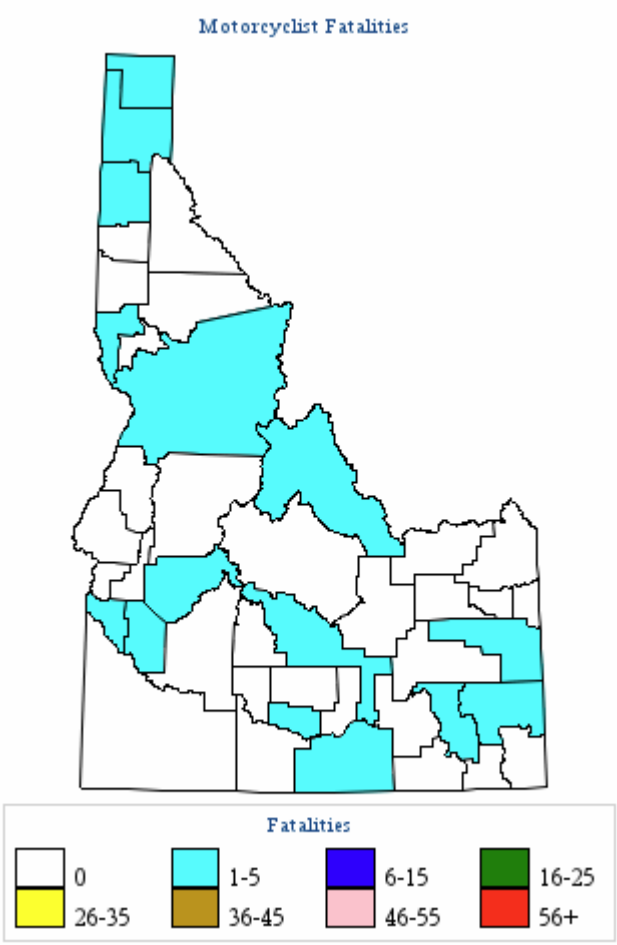


Figure 36. 2021 Motorcyclist Fatalities

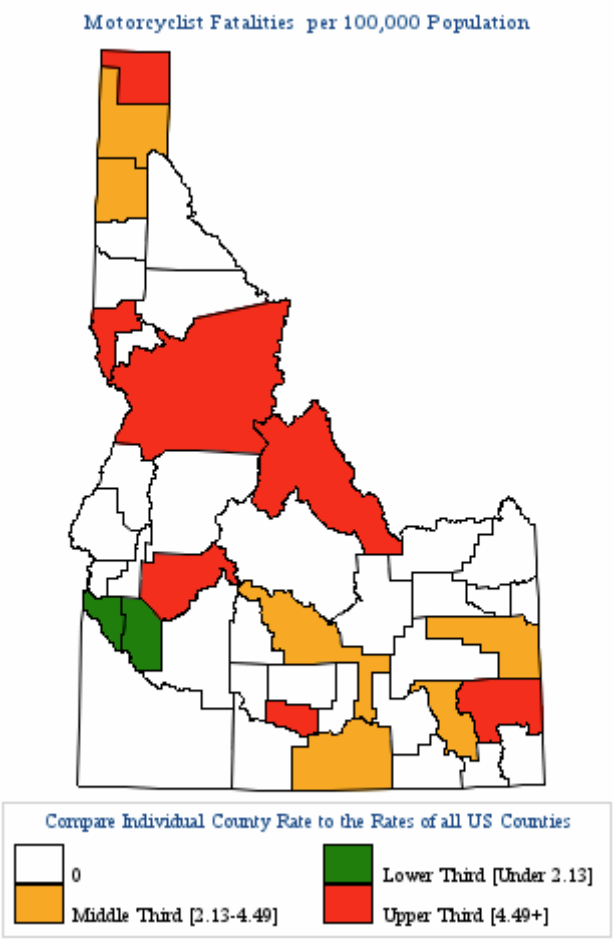


Figure 37. 2021 Motorcyclist Fatalities per 100,000 Population

Pedestrians and Bicyclists

The Problem

- In 2021, 22 pedestrians and 3 bicyclists were killed in traffic crashes. The 25 pedestrians and bicyclists killed represented 9 percent of all fatalities in Idaho.
- Children, ages 4 to 14, accounted for 13 percent of the fatalities and injuries sustained in pedestrian crashes and 18 percent of the fatalities and injuries sustained in bicycle crashes.
- Crashes involving pedestrians and bicyclists cost Idahoans more than $383 million in 2021. This represents 7 percent of the total economic cost of crashes.

Table 20. Pedestrians and Bicyclists Involved in Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Pedestrian Crashes	219	244	237	187	218	1.0%
Fatalities	17	19	14	14	22	10.6%
Suspected Serious Injuries	79	71	64	60	61	-6.1%
Suspected Minor Injuries	75	88	91	68	107	13.2%
Possible Injuries	78	83	83	65	46	-11.1%
Pedestrians in Crashes	247	253	249	200	233	-0.6%
Pedestrian Fatal and Serious Injuries	95	89	77	71	82	-3.0%
% of All Fatal and Serious Injuries	6.4%	6.0%	5.6%	5.4%	5.0%	-5.8%
Impaired Pedestrian F&SI	14	16	9	13	8	-5.9%
% of Pedestrian F&SI - Impaired	14.7%	18.0%	11.7%	18.3%	9.8%	-0.8%
Bicycle Crashes	223	302	265	149	173	-1.1%
Fatalities	3	2	4	3	3	43.8%
Suspected Serious Injuries	29	50	30	15	25	12.3%
Suspected Minor Injuries	128	132	129	77	88	-6.3%
Possible Injuries	62	110	113	52	54	7.5%
Bicyclists in Crashes	224	302	268	152	174	-1.3%
Bicycle Fatal and Serious Injuries	31	52	34	18	28	10.4%
% of All Fatal and Serious Injuries	2.1%	3.5%	2.5%	1.4%	1.7%	4.8%
Bicyclists Wearing Helmets in Collisions	45	69	69	46	46	5.0%
% of Bicyclists Wearing Helmets	20.1%	22.8%	25.7%	30.3%	26.4%	7.8%
Impaired Bicyclist F&SI	5	1	1	1	1	25.0%
% of Bicycle F&SI - Impaired	16.1%	1.9%	2.9%	5.6%	3.6%	51.5%

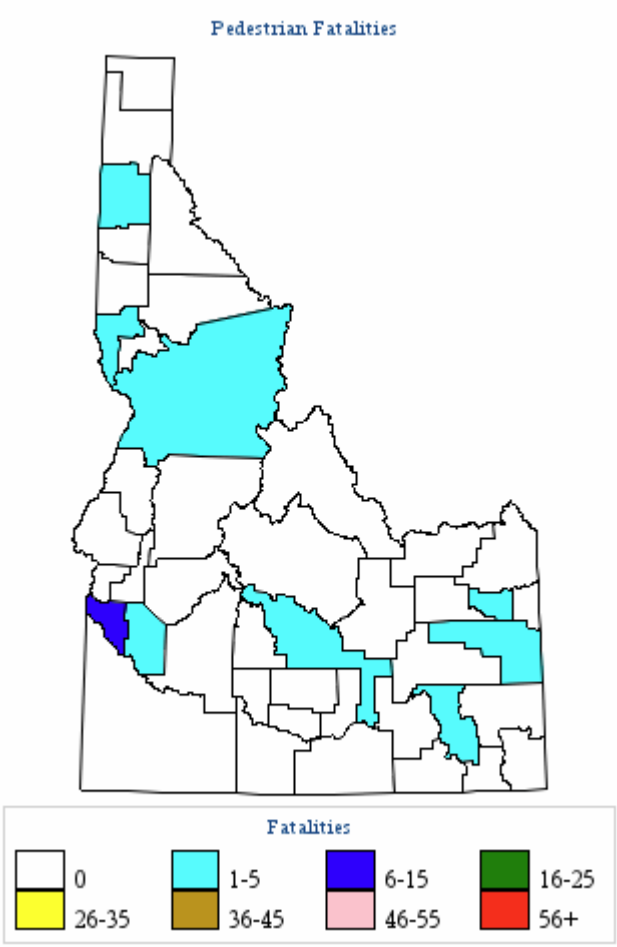


Figure 38. 2021 Pedestrian Fatalities

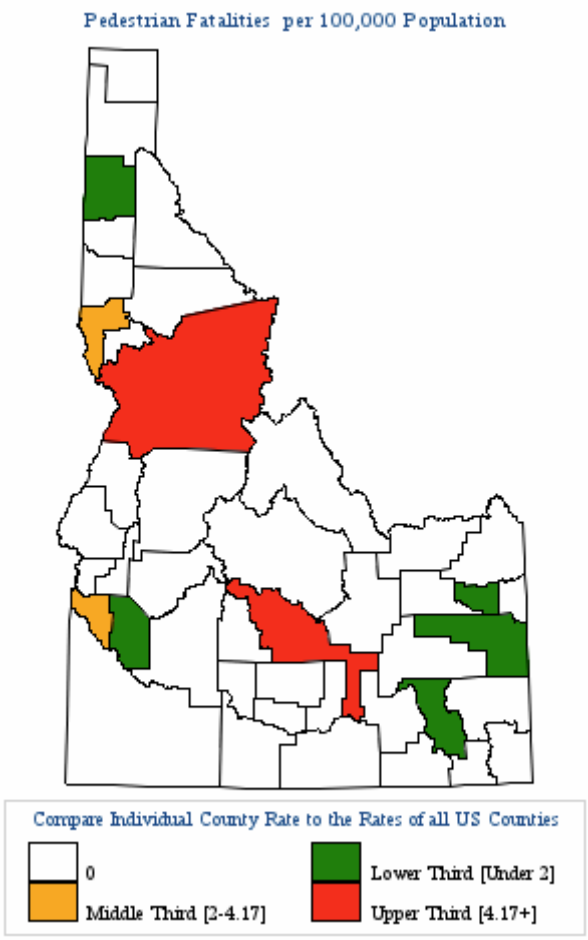


Figure 39. 2021 Pedestrian Fatalities per 100,000 Population

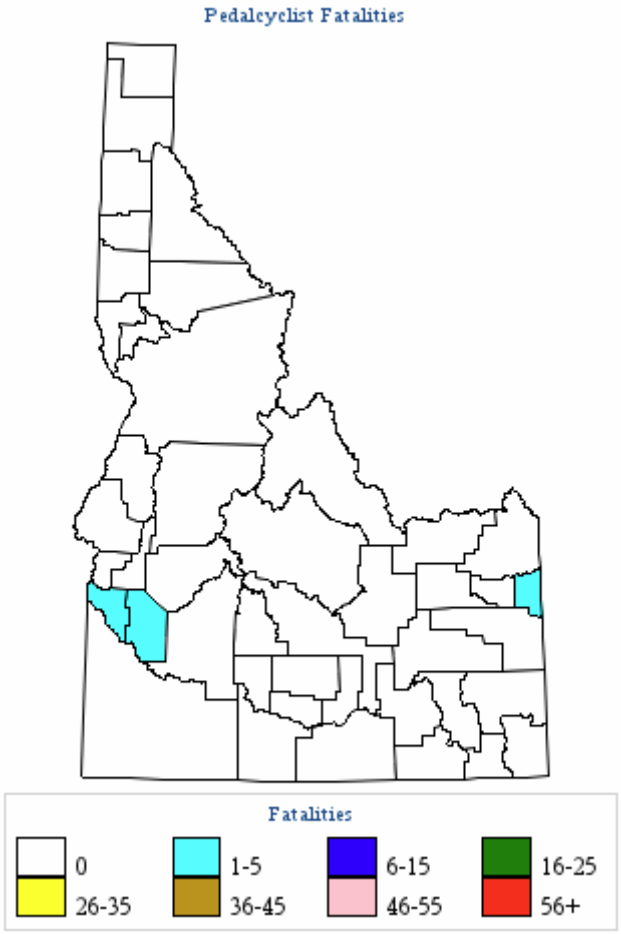


Figure 40. 2021 Pedalcyclist Fatalities

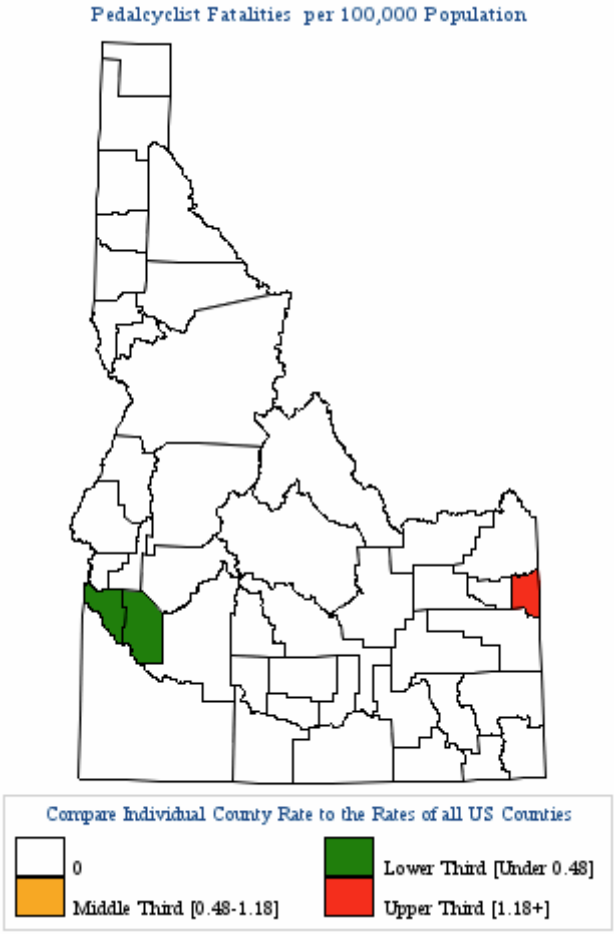


Figure 41. 2021 Pedalcyclist Fatalities per 100,000 Population

Crash Response (Emergency Medical Services)

The Problem

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

Table 21. Crash Response (EMS) in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Crashes	25,851	24,031	27,015	22,528	27,547	2.8%
EMS Response to Fatal & Injury Crashes	6,024	6,213	6,272	5,598	6,254	1.3%
% of Fatal & Injury Crashes	66.6%	66.8%	67.1%	69.0%	70.2%	1.3%
Persons Injured in Crashes	13,214	13,535	13,555	11,669	12,887	-0.2%
Injured Transported from Rural Areas	2,561	2,565	2,437	2,035	2,252	-2.7%
Injured Transported from Urban Areas	2,273	2,288	2,182	2,073	2,307	0.6%
Total Injured Transported by EMS	4,834	4,853	4,619	4,108	4,559	-1.1%
% of Injured Transported	36.6%	35.9%	34.1%	35.2%	35.4%	-0.8%
Trapped and Extricated	480	523	523	444	504	1.8%
Fatal and Suspected Serious Injuries Transported by Helicopter	154	155	149	166	233	12.1%

Commercial Motor Vehicles

The Problem

- Commercial motor vehicles are buses, truck tractors, truck-trailer combinations, trucks with more than two axles, trucks with more than two tires per axle, or trucks exceeding 8,000 pounds gross vehicle weight that are primarily used for the transportation of property.
- In 2021, 43 people died in crashes with commercial motor vehicles. This represents 16 percent of all motor vehicle fatalities in Idaho. Of the persons killed in crashes with commercial motor vehicles, 70 percent were occupants of passenger cars, vans, sport utility vehicles and pickup trucks.
- In 2021, 47 percent of all crashes and 66 percent of fatal crashes involving commercial motor vehicles occurred on rural roadways. Rural roadways are defined as any roadway located outside the city limits of cities with a population of 5,000 or more.
- Local roadways had the most commercial motor vehicle crashes at 43 percent, while U.S. and State highways had the most fatal commercial motor vehicle crashes at 47 percent.
- Commercial motor vehicle crashes cost Idahoans over $732 million in 2021. This represents 14 percent of the total economic cost of crashes. More information about strategies for commercial motor vehicles can be found on Page 18 of the Idaho SHSP (2021-2025) at itd.idaho.gov/safety/ under the “Forms and Resources” tab or at this direct link: https://apps.itd.idaho.gov/Apps/OHS/Plan/SHSP_2021-2025.pdf

Table 22. Commercial Motor Vehicle Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total CMV Crashes	2,468	2,286	2,437	2,579	2,942	4.8%
Fatalities	44	51	40	42	43	0.4%
Suspected Serious Injuries	123	120	104	128	148	5.7%
Suspected Minor Injuries	361	382	330	329	421	5.0%
Possible Injuries	645	557	563	567	649	0.7%
Commercial AVMT (millions)	3,154	3,205	3,313	3,442	3,607	3.4%
% of Total AVMT	18.2%	18.1%	18.3%	19.8%	18.7%	0.7%
Fatalities per 100 Million CAVMT	1.39	1.59	1.21	1.22	1.19	-2.8%
Injuries per 100 Million CAVMT	35.79	33.04	30.09	29.75	33.77	-1.1%

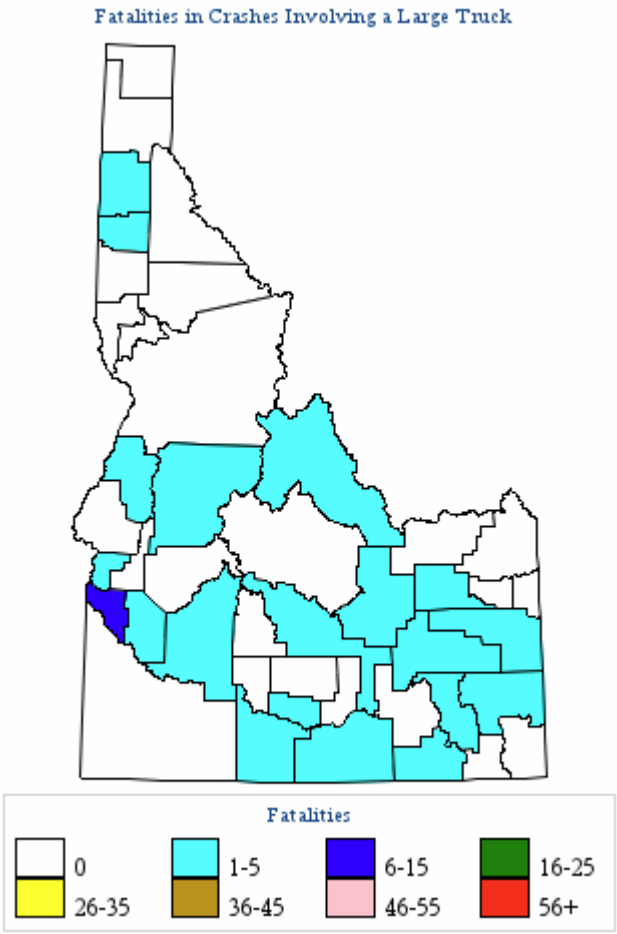


Figure 42. 2021 Fatalities in Crashes Involving a Large Truck

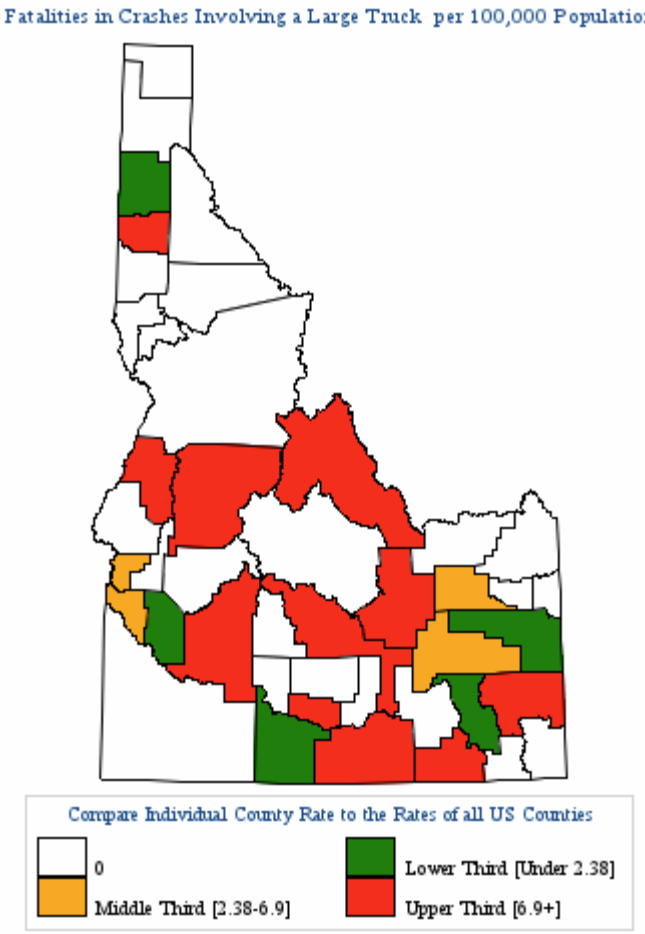


Figure 43. 2021 Fatalities in Crashes Involving a Large Truck per 100,000 Population

Drowsy Driving Crashes

The Problem

- In 2021, 4 fatalities resulted from drowsy driving crashes. This represents 1 percent of all fatalities. Of the 2 passenger vehicle occupants killed, 1 was properly restrained. There was one pedestrian and one commercial vehicle occupant killed in drowsy driving crashes.
- In 2021, 73 percent of the drowsy driving crashes involved a single vehicle, while none of the 4 fatal drowsy driving crashes involved a single vehicle.
- In 2021, only 8 percent of the drowsy driving crashes also involved impaired driving.
- In 2021, 28 percent of the drowsy driving crashes occurred between 5 AM and 10 AM, while 25 percent occurred between 1 PM and 6 PM and 22 percent occurred between 12 AM and 5 AM.
- Drowsy driving crashes cost Idahoans nearly $135 million in 2021. This represents 2 percent of the total economic cost of crashes.

Table 23. Drowsy Driving Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Drowsy Driving Crashes	648	636	655	559	698	2.8%
Fatalities	8	10	9	8	4	-11.5%
Suspected Serious Injuries	67	57	55	47	77	7.7%
Suspected Minor Injuries	157	143	153	118	167	4.2%
Possible Injuries	247	206	201	196	204	-4.4%

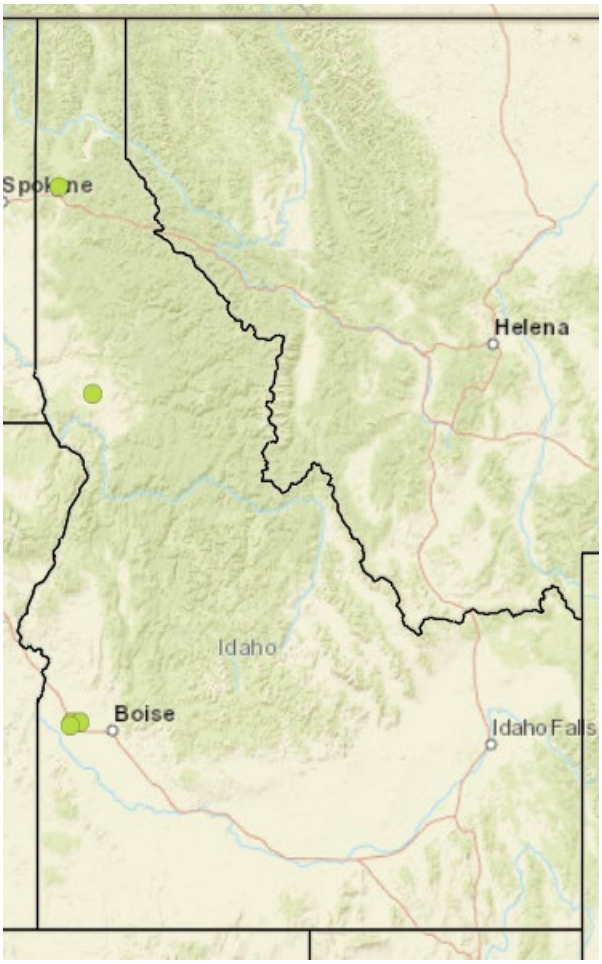


Figure 44. Fatal Motor Vehicle Crashes Involving a Drowsy Driver in Idaho, 2021

Single-Vehicle Run-Off-Road Crashes

The Problem

- In 2021, 19 percent of all crashes involved a single vehicle leaving the roadway. The majority of these crashes (71 percent) occurred on rural roadways.
- Single-vehicle run-off-road crashes resulted in 37 percent of all fatalities in Idaho. Aggressive driving was a factor in 25 percent of the 95 fatal single-vehicle run-off-road crashes and impaired driving was a factor in 49 percent of the 95 fatal single-vehicle run-off-road crashes.
- Overturning was attributed as the most harmful event in 74 percent of the fatal single-vehicle run-off-road crashes. Rollovers were responsible for 71 percent of the single-vehicle run-off-road fatalities and more than one-quarter (27 percent) of all fatalities in 2021. Of the 52 passenger motor vehicle occupants killed in single-vehicle run-off-road rollovers, 46 (88 percent) were not wearing a seat belt.
- Single-vehicle run-off-road crashes cost Idahoans nearly $1.7 billion in 2021. This represents 31 percent of the total economic cost of crashes.

Table 24. Crashes on Idaho Highways Involving One Vehicle that Ran Off the Road, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Run-Off-Road Crashes	4,153	3,624	4,175	3,957	5,106	6.6%
Fatalities	106	92	92	86	101	-0.6%
Suspected Serious Injuries	331	307	298	373	442	8.4%
Suspected Minor Injuries	790	775	752	829	998	6.4%
Possible Injuries	1,243	1,118	1,142	1,044	1,060	-3.7%
Most Harmful Events of Fatal and Serious Injury Ran Off Road Crashes						
Overturn	217	211	209	241	287	7.7%
Tree	35	35	34	37	48	8.9%
Ditch/Embankment	31	33	23	35	45	14.2%
Poles/Posts	26	20	16	18	27	4.9%
Fence/Building/ Wall	7	13	10	16	11	22.8%
Guardrail, Traffic Barrier	18	9	10	10	13	-2.2%
Other Fixed Object	9	3	9	3	9	66.7%
Immersion	10	7	6	5	6	-10.2%
Culvert	3	0	0	2	2	25.0%
Bridge Rail/Abutment/End	1	5	2	2	2	85.0%
All Other Most Harmful Events	14	16	18	21	20	9.7%

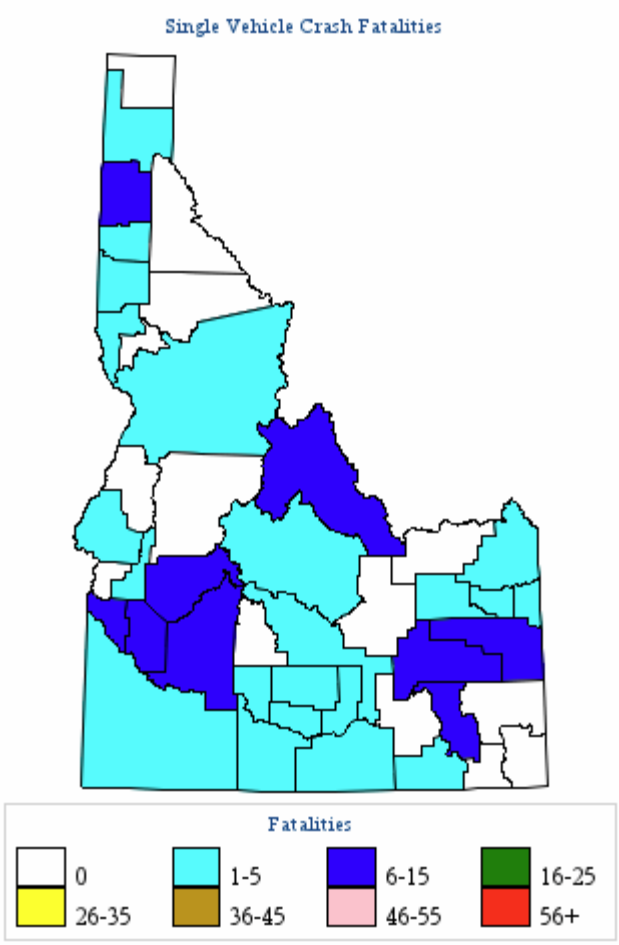


Figure 45. 2021 Single Vehicle Crash Fatalities

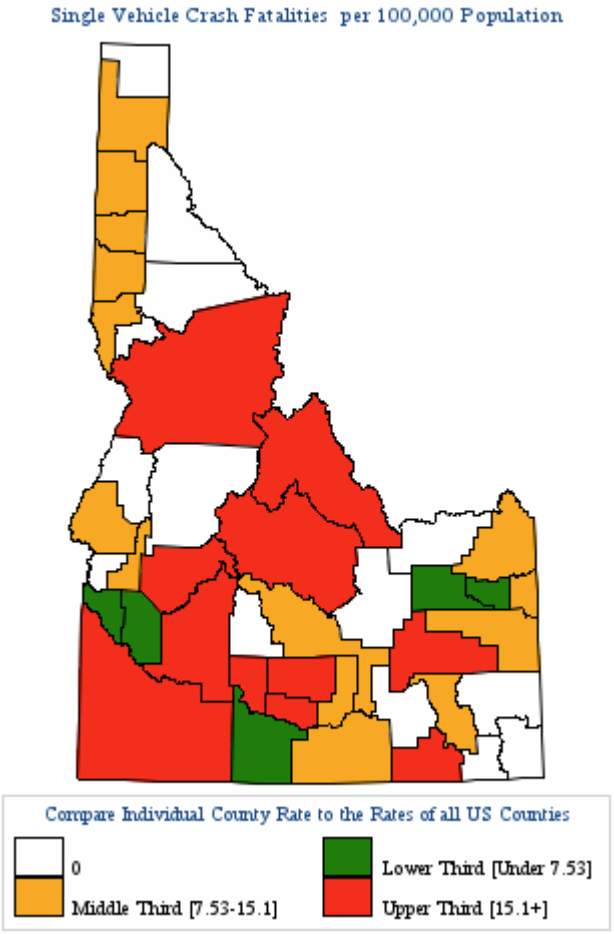


Figure 46. 2021 Single Vehicle Crash Fatalities per 100,000 Population

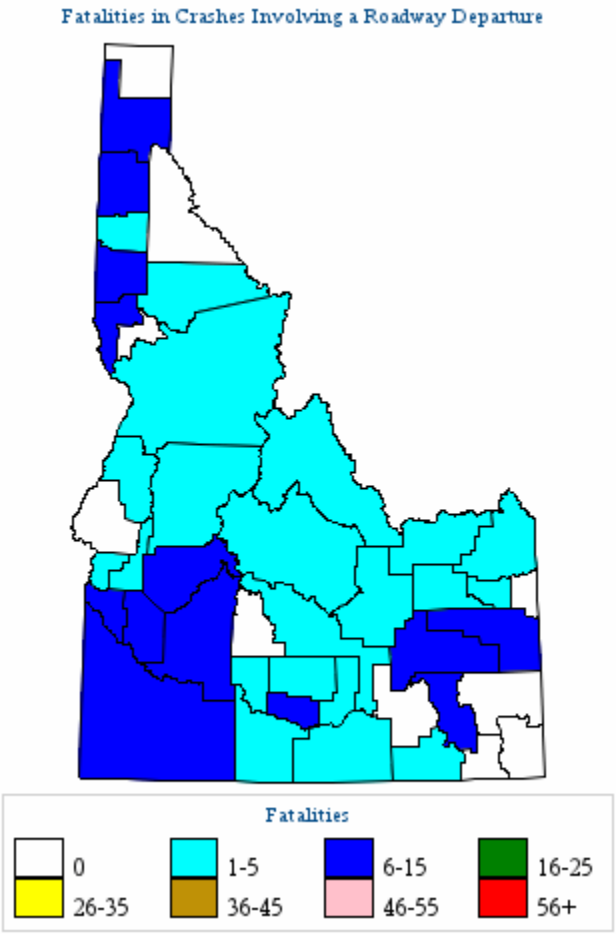


Figure 47. 2021 Fatalities in Crashes Involving a Roadway Departure

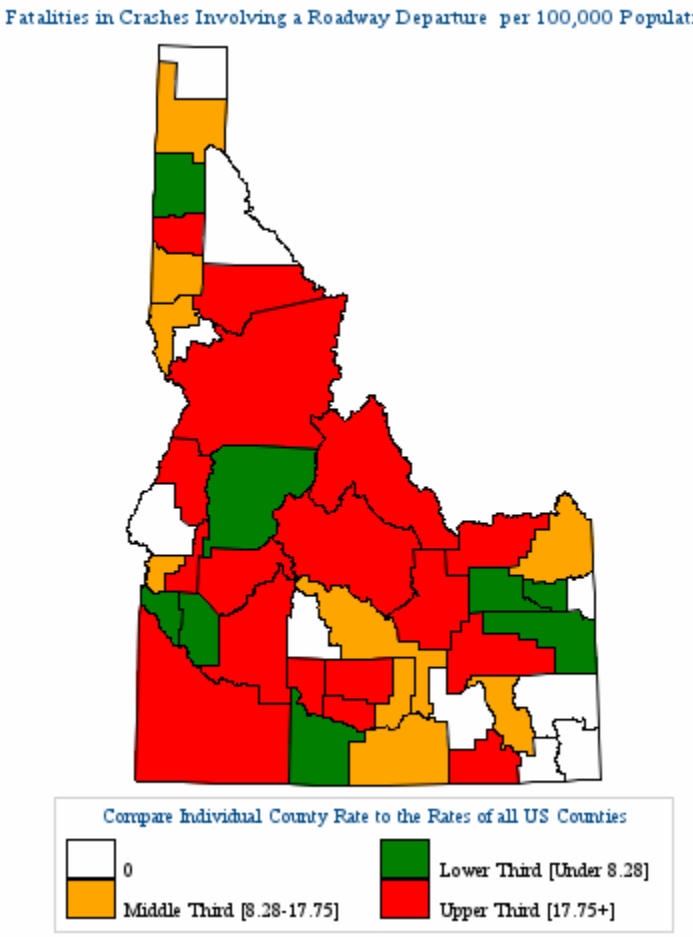


Figure 48. 2021 Fatalities in Crashes Involving a Roadway Departure per 100,000 Population

Intersection Crashes

The Problem

- In 2021, 42 percent of all crashes occurred at or were related to an intersection, while 21 percent of fatal crashes occurred at or were related to an intersection.
- The majority of all intersection-related crashes (83 percent) occurred on urban roadways in 2021, while 52 percent of the fatal intersection-related crashes occurred on rural roadways.
- While the majority of total intersection-related crashes were evenly split among intersections with signals (40 percent) and stop signs (43 percent),14 percent occurred at intersections with no traffic control. Most of the fatal intersection crashes (58 percent) occurred at intersections with stop signs; with 19 percent at intersections with traffic signals and 13 percent at intersections with no control.
- Of the 58 people killed in crashes at intersections, 41 were passenger motor vehicle occupants, 6 were motorcyclists, 6 were pedestrians, 3 were bicyclists, and 2 were on an ATV. Of the 41 passenger motor vehicle occupants killed, 15 (37 percent) were not restrained.
- Intersection-related crashes cost Idahoans nearly $1.7 billion in 2021. This represents 31 percent of the total economic cost of crashes.

Table 25. Intersection–Related Crashes on Idaho Highways, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Intersection Crashes	10,931	10,754	11,486	9,228	11,446	2.4%
Fatalities	46	57	41	38	58	10.3%
Suspected Serious Injuries	521	519	489	365	479	-0.1%
Suspected Minor Injuries	1,719	1,926	1,852	1,641	2,076	5.8%
Possible Injuries	3,945	4,283	4,288	3,323	3,634	-1.1%
Traffic Control Device at Intersection						
Signal	4,411	4,338	4,591	3,749	4,608	2.2%
%	40%	40%	40%	41%	40%	-0.1%
Stop Sign	4,385	4,349	4,711	3,880	4,899	4.0%
%	40%	40%	41%	42%	43%	1.6%
None	1,815	1,747	1,824	1,295	1,570	-1.8%
%	17%	16%	16%	14%	14%	-4.6%
Yield	199	186	211	173	223	4.5%
%	2%	2%	2%	2%	2%	1.8%
All Other	121	134	149	129	146	5.4%
%	1%	1%	1%	1%	1%	3.9%

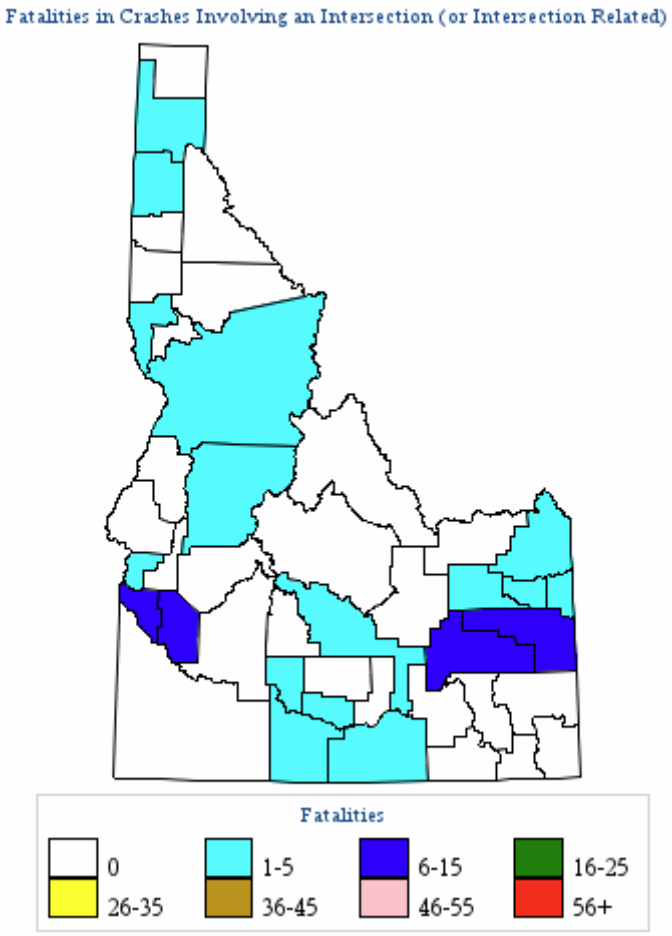


Figure 49. 2021 Fatalities in Crashes Involving an Intersection (or Intersection Related)

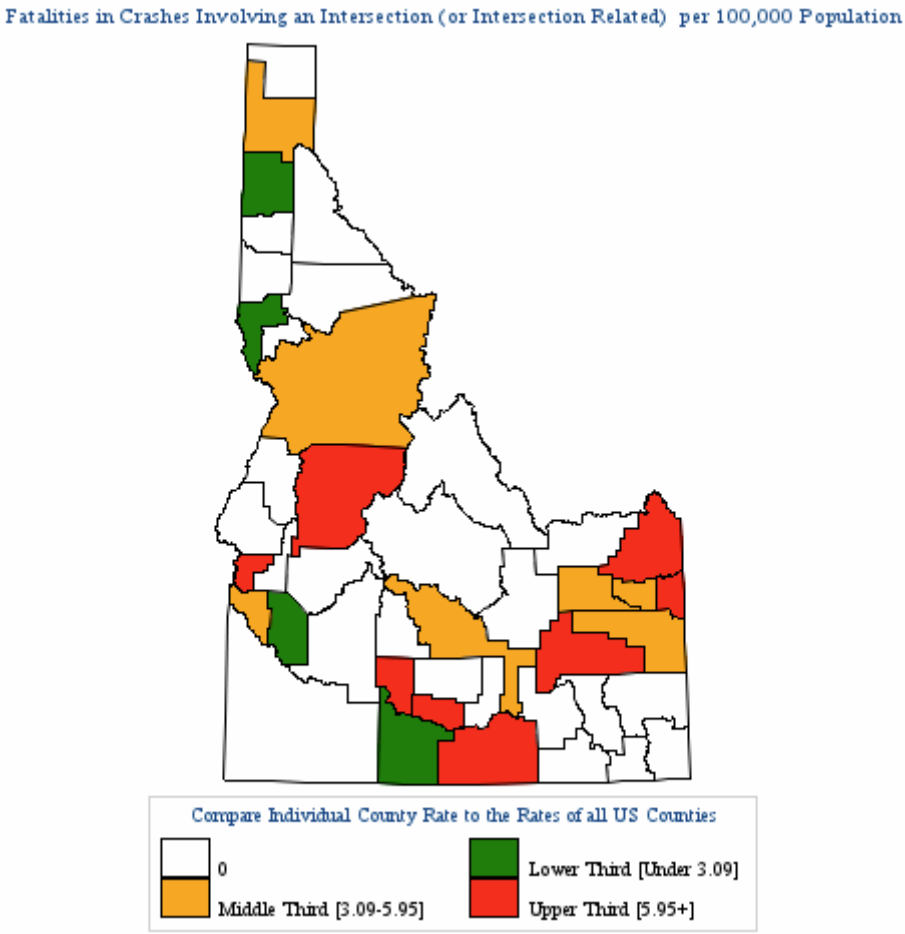


Figure 50. 2021 Fatalities in Crashes Involving an Intersection (or Intersection Related) per 100,000 Population

Head-On and Side Swipe Opposite Direction Crashes

The Problem

- In 2021, just 3 percent of all crashes were a head-on or side swipe opposite direction crash, while 22 percent of fatalities were the result of a head-on or side swipe opposite direction.
- While 52 percent of all head-on and sideswipe opposite crashes occurred on rural roadways in 2021, 81 percent of the fatal head-on and sideswipe opposite crashes occurred on rural roadways.
- Drivers involved in a head-on or side swipe opposite crash were primarily just driving straight (61 percent), while another 19 percent were negotiating a curve.
- Of the 60 people killed in head on or side swipe opposite crashes, 55 were passenger motor vehicle occupants, 3 were riding a motorcycle, 1 was a commercial vehicle occupant, and 1 was on an ATV. Of the 55 passenger motor vehicle occupants, 22 (40 percent) were not restrained.
- Head-on and side swipe opposite direction crashes cost Idahoans nearly $881 million in 2021. This represents 16 percent of the total economic cost of crashes.

Table 26. Head-On and Side Swipe Opposite Crashes on Idaho Highways, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Head-On/Side Swipe Opposite Crashes	1,005	840	933	753	879	-2.0%
Fatalities	50	34	56	56	60	10.0%
Suspected Serious Injuries	134	121	119	121	169	7.5%
Suspected Minor Injuries	258	227	229	199	282	4.4%
Possible Injuries	378	339	365	308	334	-2.5%

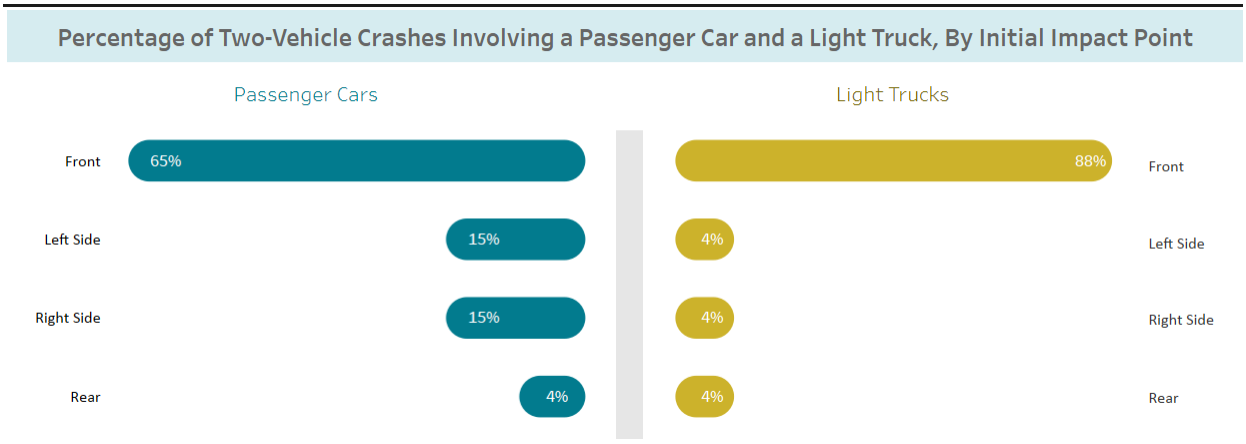


Figure 51. Two-Vehicle Fatal Crashes Involving Passenger Vehicles, Idaho 2021

Work Zone Crashes

The Problem

- Work zone crashes are fairly rare yet can often be severe when they occur. Of particular concern is the vulnerability of the workers in work zones.
- Single-vehicle crashes comprised only 19 percent of the crashes in work zones in 2021. Overturn was the predominant most harmful event for single vehicle crashes, while rear end crashes were the predominant and most harmful event for multiple vehicle crashes.
- Crashes in work zones cost Idahoans nearly $116 million in 2021. This represents 2 percent of the total economic cost of crashes.

Table 27. Work Zone Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Work Zone Crashes	453	630	590	753	693	13.1%
Fatalities	9	10	7	5	5	110.4%
Suspected Serious Injuries	16	34	18	26	28	29.4%
Suspected Minor Injuries	73	100	66	99	112	16.5%
Possible Injuries	166	197	203	277	225	9.9%
% All Crashes	1.8%	2.6%	2.2%	3.3%	2.5%	15.3%
Workers Injured	1	1	1	0	1	0.0%

Figure 52. 2021 Idaho Work Zone Fatalities

Crashes with Trains

The Problem

- Train-vehicle crashes are rare, yet are often very severe when they occur. Of the 23 crashes with trains in 2021, 8 resulted in an injury.
- The majority of train-vehicle crashes usually occur in rural areas. Rural railroad crossings typically do not have crossing arms or flashing lights to indicate an approaching train. In 2021 however, just over half (52 percent) of the train-vehicle crashes occurred in rural areas.
- Crashes with trains cost Idahoans over $14 million in 2021. This represents less than 1 percent of the total economic cost of crashes.
- More information on highway/rail grade crossing safety education can be found at: idahooperationlifesaver.org.

Table 28. Vehicle Crashes with Trains in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Train Crashes	12	9	9	19	23	26.8%
Fatalities	3	1	0	0	1	-16.7%
Suspected Serious Injuries	4	0	0	1	2	25.0%
Suspected Minor Injuries	1	2	2	3	4	45.8%
Possible Injuries	2	0	2	2	4	50.0%
Location of Crashes						
Rural Roads	9	6	9	15	11	14.2%
Urban Roads	3	3	0	4	12	50.0%

Cross Median Crashes

The Problem

- Cross-median crashes are those where a vehicle crosses the raised or depressed median, separating the direction of travel, and results in a head-on or side swipe opposite crash. Cross-median crashes are a subset of head-on or sideswipe opposite crashes. Cross Median was added as an event in 2012 to better capture these types of crashes.
- Cross-median crashes are extremely rare, yet are often very severe when they occur. Of the 97 cross-median crashes in 2021, 55 (57 percent) resulted in an injury.
- Cross-median crashes cost Idahoans nearly $61 million in 2021. This represents just over 1 percent of the total economic cost of crashes.

Table 29. Cross-Median Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Cross Median Crashes	66	65	68	60	97	13.3%
Fatalities	4	3	3	2	4	10.4%
Suspected Serious Injuries	16	8	5	11	10	5.9%
Suspected Minor Injuries	13	16	14	15	26	22.8%
Possible Injuries	22	14	24	32	45	27.3%

School Bus Crashes

The Problem

- School bus crashes are rare, but when they occur, they have the potential of producing many injuries. Typically, the occupants of vehicles that collided with the school buses sustain most of the severe injuries and fatalities.
- In 2021, 95 percent of the school bus occupants on buses involved in crashes sustained no injuries.
- Crashes with school buses cost Idahoans over $23 million in 2021. This represents less than 1 percent of the total economic cost of crashes.

Table 30. School Bus Crashes in Idaho, 2017-2021

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total School Bus Crashes	108	115	102	49	92	7.7%
Fatalities	0	0	0	0	1	25.0%
Suspected Serious Injuries	12	5	0	1	2	-89.6%
Suspected Minor Injuries	55	43	31	9	27	19.8%
Possible Injuries	88	35	27	24	28	-19.4%

Countermeasure Strategy for Programming Funds

Overview

Our statewide safety partners work closely with OHS to achieve Idaho's safety targets through the use of proven countermeasure strategies and activities that address crashes and fatalities in our highway safety focus areas. The following section demonstrates the activities that are planned in cooperation with our many partners in fiscal years 2024-2026. The information is presented by highway safety focus program area.

Each program area section contains the following information:

- **Program Area Description:** Description and definition of the program area
- **Targets:** Targets for total annual crashes; major injuries and fatalities by focus area groups are set in this plan based on 5-year averages.
- **Proposed Program Budget:** The planned budget and source of funds.

Countermeasure Strategies for Programming Funds: Strategies will be implemented in the next year by OHS and Idaho's safety partners. The countermeasures are proven effective nationally, have been successful in Idaho and are appropriate given the data in the problem identification report and resources available.

Program Management: NHTSA Uniform Guidelines for Highway Safety Program Management *(3,8,10,11,12,14,15,15,19,20,21)*

- **Funding Source:** The planned budget and source of funds.
- **Planning Considerations:**
    - Education and awareness campaigns can help promote safe driving practices and increase awareness of traffic safety issues. This includes campaigns targeting drivers, pedestrians, and cyclists.
    - Enforcement is an important component of traffic safety strategies. It involves enforcing laws and regulations related to traffic safety, such as speed limits, seat belt laws, and impaired driving laws.
    - Emergency response planning should be in place to quickly respond to crashes and provide medical care to those in need.
    - Evaluation and feedback are important for ensuring that our efforts are achieving their intended outcomes and for making adjustments as needed. This includes collecting and analyzing data, evaluating public participation and engagement, evaluating education, outreach, enforcement activities, and monitoring changes in traffic safety outcomes.

The following Program Areas have been identified in this 3HSP:

- Shift Idaho Statewide Media Campaigns
- Community Traffic Safety Program
- Distracted Driving
- Impaired Driving
- Motorcycle Safety

- Non-motorized (Pedestrians and Bicyclists)
- Occupant Protection
- Planning and Administration
- Traffic Enforcement Services
- Emergency Medical Services
- Roadside Death Prevention
- Teen Traffic Safety
- Traffic Records

Countermeasures and Uniform Guidelines

Each State, in cooperation with its political subdivisions, tribal governments, and other parties as appropriate, should develop and implement a comprehensive highway safety program, reflective of State demographics, to achieve a significant reduction in traffic crashes, fatalities, and injuries on public roads. The OHS planning and program management includes strategies based on the following documents: NHTSA Uniform Guidelines for Highway Safety Program Management *(Vol. 3,8,10,11,12,14,15,15,19,20,21)* NHTSA Countermeasures That Work 2020, *and Traffic Safety Culture: A Primer For Traffic Safety Practitioners FHWA/MT-19-006/8882-309-11*

Shift Idaho Statewide Media Campaigns

This program will deliver statewide media campaigns to address road safety issues across Idaho. OHS and its media partners will coordinate community engagement, facilitate community participation, develop, and propose coordinated media and grassroots campaigns, and produce participant media, collateral material, and paid media campaigns.

Campaigns may focus on impaired driving, distracted driving, occupant protection, aggressive driving, vulnerable road users, or other data-driven road safety areas. Through Shift Idaho, OHS will collect and implement real-time feedback from stakeholders and audiences to shape campaign messaging, themes, topics, and optimal media placements across our program areas.

Shift, at its core, is the Office of Highway Safety's ongoing initiative to reduce the number of crashes on Idaho roads. We use marketing materials and other media to remind Idahoans about the little things we can do to make our roads safer. By shifting our behavior and focus while we drive - even in the smallest ways - we save lives.

Shift, which began in 2017, is our opportunity to start conversations that change thinking. Its programs encourage all of us to be engaged drivers - to focus on the road and drive in the moment.

Strategies

Communication activities fall into one of the following categories:

- Large – Full Integrated Statewide Campaigns. These high-impact campaigns will use a combination of paid, earned, and owned media to promote safe driving. They may run concurrently with high visibility enforcement activities and national campaigns from NHTSA.
- Medium – Content Campaigns. These are smaller statewide campaigns that are developed as content shared on OHS website as a blog, organic social media post, or paid/boosted posts. These campaigns may also be paid efforts at a local level to support community traffic safety activities.
- Small – Social Media Posts or SEO (search engine optimization) Content.
    - Social Media – These social media posts are typically published to mark holidays or social events like proms, graduations, or traffic safety events - generally created by OHS staff.
    - SEO Content – These are blog/story-based articles based on SEO terms. They are shared on social media organically and channels like email and newsletters to share proactively. These articles provide more browsable content once a visitor is on the website.
- Evergreen Content – Content on OHS website that provides a deeper level of engagement and may be used by OHS or partner agencies to share in presentations or on social platforms. Examples include maps, weekend getaway ideas, and data/infographics.

OHS will conduct a minimum of the following large, statewide campaigns each year:

- Three (3) impaired driving campaigns
- One (1) seat belt campaign
- One (1) aggressive driving campaign
- One (1) distracted driving campaign

- One (1) motorcycle awareness campaign
- One (1) child passenger safety campaign

Key demographics include the following:

- Young Males, 18 – 34 with 20-24 as the primary focus
  - Focus Areas: Impaired Driving, Distracted Driving, Seat Belts
- Teen Drivers, 15 – 19
  - Focus Areas: Impaired Driving, Seat Belts, Distracted Driving, Speeding
- Women, 18 – 35
  - Focus Areas: Distracted Driving, Child Passenger Safety
- Men, 45 – 65
  - Focus Areas: Impaired Driving, Aggressive Driving, Motorcycle Safety

Target demographics may change based on the focus area, crash data, opinion surveys, and data collected from public participation and engagement activities.

Campaign and communication activities will generally use positive community framework strategies to raise awareness, create engagement, and empower advocacy to improve traffic safety culture in Idaho.

This is a positive and contemporary approach, with individual and community layers. It's a message that feels like Idaho, speaks to broad audiences, and can easily be localized. Shift intentionally focuses on people. The campaign is designed to feel grassroots, common sense, and achievable.

Shift is a movement. It's a positive attitude about progress. It's a commitment to change and overcoming behaviors that make the road a dangerous place. Shift is an opportunity for all Idahoans to start thinking and talking about what's appropriate behind the wheel and in the passenger's seat.

Media Channels Utilized

- Meta (Facebook/Instagram)
  - Around 80 percent of 15 to 19-year-olds in Idaho can be reached
  - Around 67 percent of 18 to 34-year-old males in Idaho can be reached
  - 31 percent of daily users are between the ages of 18 to 34
  - The average young adult spends 30 minutes a day on Instagram

- YouTube
    - #2 search engine in the world
    - 95 percent of 18 to 29-year-olds in the U.S. use YouTube
    - 62 percent of users say they visit daily
    - The average daily usage is 18 minutes
- Broadcast Television
- Streaming Television
    - Over 60 percent of households statewide can be reached with an OTT or CTV device
- Broadcast Radio
- Streaming Audio
    - Around 33 percent of males age 18 to 34 in Idaho can be reached
- Billboards
    - Average commute time in Idaho is 21.2 minutes
    - Rural roadways, outside of urban areas, are hot zones for fatal crashes making them key touchpoint locations
    - Intercity bulletins are great for short-term, high-reach campaigns targeting commuters, errand runners and leisure recreationists
- Gas Stations
    - Gas stations continue to be a great touchpoint with their loyal customer base skewing male
    - This method allows us to deliver timely messages to people who have recently been and will soon be engaged in the act of driving.
- Sports Partnerships
- Internal and Partner Content Marketing
    - More than 50 percent of Gen Z align themselves with brands who match their interests and values higher than any other decision-making category
    - 40 percent of teens do research via social media before using Google

Media created through the Shift program is loaded on an interactive website with easy downloads available for partners and media use.

Additional media is on file with OHS. For more information, send an email to ohsweb@itd.idaho.gov with your request.

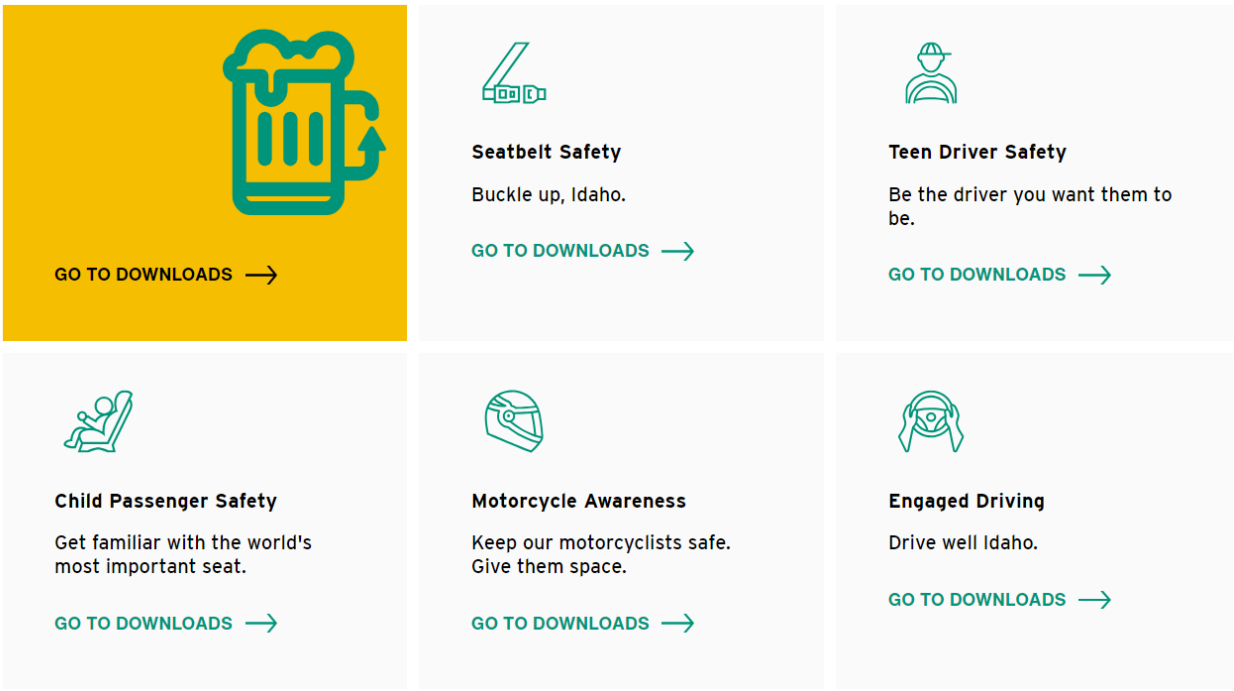


Figure 53. Free Downloads on Shift Website by Program Area

Countermeasure Strategy and Justification

Communication and Outreach

Planned communication activities aim to lower traffic fatalities and serious injuries across Idaho by raising awareness of traffic safety crashes, engaging the public to increase safe and positive driving behaviors, and empowering individuals and organizations across the state to adopt and encourage safer driving behaviors in their communities.

In Countermeasures that Work, media campaigns have a wide variance of effectiveness ranging from a rating of ☆ to ★★★★★ depending on the focus area.

OHS conducts campaigns across all focus areas and will follow guidance from the Uniform Guidelines for State Highway Safety Programs for the areas that rate lower than ★★★. That document indicates that states should develop and implement a comprehensive communication program that supports priority policies and program efforts. Communication programs and material should be culturally relevant and multilingual as appropriate.

The positive social norming approach is supported by research conducted by Montana State University Center for Health and Safety Culture as part of a pool funded project funded in part by the Idaho Transportation Department. The final report from this project can be accessed at www.mdt.mt.gov/research/projects/trafficsafety-primer.aspx.

Paid Media Programs

Table 31. Strategy for Community Traffic Safety Program Activity

Program	Community Traffic Safety Program
Activity	Public Opinion Survey
Counter Measures	Communication and Outreach: CTW Seat Belt Communication Supporting Law Enforcement ***** CTW Strategies for Low-Belt-Use Groups **** CTW Strategies for Child Restraint and Booster Seat Use *** CTW Impaired Driving Mass-Media Campaign ***
Problem and Data	Provide funding for a survey to evaluate the effectiveness of paid media communication tools, marketing strategies, and data about preferences regarding legislation and regulations. A survey will aid in the focused of behavioral programs. The survey addresses all our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.
Target	Maintain the 5-year average number of fatalities at 238 or fewer
Estimated 3-year funding	$165,000
Activity/Media Reach	Reach approximately 1500 respondents with questions covering across program areas
Ongoing Marketing and Engagement Opportunities	Responses will shape program messaging, themes, topics, placement, and target demographics in future marketing and engagement outreach

Table 32. Strategy for Community Traffic Safety Program Activity

Program	Community Traffic Safety Program
Activity	402 Paid Media
Countermeasure	Communication and Outreach: CTW Chapter 3.4.1 Speeding Communication and Outreach Supporting Enforcement *** CTW Chapter 9.4.2 *Share the Road* Awareness Programs **CTW Chapter 4.4.1 Communication and Outreach on Distracted Driving *
Problem and Data	Support education and outreach efforts which are a vital component of statewide traffic efforts. Efforts will target specific demographics based on the focus of the media. Efforts will include outreach to businesses, schools and the public to raise awareness of traffic safety laws, resources and training. Media campaigns will standardize messaging among safety partners and support high visibility enforcement efforts. Per the "Countermeasures that work…for State Highway Safety Offices" communications and outreach are an essential part of successful traffic-enforcement activities. NHTSA supports the use of media and also provides resources through Trafficsafetymarketing.org.
Target	Maintain the 5-year average number of fatalities at 238 or fewer.
Estimated 3-year funding	$3,750,000
Activity/Media Reach	*See media report*
Ongoing Marketing and Engagement Opportunities	*TBD*

Table 33. Strategy for Impaired Driving Program Activity

Program	Impaired Driving
Activity	Impaired Driving Paid Media
Countermeasure	CTW 5.5.2 Mass-Media Campaign ***
Problem and Data	Purchase paid media and develop a media plan to provide education, outreach, and support the high visibility impaired driving enforcement mobilization efforts. Enforcement when accompanied by publicity can be effective in reducing alcohol-related fatal crashes. Additionally, using the researched Positive Community Framework model, messages are created to deter impaired driving. Education through various communications and outreach is especially important to youth under 21 years of age.
Target	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.
Estimated 3-year funding	$990,000
Activity/Media Reach	*High level metrics TBD*
Ongoing Marketing and Engagement Opportunities	*TBD*

Table 34. Strategy for Motorcycle Safety Program Activity

Program	Motorcycle Safety
Activity	Motorcycle Awareness Paid Media
Countermeasure	Communication and Outreach: CTW Chapter 5.4.2 Communications and Outreach: Motorist Awareness of Motorcycles * Uniform Guideline 3 (IX) – "State motorcycle safety programs, communication campaigns, and State motor vehicle operator manuals should emphasize the issues of rider conspicuity and motorist awareness of motorcycles."
Problem and Data	Media campaign reminding motor vehicle drivers to be aware of motorcycle riders. 405f limitation to the requirement that the funds can only be used to send a message to vehicle drivers and not the riders.
Target	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.
Estimated 3-year funding	$205,000
Activity/Media Reach	*High level metrics TBD*
Ongoing Marketing and Engagement Opportunities	*TBD*

Table 35. Strategy for Occupant Protection Program Activity

Program	Occupant Protection
Activity	Occupant Protection Paid Media
Countermeasure	CTW Chapter 2.3.1 Communication Supporting Law Enforcement **** CTW Chapter 2.3.2 Strategies for Low-Belt-Use Groups **** CTW Chapter 2.6.2 Strategies for Child Restraint and Booster Seat Use ***
Problem and Data	Purchase paid media to support the high visibility seat belt enforcement mobilization efforts. Per the "Countermeasures that work…for State Highway Safety Offices" seat belt use increased when states used paid advertising in their seat belt use campaigns. The State must also use a portion of grant funds received under Section 402 to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.
Target	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.
Estimated 3-year funding	$630,500
Activity/Media Reach	*High level metrics TBD*
Ongoing Marketing and Engagement Opportunities	*TBD*

Community Traffic Safety Program

Community Traffic Safety Programs serve as the cornerstone for all community interaction and education. This structure allows for a variety of educational outreach opportunities to those areas or populations within the state of Idaho that OHS finds challenging to reach. With limited resources and staff, it is vitally important for the OHS program team to use all of the collaborative, outreach and partnering opportunities available. Projects that fall under the umbrella of Community Traffic Safety Program are set up to address very specific initiatives and targets.

Communications are initiated by OHS in conjunction with the traffic mobilizations using the proven NHTSA timeline formula as executed through NHTSA's Traffic Safety Marketing. Press releases promoting enforcement activities, highway safety awareness, and community events are coordinated through the ITD communications department. OHS also initiates and coordinates public service announcements, interview opportunities, and press conferences. OHS maintains Twitter, Facebook, and Instagram accounts. ITD maintains a website and YouTube channel that includes numerous traffic safety videos, and our media buy videos.

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

Target

Maintain the 5-year average number of fatalities at 238 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

C-1: Fatalities - 5 Year Average

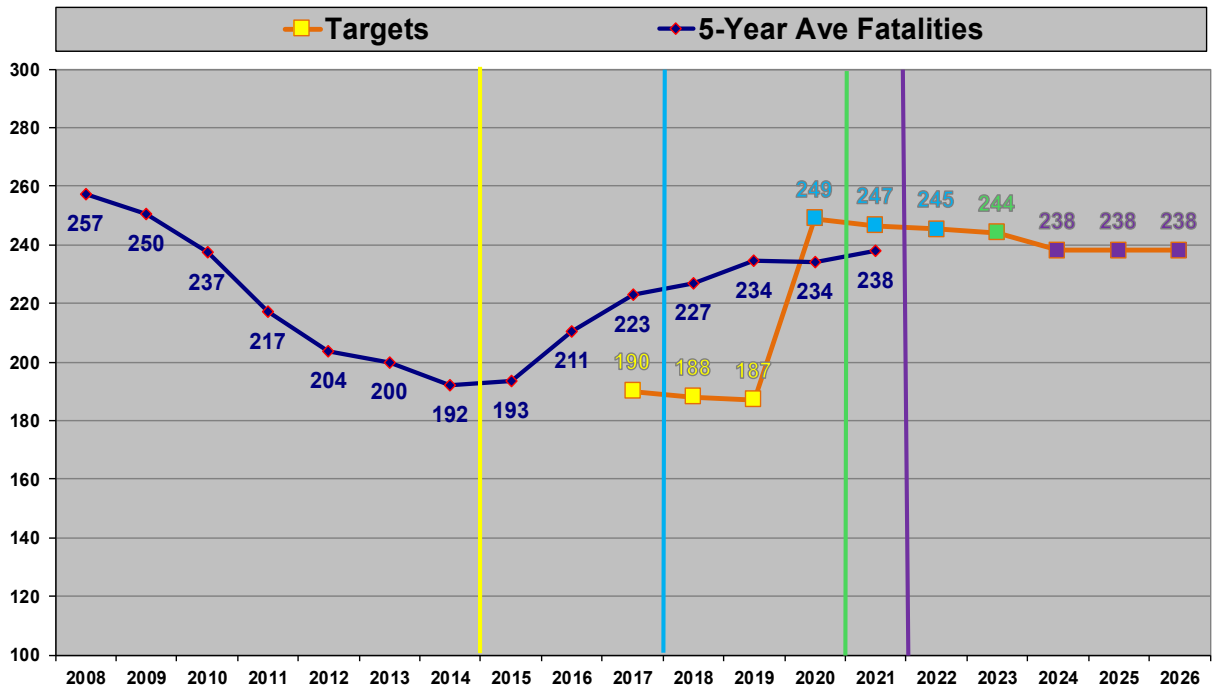


Figure 54. C-1: Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Community Traffic Safety program for fiscal years 2024-26 is $4,263,315.

Program Strategies

Strategy: Community Traffic Safety Programs serve as the cornerstone for community interaction and education.

The total number of traffic crashes in 2021 increased by 22 percent from 2020. Fatal crashes increased by 30 percent, while injury crashes increased by 9 percent. Total fatalities increased by 27 percent from the previous year, while the number of injuries increased by 10 percent.

See **Page 62** for more information about **Statewide** problem identification.

Countermeasure and Justification: Effective community traffic safety programs require a combination of strategies that must be tailored to specific needs of a community to be effective. Community traffic safety programs aim to reduce crashes, injuries, and fatalities on Idaho roads.

OHS has selected countermeasures and strategies that align with the NHTSA 2020 Countermeasures That Work *(CTW 2020)*. This structure allows for a variety of educational outreach opportunities to those areas or populations within the state of Idaho that OHS finds challenging to reach. With a small number of staff, it is vitally important for the OHS program team to use all the collaborative, outreach and partnering opportunities available. Projects that fall under the umbrella of Community Traffic Safety Program are set up to address very specific initiatives and targets.

The strategies selected for the Community Traffic Safety Programs are also based on research conducted into the effects of positive messaging for traffic safety campaigns by the Montana State University Center for Health and Safety Culture and the Federal Highway Administration (FHWA), *Traffic Safety Culture: A Primer for Traffic Safety Practitioners 2019 (TSC)*, as part of a pooled fund project in part by the Idaho Transportation Department.

The following have been identified as countermeasures:

- **Community Education and Outreach:** Community education and outreach are listed in several areas of *CTW 2020 (Ch. 2,3.1, Communications and Outreach)* as proven, effective ways to increase awareness and change behaviors across all highway safety programs. By providing traffic safety training and networking opportunities for local law enforcement, OHS is strengthening the participation in traffic safety education and awareness across the state. Collaboration and partnerships that engage and involve community members, stakeholders, local organizations, and peer-to-peer school-based initiatives to actively participate in traffic safety initiatives help spread awareness about the traffic problems that affect their community.
- **Law Enforcement Liaisons (LEL) and Training:** In accordance with Uniform Guideline 15, Idaho LELs provide support for local law enforcement agencies and help foster partnerships between traffic safety professionals through identifying and coordinating training and development opportunities. LEL outreach is conducted to encourage effective participation in the high-visibility enforcement campaigns, participation on year-long grants, and to raise awareness of community traffic safety problems. Training for partners provides up-to-date information regarding highway safety research, best practices, and awareness. *(GHSA/resources/law-enforcement)*
- **Proactive Traffic Safety Initiatives:** Behavioral Safety Education that encourages peer-to-peer engagement to encourage traffic safety behaviors that integrate into schools, community organizations, and local business aka the social ecology of a community can have a positive influence on driving behaviors. *(TSC)*

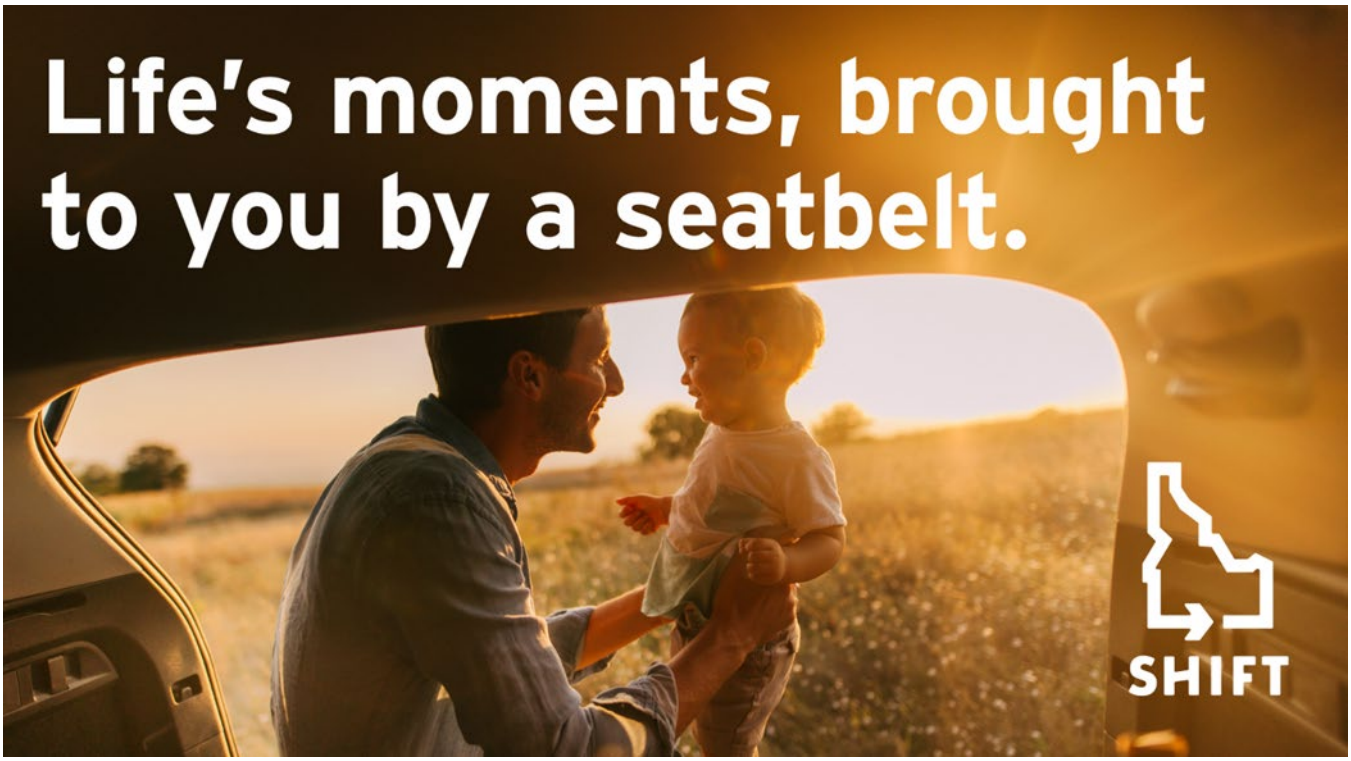


Figure 55. Seat Belt Safety Graphic

Planning Considerations

Partnerships

- Idaho Law Enforcement Liaisons
- Idaho Law Enforcement Agencies
- Idaho Traffic Resources Prosecutor
- Idaho Child Passenger Safety Technicians/Instructors
- Idaho Department of Health and Welfare
- Idaho Department of Education (Drivers Education, Tribal Education, Math Coordinator)
- Idaho STEM Action Center
- Alliance Highway Safety
- Alive at 25 Instructors Statewide
- Idaho High School Activities Association (IHSAA)
- Students Against Destructive Decisions (SADD)
- Idaho Drug-Free Youth (IDFY)

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups

Locations are identified in OHS crash data system. Idaho data shows young drivers and males overrepresented along with a variety of contributing circumstances. Highlights of affected community data are provided below. Counties are identified by yearly and five-year-trend crash fatality rates.

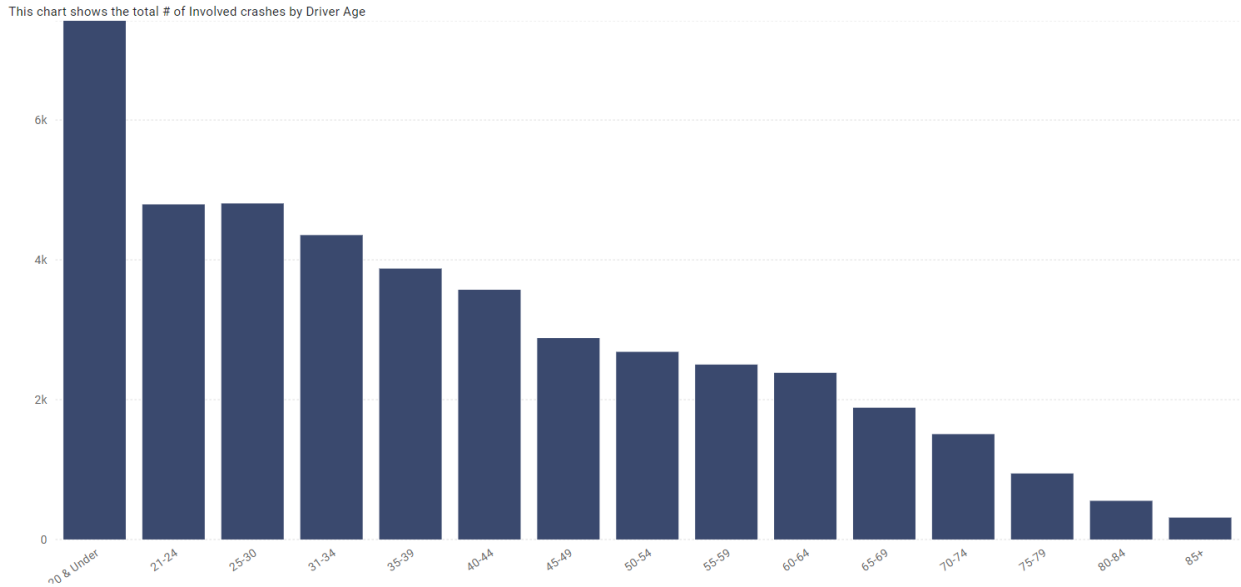


Figure 56. Crashes by Driver Age in Idaho, 2021

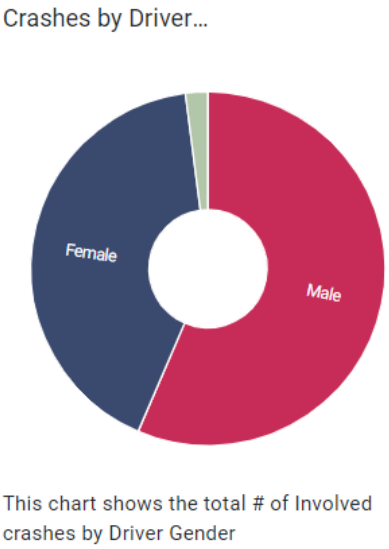


Figure 57. Crashes by Gender in Idaho, 2021

Contributing Circumstances (All)	Total Crashes
Failed to Yield	4,803
Following Too Close	4,439
Inattention	4,128
Speed Too Fast For Conditions	2,946
Failed to Maintain Lane	2,461
Animal(s) in Roadway	1,844
Alcohol Impaired	1,463
Distracted IN or ON Vehicle	1,312
Improper Lane Change	1,213
Improper Turn	1,030

Figure 58. Circumstances Contributing to Crashes

5 Year Trend For The Top 10 Counties of 2021 - Fatality Rates

Median Rate for all U.S. Counties: 19.13

Idaho Counties by 2021 Ranking		Fatalities Per 100,000 Population				
		2017	2018	2019	2020	2021
1	Camas County	0.00	0.00	0.00	0.00	175.59
2	Clark County	0.00	118.34	119.33	126.26	126.26
3	Boise County	54.27	78.03	75.92	104.62	111.19
4	Butte County	77.46	0.00	38.17	116.41	75.36
5	Lemhi County	12.76	25.08	24.79	37.75	73.51
6	Custer County	48.33	0.00	70.21	23.44	67.75
7	Lincoln County	37.31	93.28	37.56	77.93	56.80
8	Owyhee County	34.39	8.57	16.92	16.70	56.74
9	Elmore County	44.60	25.63	21.92	27.91	55.50
10	Jerome County	42.03	37.38	44.92	12.39	52.71
*Sub Rate 1.**	*Top Ten Counties*	54.91	63.67	54.12	59.14	64.33
*Sub Rate 2.***	*All Other Counties*	11.39	11.19	10.21	9.25	11.58
Total Rate	*All Counties*	14.25	13.36	12.52	11.58	14.26

Figure 59. 5 Year Trend for Top 10 Idaho Counties – Fatality Rates

5 Year Trend For The Top 10 Counties of 2021 - Fatalities

Idaho Counties by 2021 Ranking		Fatalities					Percent of Total				
		2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
1	Canyon County	22	28	21	24	29	9	12	9	11	11
2	Ada County	30	31	29	20	21	12	13	13	9	8
3	Bonneville County	11	11	10	13	21	4	5	4	6	8
4	Kootenai County	19	18	15	13	20	8	8	7	6	7
5	Bingham County	8	7	8	4	16	3	3	4	2	6
6	Elmore County	12	7	6	8	16	5	3	3	4	6
7	Bannock County	13	8	9	9	13	5	3	4	4	5
8	Jerome County	10	9	11	3	13	4	4	5	1	5
9	Boise County	4	6	6	8	9	2	3	3	4	3
10	Bonner County	7	8	9	7	9	3	3	4	3	3
*Sub Total 1.**	*Top Ten Counties*	143	141	132	125	167	58	60	59	58	62
*Sub Total 2.***	*All Other Counties*	102	93	92	89	104	42	40	41	42	38
Total	*All Counties*	245	234	224	214	271	100	100	100	100	100

Figure 60. 5 Year Trend for Top 10 Idaho Counties of 2021 - Fatalities

Table 36. Idaho Counties Over 50,000 Population by Total Fatalities and Serious Injuries

County	Population			Population	Crashes			F&SI Crashes
	2019	2020	2021	2019-2021	2019	2020	2021	2019-2021
Population > 50K								
Twin Falls	87,127	90,279	92,243	269,649	54	65	76	195
Canyon	230,270	232,714	243,115	706,099	174	153	181	508
Kootenai	165,656	172,646	179,789	518,091	93	116	111	320
Bannock	87,822	87,177	88,263	263,262	37	34	56	127
Bonneville	119,286	124,626	127,930	371,842	50	53	68	171
Ada	481,880	497,984	511,931	1,491,795	245	185	224	654
Madison	40,205	52,876	53,881	146,962	16	13	15	44

At Risk Community: Clark County

For five years, Clark County has consistently ranked high in fatalities per 100,000 population. Of 316 crashes from 2018-2022, aggressive driving led the problem identification attributes:

Crash Counts: Based on applied Date filter

Problem Identification Attributes	Total Crash Count	Fatal Injury Crash Count	Suspected Serious Crash Count	Suspected Minor Injury Crash Cou	Possible Injury Crash Co
Aggressive Driver Related	115	1	5	15	23
Distracted Driver Related	29	0	0	4	7
Impaired Driver Related	19	2	7	2	2
Motorcycle Related	4	0	1	1	2
Pedalcycle Related	1	0	0	1	0
Pedestrian Related	1	0	0	1	0
Unbelted Related	18	2	5	2	1

Columns CSV 7 Results

Figure 61. 2018-2022 Crash Counts Problem Identification for Clark County

Clark County shows extremely high social vulnerabilities across many measures:

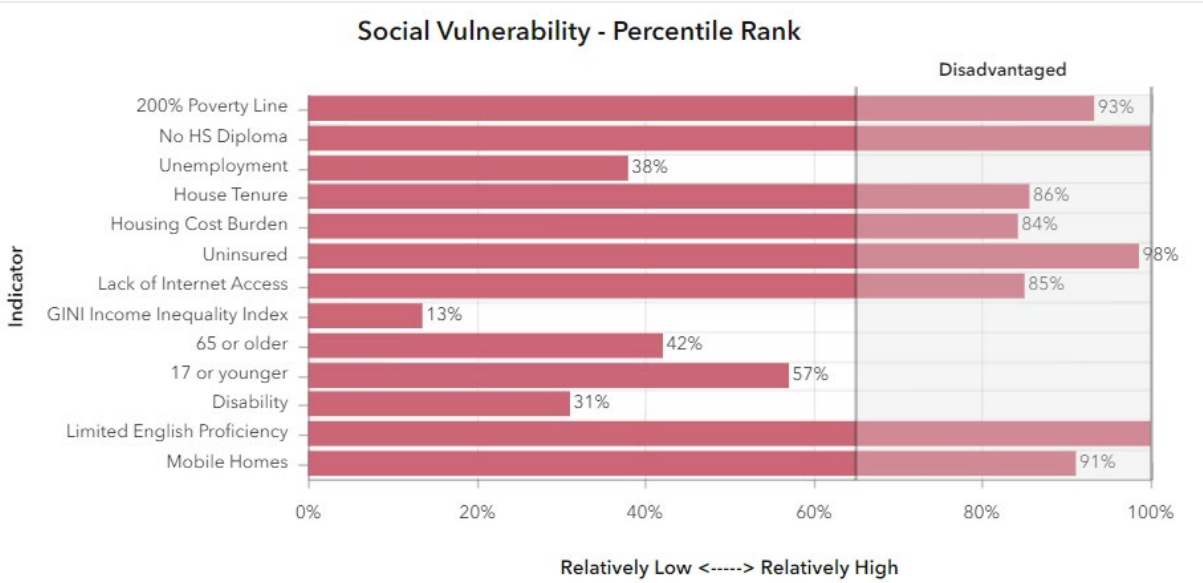


Figure 62. SVI for Clark County

As seen in their SVI rankings, Clark County has a significant population with Limited English Proficiency, with 41.4 percent of the population reporting as Hispanic or Latino in the 2020 Census.

Race and Hispanic Origin	
White alone, percent	89.9%
Black or African American alone, percent (a)	2.1%
American Indian and Alaska Native alone, percent (a)	4.0%
Asian alone, percent (a)	0.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%
Two or More Races, percent	2.8%
Hispanic or Latino, percent (b)	41.4%
White alone, not Hispanic or Latino, percent	53.3%

Figure 63. 2020 Census Data for Clark County

Distracted Driving

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

Target

Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets. For example, when the 2017-2019 targets were set (yellow), data was only available through 2014. The targets were set based on the trend up to that point.

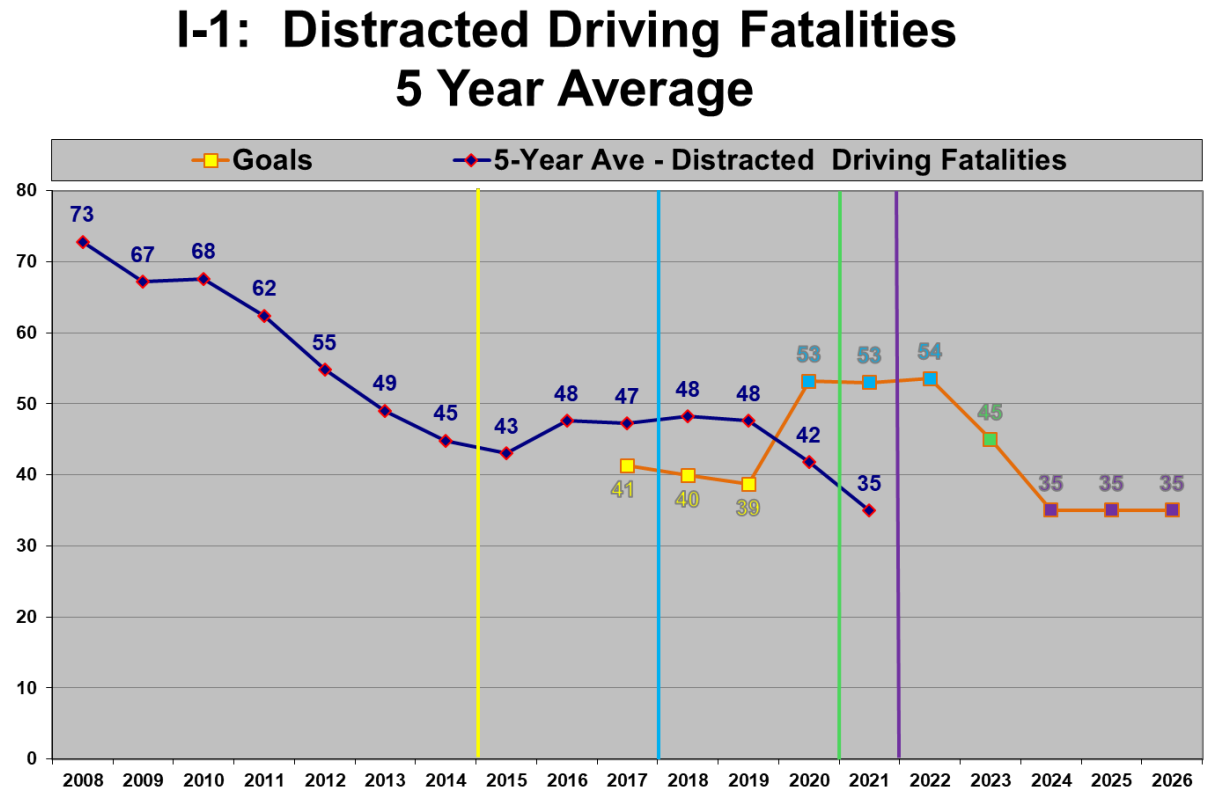


Figure 64. I-1: Distracted Driving Fatalities 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Distracted Driving program for fiscal years 2024-26 is $852,663.

Program Strategies

Strategy: Support distracted enforcement and outreach for distracted driving.

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

OHS is focusing efforts in the areas of employer-based programs, and youth education and outreach that encourages the positive act of engaged driving and being in the moment when behind the wheel. OHS also supports an annual HVE and statewide paid media campaign to raise awareness during National Distracted Driving Awareness Month.

During the 2020 Idaho legislative session, a hands-free law was passed which makes enforcing distracted driving viable. Distracted driving crashes made up 18 percent of all crashes in 2021 and were responsible for 11 percent of all fatalities. While 74 percent of all distracted driving crashes occurred on urban roadways, 68 percent of the fatal distracted driving crashes occurred on rural roadways. While only 17 percent of all distracted driving crashes involved a single vehicle, 36 percent of fatal distracted driving crashes involved a single vehicle.

See **Page 70** for more information about problem identification for **Distracted Driving**.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices," the following Distracted Driving Countermeasures are in place to reduce the problem of distracted driving in Idaho:

- High-Visibility Cell Phone/Text Messaging Enforcement *(CTW: A4-1.3****)*
  - In FFY23, 45 agencies participated in a Distracted Driving High-Visibility Enforcement Mobilization from April 5 to April 19, resulting in multiple contacts, citations, and education of drivers on Idaho’s hands-free law.
  - Press releases are issued from the Idaho Transportation Department, as well as the Idaho State Police, on high-visibility enforcement mobilizations
  - Press release templates for the mobilizations are sent to participating agencies for their use in issuing their own local press releases.
  - Engaged Driving Campaigns and Public Service Announcements are released during Distracted Driving Awareness Month.
- Communications and Outreach on Distracted Driving *(CTW: A4-1.2*)*
  - Press releases are issued from the Idaho Transportation Department, as well as the Idaho State Police, on high-visibility enforcement mobilizations

    - Press release templates for the mobilizations are sent to participating agencies for their use in issuing their own local press releases.
    - Engaged Driving Campaigns and Public Service Announcements are released during Distracted Driving Awareness Month.
    - In FY23, a press conference was held with multiple agencies in advance of the 100 Deadliest Days to educate and remind the public on the dangers of distracted driving.
- Employer Programs *(CTW A4-3.1*)*
    - An Employer Toolkit was created to share with employers looking to educate their employees on engaged driving. More information about the Employer Toolkit can be found here.
- School-based Outreach *(NHTSA Peer-to-Peer Teen Traffic Safety Program Guide)*
    - OHS currently has a partnership in place with the Idaho High School Activities Association to present on the importance of engaged driving at Student Leadership Summits. OHS also has a partnership with Alliance Highway Safety to attend sporting events where students participate in interactive simulations demonstrating the dangers of distracted driving.

Traffic Safety Culture Research
Traffic Safety Culture (TSC) is the collective values and beliefs among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety.

- Growing a positive traffic safety culture increases safe behaviors and reduces risky behaviors.
- TSC focuses on the majority in communities that are making the positive choice.
- Cultural influence is stronger in local contexts. Non-traditional stakeholder action includes:
    - Family rules
    - Schools teaching best-practices in driver's education
    - Workplace training

Sociodemographic and Location Data for Outreach:
- Younger drivers 16 to 20s
    - This includes outreach through rural and urban high schools
- Yearlong rural billboards are used to consistently and repeatedly reach our remote areas
- Urban media buys optimize the population centers that are high-crash areas in our state and are placements easily accessed through social and traditional media sources

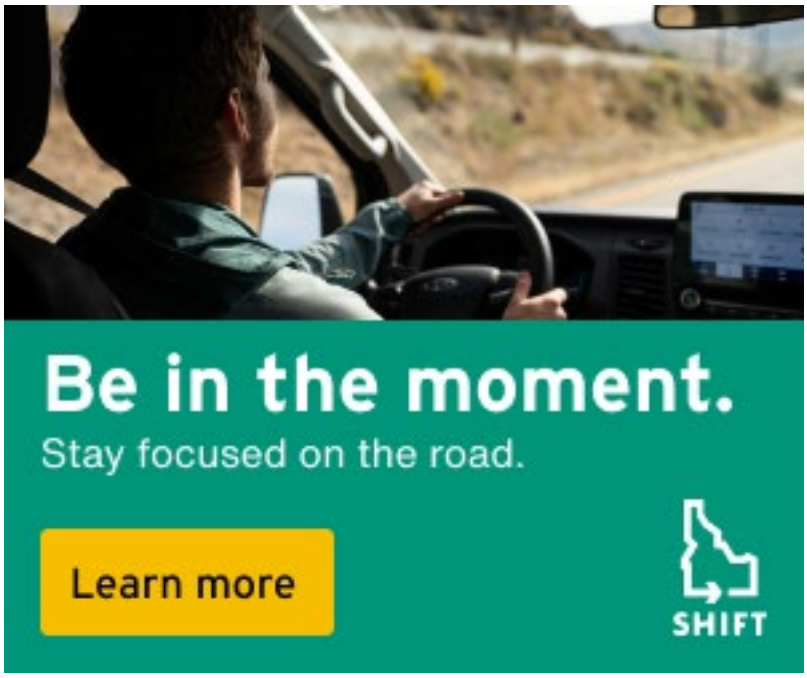


Figure 65. Engaged Driving Graphic

Planning Considerations

Partnerships
Law Enforcement, SADD, Department of Education, IHSAA, Alliance Highway Safety, and One Stone High School

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
Locations are identified in OHS crash data system. Affected communities in 2018-2022 data include:

- Boise, Jerome and Twin Falls ranked highest as cities
- Southwest Idaho District 3 experienced elevated distracted driving crashes with injuries
- Kootenai County was disproportionately affected by fatal distracted driving crashes

The following graphic shows the total number of distracted driving involved fatal crashes in Idaho counties from 2018 to 2022 per the ITD Highway Safety Dashboards.

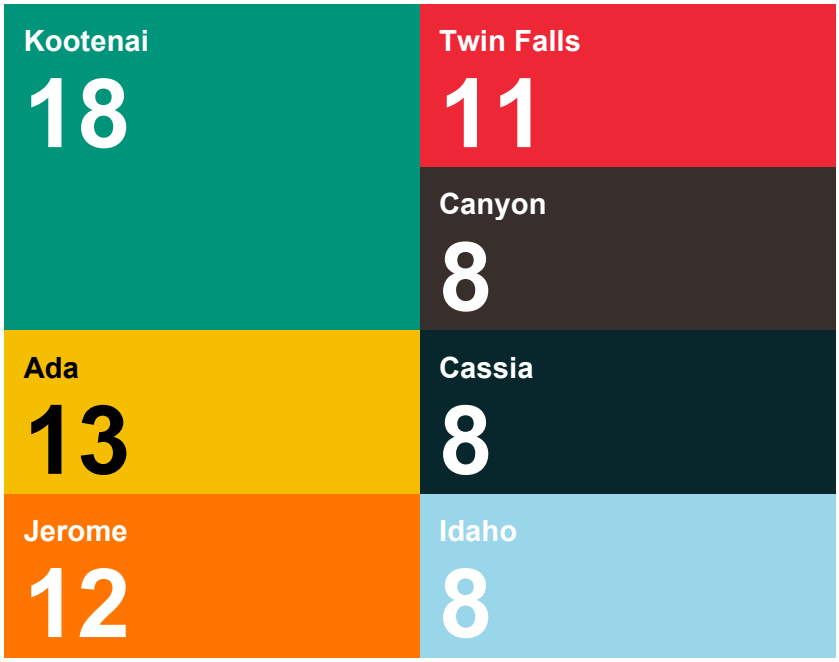


Figure 66. Distracted Driving Involved Fatal Crashes in Idaho Counties, 2018-2022

The following shows the total number of distracted driving involved fatal crashes in Idaho cities from 2018 to 2022 per the ITD Highway Safety Dashboards.

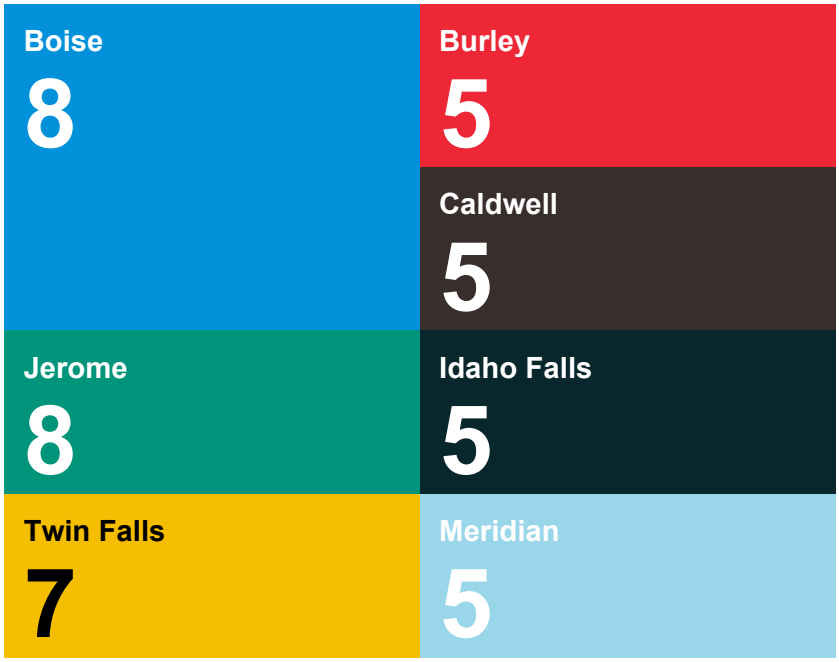


Figure 67. Distracted Driving Involved Fatal Crashes in Idaho Cities, 2018-2022

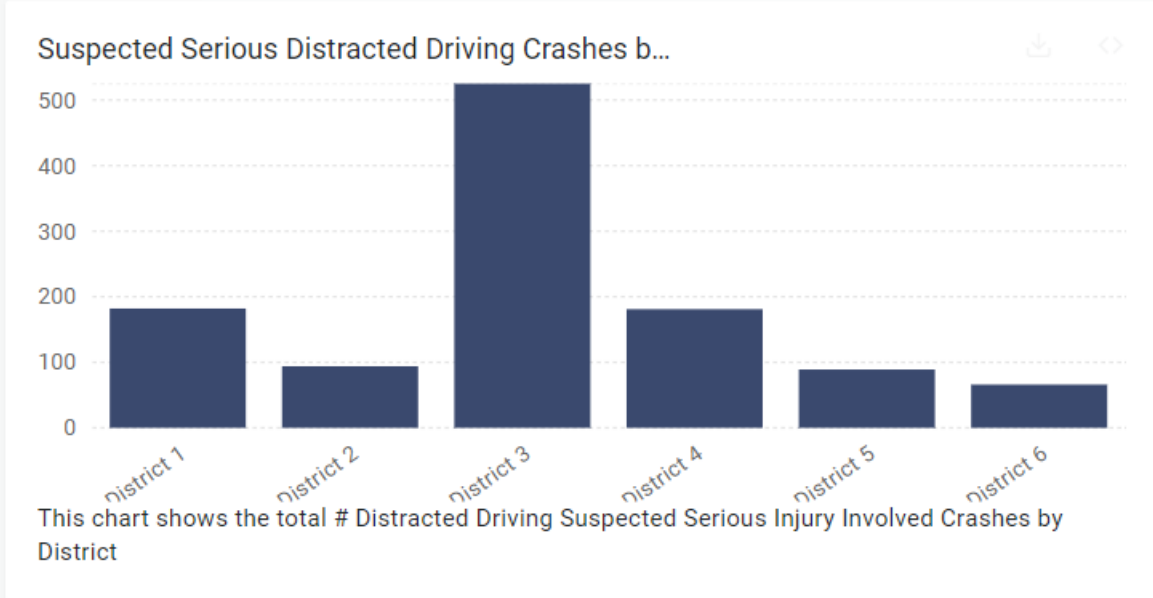


Figure 68. Suspected Serious Distracted Driving Crashes, Idaho 2021

Specifically in 2021 data:

- Drivers under the age of 25 comprised 34 percent of the drivers involved in all distracted driving crashes and 15 percent of the drivers involved in fatal distracted driving

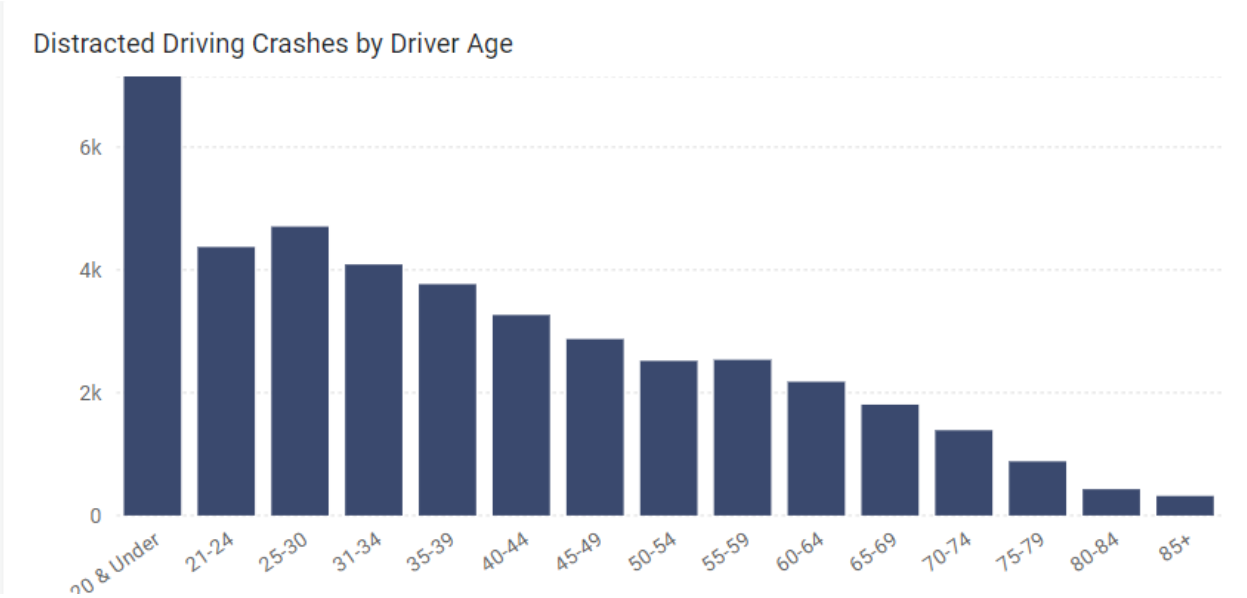


Figure 69. Distracted Driving Crashes by Driver Age, Idaho 2021

Our public opinion survey found a variance in self-reported distracted driving rates in statewide audiences between 2021 and 2022:

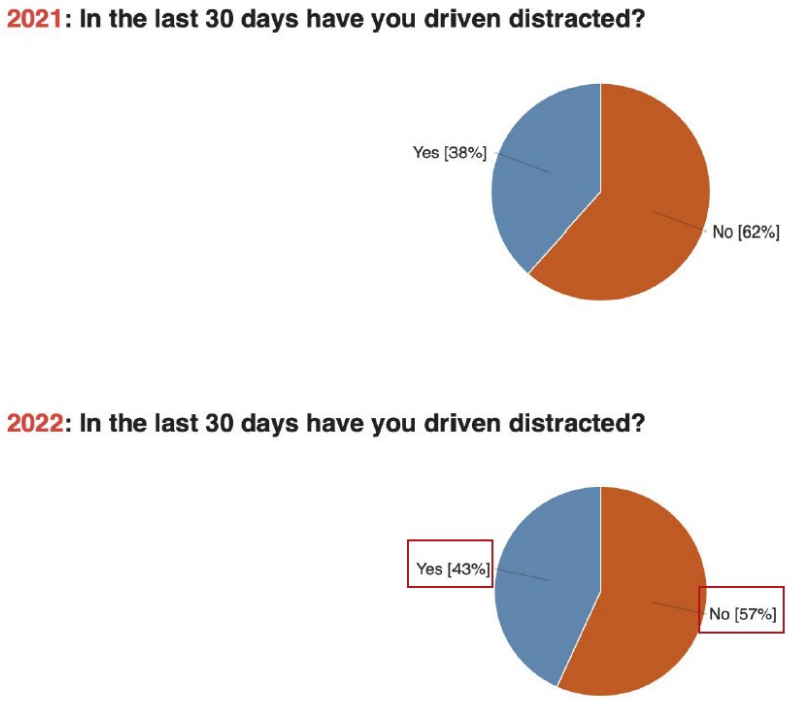


Figure 70. 2021-2022 Public Opinion Survey, Distracted Driving*

**Red boxes indicate variance larger than 4 percentage points from 2021 to 2022.*

At Risk Community: OHS reviewed inattention related crashes across Idaho per 100,000 population. Idaho County had 227 crashes with distracted driving as a contributing factor between 2018-2022. 8 crashes were fatal.

Idaho County has 67 percent disadvantaged census tracts including tract 16049960400 identified on FARS data as having 38 percent population at 200 percent or less of the poverty rate and high crash fatality rates.

SVI disadvantaged risk factors for Idaho County:

- Poverty
- Uninsured
- Population over 65
- Disability
- Mobile Homes
- Lack of Internet Access

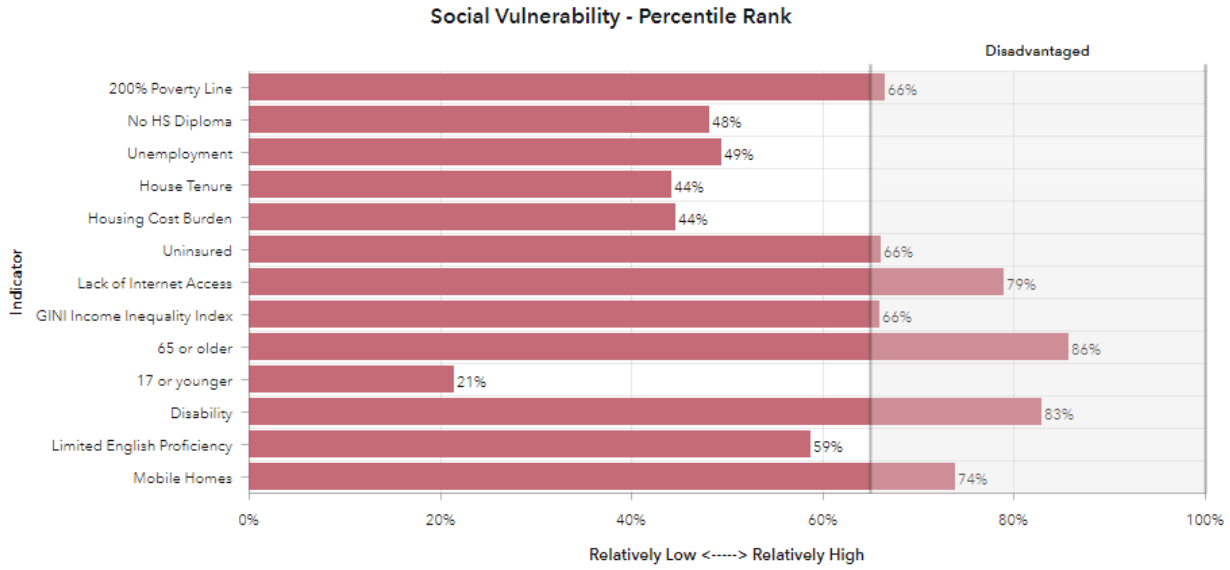


Figure 71. Social Vulnerability in Idaho County

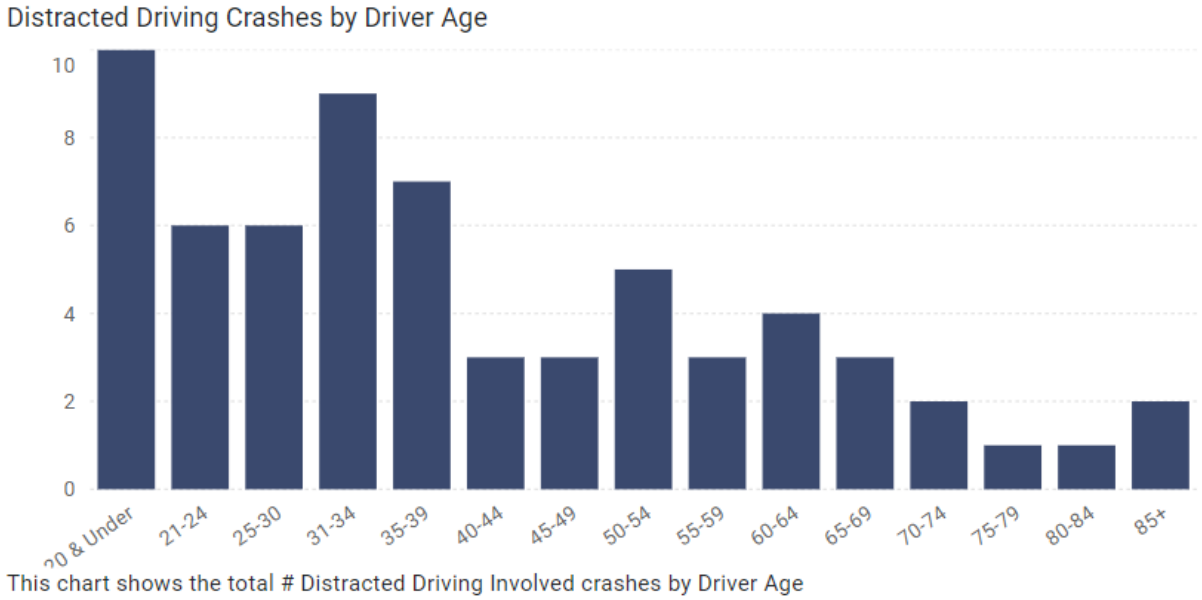


Figure 72. 2021 Distracted Driving Crashes by Driver Age in Idaho County

Impaired Driving

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

Target

Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets. For example, when the 2017-2019 targets were set (yellow), data was only available through 2014. The targets were set based on the trend up to that point.

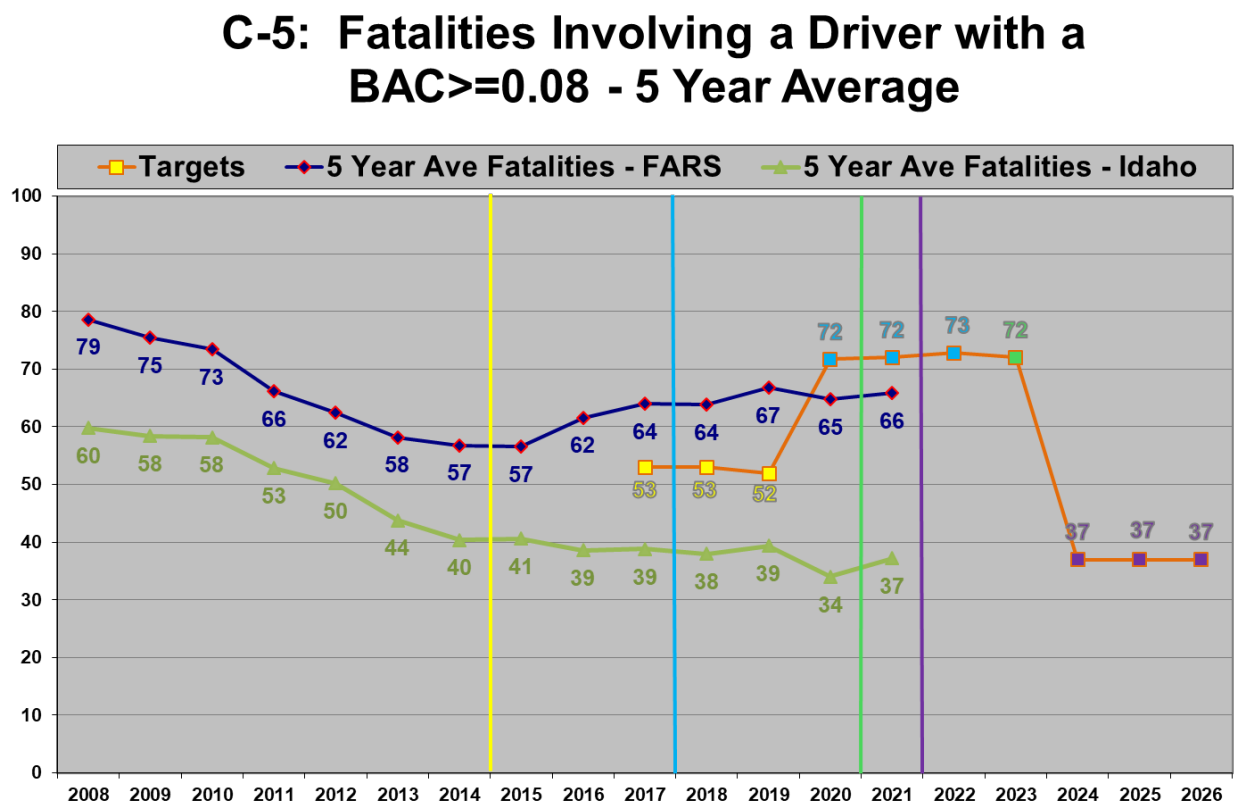


Figure 73. C-5: Fatalities Involving a Driver with BAC>=0.08 - Five Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Impaired Driving program for fiscal years 2024-26 is $5,778,923.

Program Strategies

Strategy: Prevention, education, and outreach for impaired driving.

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

See **Page 73** for more information about problem identification for **Impaired Driving**.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices" Support of Enforcement for Impaired Driving, and Deterrence in the areas of Prosecution and Adjudication *(CMW Ch.1,.3.3, 4.1, 5.1)* Also, per the Uniform Guidelines for State Highway Safety Program No. 8, Impaired Driving, II Prevention, IV communication Program and V Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation.

- Court Monitoring ***
- Alcohol Problem Assessment and Treatment *****
- Alcohol Screening and Brief Intervention *****
- Impaired Driving Communication Program No. 8 IV.
    - Each state should develop and implement a comprehensive communication program that supports priority policies and program efforts. Communication programs and materials should be culturally relevant and multilingual as appropriate.
- Mass Media Campaigns ***

Sociodemographic and Location Data for Outreach: While we provide outreach to those that are at risk for impaired driving statewide, our outreach targets ages 21-25, male and female. We concentrate on reaching them “close to the issue” with in-bar marketing in rural areas and late-night social media placements. Court monitoring produced a higher conviction rate and often stiffer sentences in Canyon County. Based on number of cases, the program will expand to Ada county.

Partnerships:

- State Impaired Driving Coordinator (SIDC), Idaho State Police
- Idaho Office of Drug Policy
- Driver Education Coordinator, State Department of Education
- Traffic Safety Resource Prosecutor (TSRP), Idaho Prosecuting Attorneys Association
- Criminal Justice Services, Idaho Supreme Court
- Education Manager, Idaho State Liquor Division

- Idaho Department of Health and Welfare
- Mothers Against Drunk Driving
- AAA Oregon & Idaho
- Alliance Highway Safety
- Administrative License Suspension Hearing Officers, Idaho Department of Motor Vehicles
- Students Against Destructive Decisions (SADD)
- Idaho Drug-Free Youth (IDFY)

Strategy: Impaired driving enforcement, prosecution, and adjudication.

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

In 2021, 108 fatalities resulted from impaired driving crashes. This represents 40 percent of all fatalities. Only 28 (or 33 percent) of the 85 passenger vehicle occupants killed in impaired driving crashes were wearing a seat belt. Additionally, there were 10 motorcyclists, 8 ATV riders, 3 pedestrians, and 2 commercial vehicle occupants in impaired driving crashes.

- Of the 108 people killed in impaired driving crashes in 2021, 91 (or 84 percent) were impaired drivers or operators, persons riding with an impaired driver, or impaired pedestrians.
- 9 percent of the impaired drivers involved in crashes were under the age of 21 in 2021, even though they are too young to legally purchase alcohol.
- Impaired driving crashes cost Idahoans over $1.5 billion in 2021. This represents 29 percent of the total economic cost of crashes.

OHS supports several HVEs, year-long grants, training and resources statewide to address impaired driving and DUI task force efforts. The agency also works closely with community partners to support programs that directly work to address impaired driving in Idaho.

Countermeasures and Justification: Per the "Countermeasures that work…for State Highway Safety Offices" Support of Enforcement for Impaired Driving, and Deterrence in the areas of Prosecution and Adjudication *(CMW Ch.1, 2.2, 2.3, 3.1, 5.1).* Also, per the Uniform Guidelines for State Highway Safety Program No. 8, Impaired Diving, B. Enforcement, D. Prosecution & E. Adjudication. NHTSA TSRP Manual (DOT HS 812 313) Uniform Guidelines No. 15, III

- Mass Media on Campaign ***
- Alcohol Impairment, Detection, Enforcement and Sanctions *****
- Traffic Safety Resource Prosecutor No. 8, D, DOT HS 812 313 Traffic Safety Resource Prosecutor Manual
    - Facilitate a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic crimes.
- Drug Recognition Expert (DRE) Training No.15 III

  - Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources.
- Zero-Tolerance Law Enforcement ***
- High Visibility Enforcement Saturation Patrols ****
- DWI/DUI Courts ****

Sociodemographic and Location Data for Outreach: DUI Task forces apply resources to high impairment crash areas through conducting frequent, high visible, well publicized and fully coordinated impaired driving (including zero tolerance) law enforcement efforts throughout the State, especially in locations where alcohol-related fatalities most often occur.

Partnerships:

- State Impaired Driving Coordinator, Idaho State Police
- Idaho Office of Drug Policy
- Driver Education Coordinator, State Department of Education
- Traffic Resources Prosecutor, Idaho Prosecuting Attorneys Association
- Criminal Justice Services, Idaho Supreme Court
- Education Manager, Idaho State Liquor Division
- Idaho Department of Health and Welfare
- Mothers Against Drunk Driving
- AAA Oregon & Idaho
- Administrative License Suspension (ALS) Hearing Officers, Idaho Department of Motor Vehicles (DMV)
- Idaho Law Enforcement Agencies

Strategy: Support impaired driving training and education for law enforcement.

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

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices" Support of Traffic Resources Prosecutor, Drug Recognition Expert Training, and Communications and Outreach. Also, per the Uniform Guidelines for State Highway Safety Program No. 8, Impaired Diving, B. Enforcement, D. Prosecution & E. Adjudication. NHTSA TSRP Manual (DOT HS 812 313) Uniform Guidelines No. 15, III

- Traffic Safety Resource Prosecutor No. 8, D, DOT HS 8120313
  - Facilitate a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic crimes.
- Drug Recognition Expert (DRE) Training No.15 III
  - Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a

wide variety of necessary goals and can be obtained through a variety of sources.

- DWI/DUI Courts ****
- Communication Campaign No.8 III C, 5.2***

Sociodemographic and Location Data for Outreach: N/A

Partnerships:

- Idaho Law Enforcement Agencies
- Idaho Prosecuting Attorneys Association
- Idaho State Police Statewide Impaired Driving Coordinator
- Idaho State Police Forensics
- Idaho Supreme Court
- ALS Hearing Officers, Idaho DMV

Figure 74. Impaired Driving Prevention Graphic

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
High crash locations are identified by the OHS crash data system. In 2018-2022 data, these include:

- Fatal Involved Crashes by County: Ada, Kootenai, Canyon, Bonneville, and Bonner
- Suspected Serious Injury by County: Ada, Canyon, Kootenai, Twin Falls, Nez Perce
- Fatal Involved Crashes by City: Boise, Idaho Falls, Meridian, Nampa
- Southwestern Idaho District 3 outranked other districts for fatal involved crashes

The following graphic shows the total number of impaired driving involved fatal crashes in Idaho counties from 2018 to 2022 per the ITD Highway Safety Dashboards.

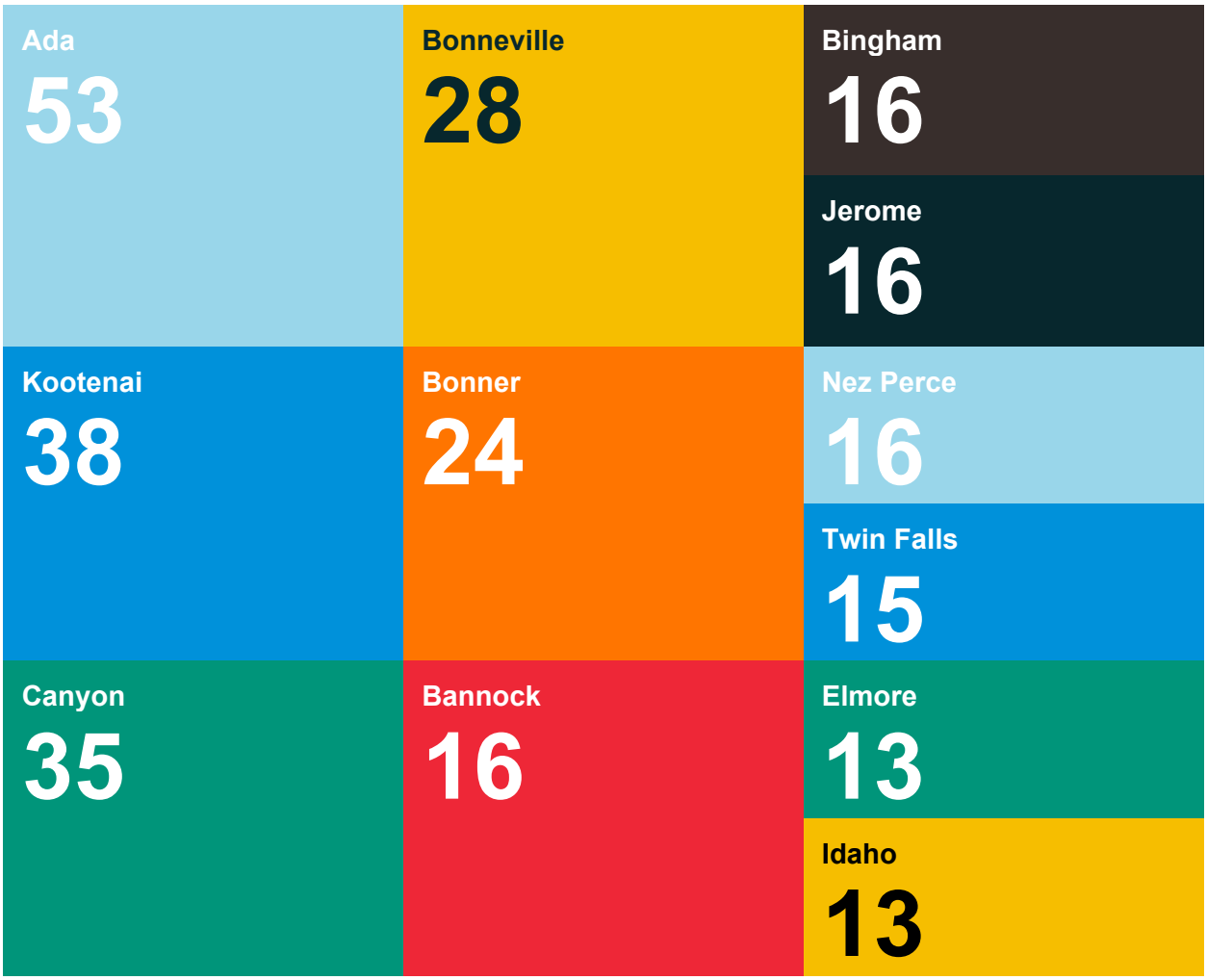


Figure 75. Impaired Driving Involved Fatal Crashes in Idaho Counties, 2018-2022

The following graphic shows the total number of impaired driving suspected serious injury involved crashes in Idaho counties from 2018 to 2022.

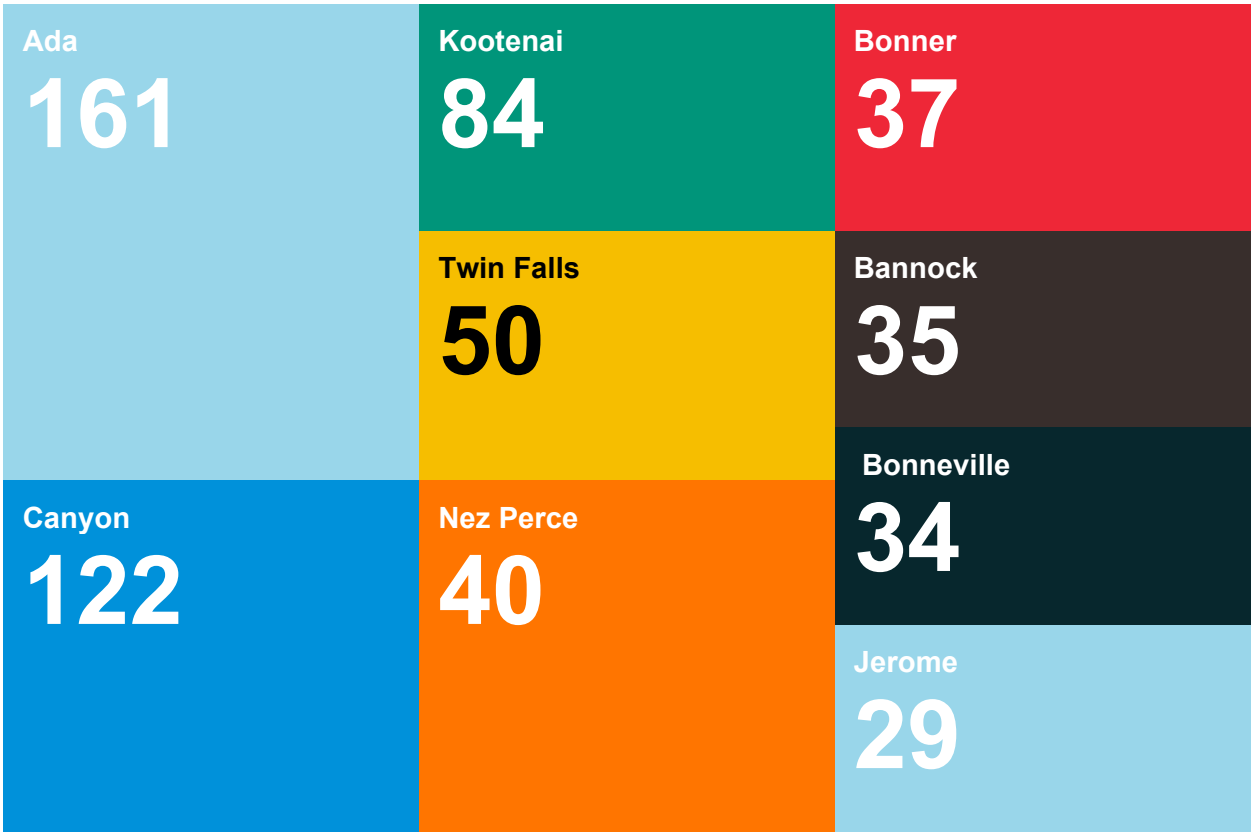


Figure 76. Impaired Driving Suspected Serious Injury Involved Crashes in Idaho Counties, 2018-2022

The following graphic shows the total number of impaired driving involved fatal crashes in Idaho cities from 2018 to 2022 per the ITD Highway Safety Dashboards.

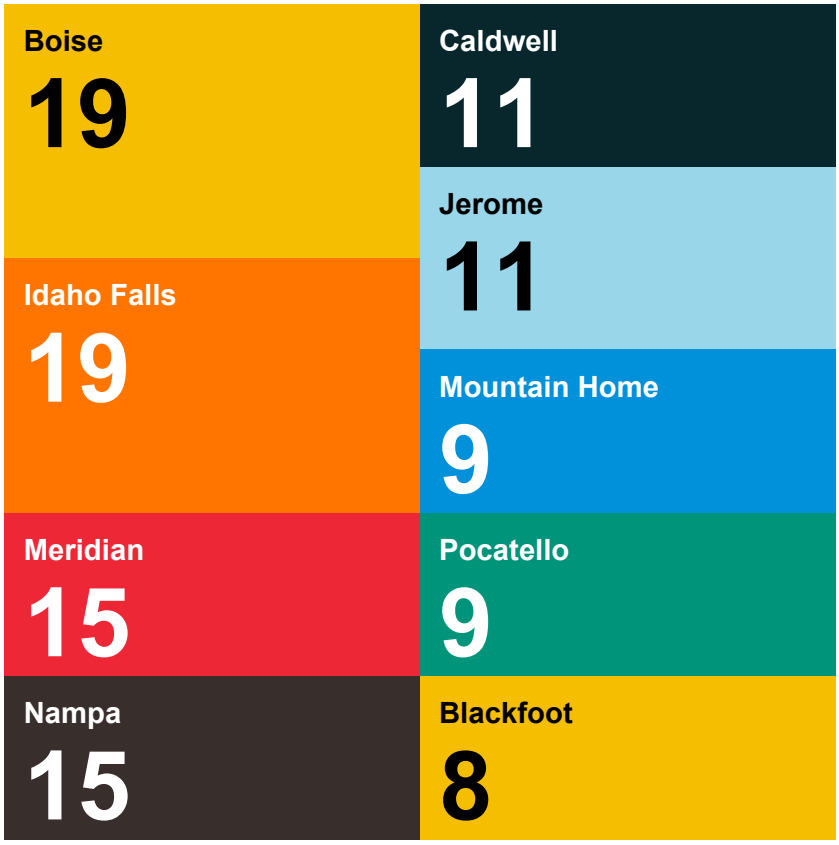


Figure 77. Impaired Driving Involved Fatal Crashes in Idaho Cities, 2018-2022

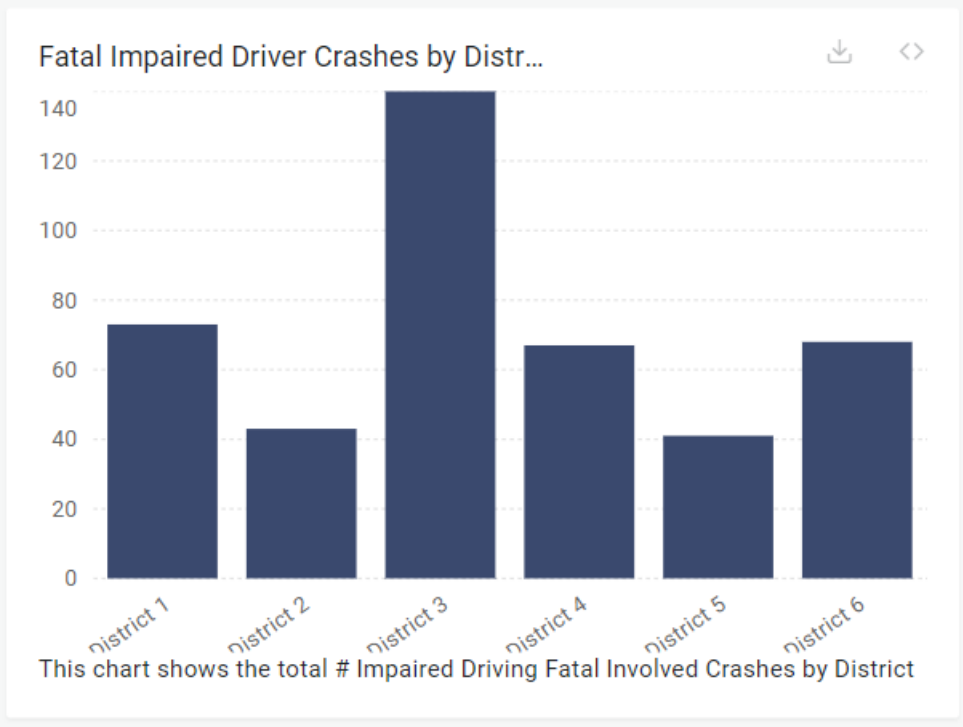


Figure 78. Fatal Impaired Driver Crashes by ITD District, 2018-2022

Young adults and males were overrepresented in statewide impaired driving crashes. Fatal crashes often involved impaired driving, with over 19 percent chance that the light truck driver in a fatal crash was impaired at the time of the crash, and over 24 percent chance for passenger vehicle drivers. Nationally, motorcycle and passenger vehicle drivers were at risk for involvement in fatal crashes when both alcohol and speed were contributing circumstances.

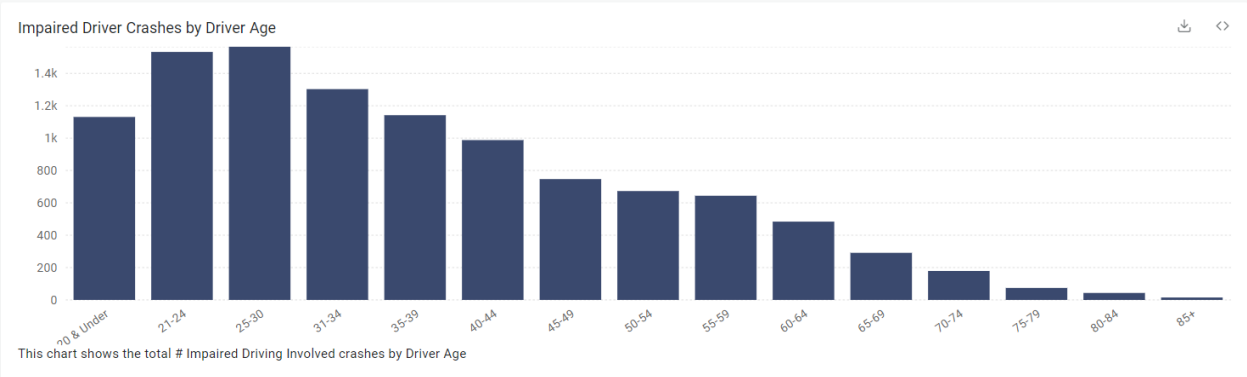


Figure 79. Impaired Driver Crashes by Driver Age, 2018-2022

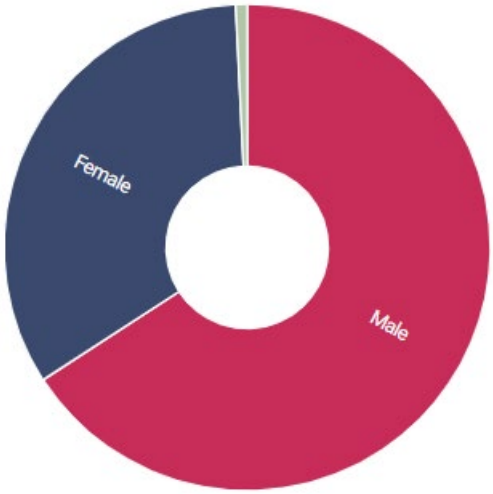


Figure 80. Impaired Driver Crashes by Gender, 2018-2022

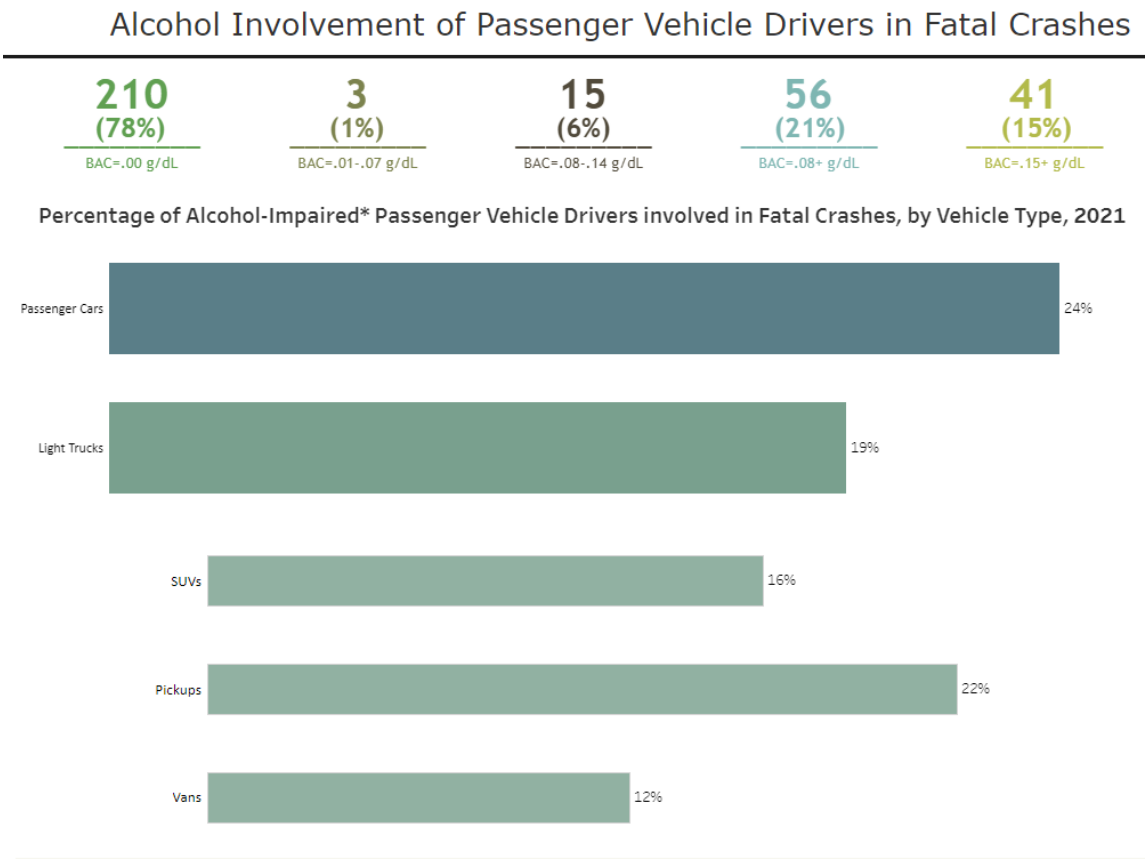


Figure 81. Idaho Data for Alcohol Involvement for Passenger Vehicle Drivers in Fatal Crashes in 2021

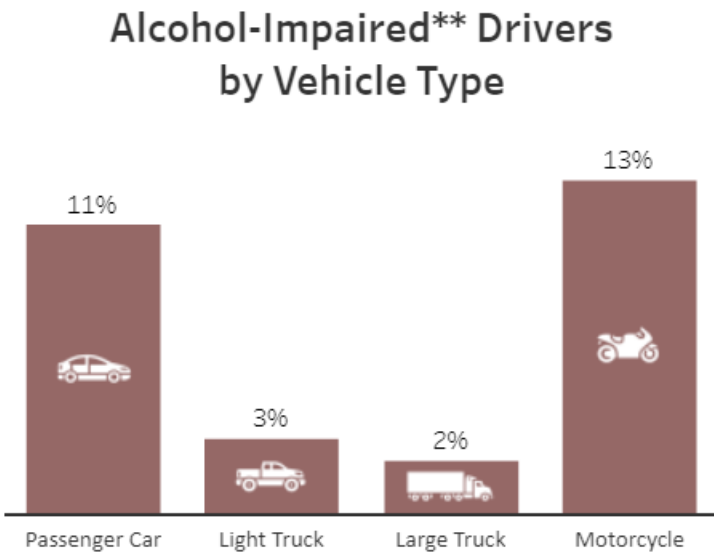


Figure 82. National Speeding and Alcohol Involvement by Vehicle Type for Fatal Crashes in 2021 (BAC of .08 or higher)**

At Risk Community: We've identified the panhandle and north central area of Idaho including Bonner and Nez Perce Counties as communities with particular risk.

BRFSS data reports 17 percent binge drinking rates for IDHW Panhandle District and 15 percent in North Central. A self-reported factor that may be explored is the unemployment rate for those reporting binge drinking.

In our 2022 public opinion survey, respondents in Northern and North Central Idaho reported more occurrences when asked "In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?"

Table 37. Public Opinion Survey, 2022

IDAHO REGION							
	Total	Northern	North Central	Southwest	South Central	Southeast	Eastern
Once	5%	8%	10%	5%	6%	0%	0%
Twice	3%	3%	5%	5%	2%	0%	0%
Three times	2%	3%	5%	2%	0%	0%	1%

In addition, both Bonner and Nez Perce Counties each have a census tract identified in FARS data as having high crash fatality rates (data below). Both counties show higher than average rates of alcohol and/or drug impaired driving fatality rates in 2021 and higher ages for impaired driving crash involvement (compared to statewide average age).

Bonner County

60%

of fatal crashes in 2018-2022 were impaired driving crashes

Nez Perce County

28%

of fatal crashes in 2018-2022 had drug use as a contributing circumstance

At-risk communities for these counties were assessed through the SVI and ETC tools. Bonner County has vulnerabilities in poverty rates in specific census tracts and higher 65+ population. Nez Perce County reports vulnerabilities in poverty rates in specific census tracts, a higher 65+ population, a lack of internet access, and increased disability rates. Nez Perce county reports American Indian or Alaska Native populations of 5.8 percent (U.S. Census). These community characteristics and vulnerabilities will be included in our interviews with Panhandle and North Central District Health and next steps determined for continued outreach and ongoing engagement with these communities.

Bonner County

Bonner County Tract 16017950802

32.7%

of the population in the tract are at 200% or less of the federal poverty level

Bonner County

44.7K

total population

56%

disadvantaged census tracts

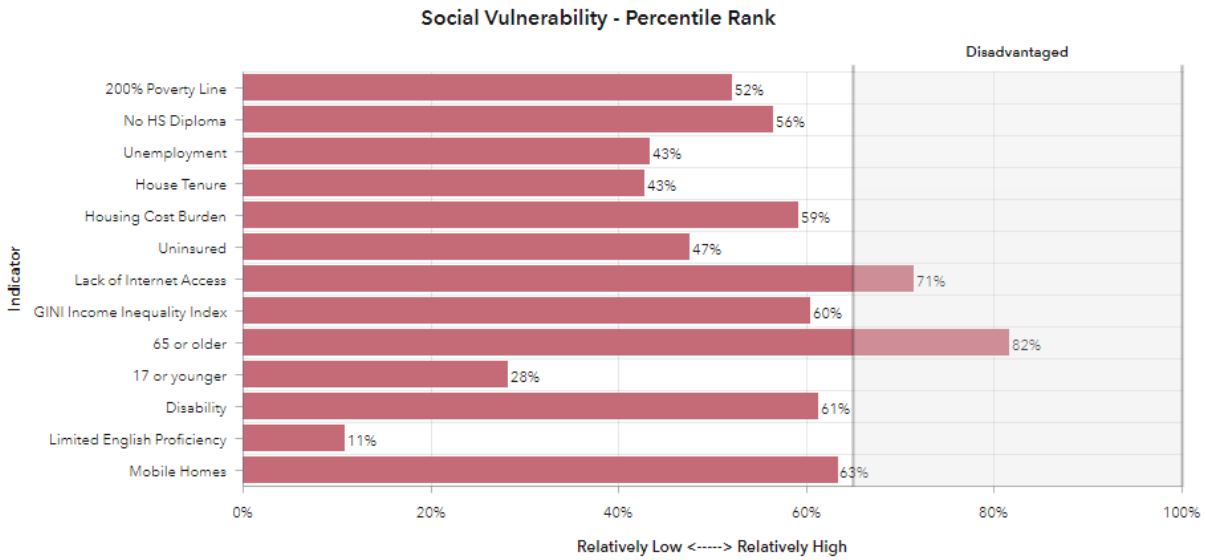


Figure 83. Social Vulnerability in Bonner County

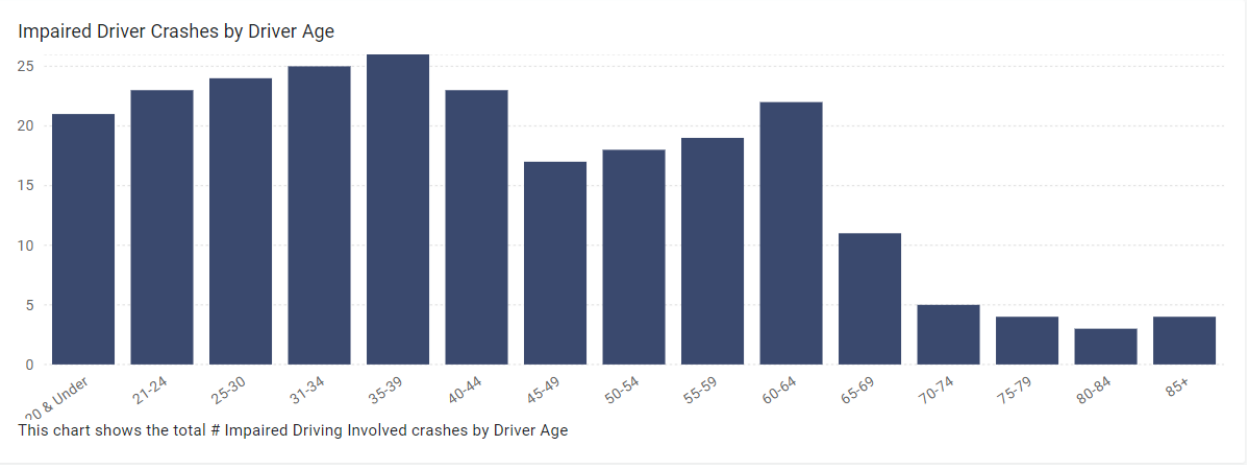


Figure 84. Crashes by Driver Age in Bonner County, 2018-2022

Nez Perce County

Nez Perce County Tract 16069960300

Ranks

85%

in Idaho for disadvantage*

37.6%

of the population in the tract are at 200% or less of the federal poverty level

Nez Perce County

40.5K

total population

50%

disadvantaged census tracts

*Full report: *ID-Nez Perce-Tract16069960300 EJ DAC Report (anl.gov)*

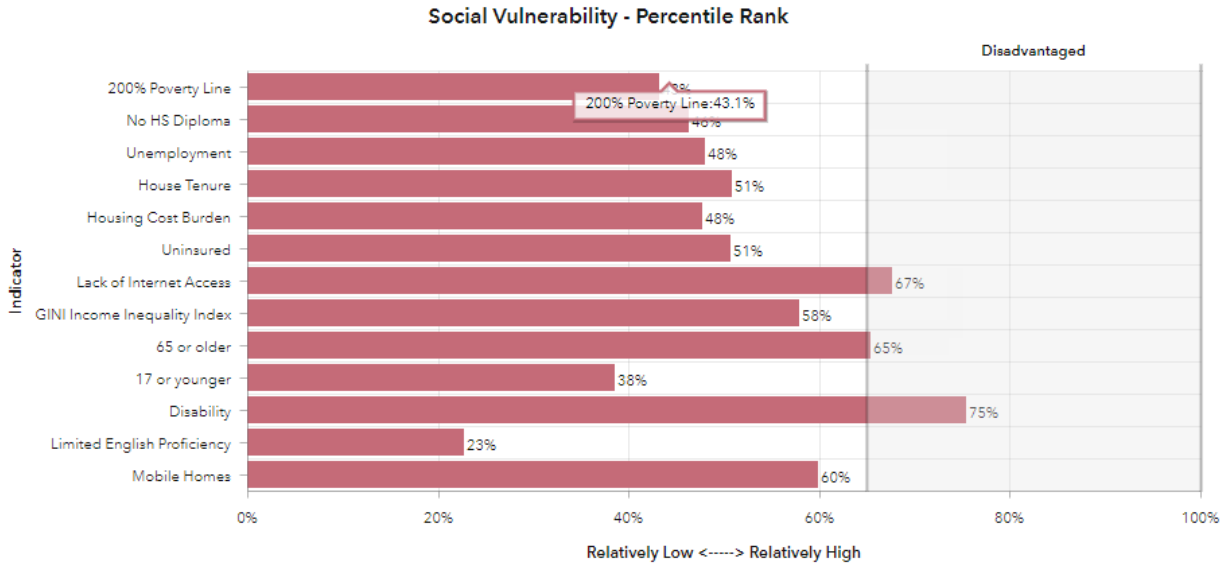


Figure 85. Social Vulnerability in Nez Perce County

BRFSS Data

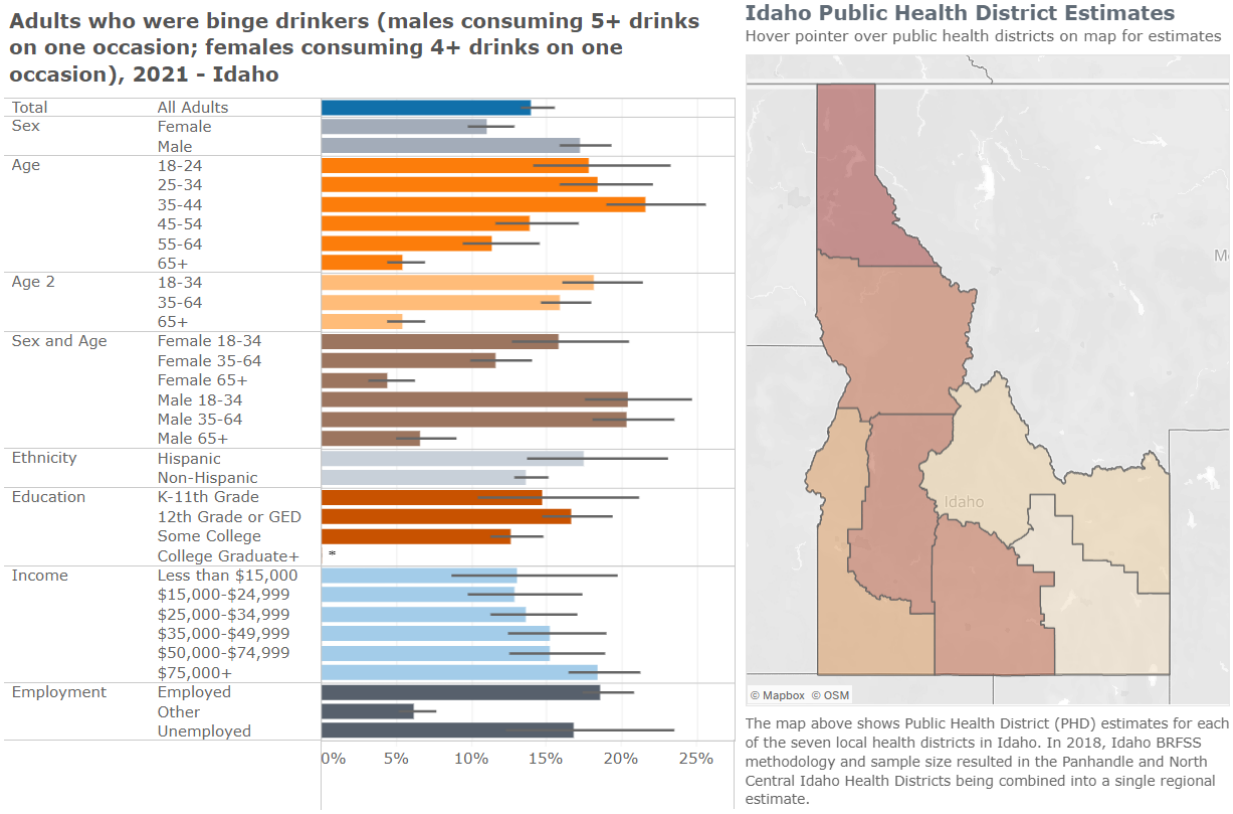


Figure 86. Adult Alcohol Consumption (Binge Drinking) in Idaho in 2021

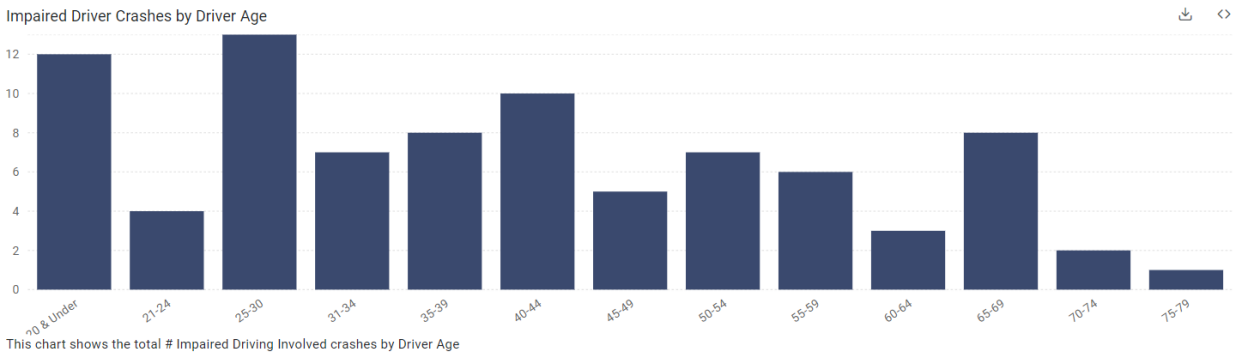


Figure 87. Impaired Driver Crashes by Age Nez Perce County, 2022

Public Participation and Engagement

These at-risk communities have been identified for a starting PP&E goal for FFY2024.

Starting Goal: Understand health, demographic, and community-based risk factors for impaired driving rates in the north and north central areas of Idaho to inform program outreach areas and messaging. This information can shape future PP&E engagement efforts and marketing/media outreach to these at-risk populations.

Strategy One: Interview Idaho Health and Welfare's Panhandle District and North Central District to gather data on specific risks to their communities for binge drinking, drug use, and correlation to impaired driving. Interview District One LEL on DUI Task Force interventions. We will create additional strategies once we have this data.

Community Identification: We've identified the panhandle and north central area of Idaho including Bonner and Nez Perce Counties as communities with particular risk.

Motorcycle Safety

The number of motorcycle crashes increased in 2021 by 18 percent and the number of motorcycle fatalities increased 19 percent. Of all motorcyclists involved in crashes in 2021, 88 percent received some degree of injury. Of all motorcycle crashes, 9 percent involved impaired motorcyclists, while 31 percent of fatal motorcycle crashes involved impaired motorcyclists. Almost half of all motorcycle crashes (47 percent) were single-vehicle crashes and 69 percent of fatal motorcycle crashes involved only a single motorcycle. Of the motorcyclists killed in 2021, 84 percent were 37 years of age or older.

Idaho law requires all motorcycle operators and passengers under the age of 18 to wear a helmet; 61 percent of those riders involved in crashes in 2021 were wearing a helmet while 57 percent of riders 18 and older involved in crashes were wearing helmets.

Target

Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

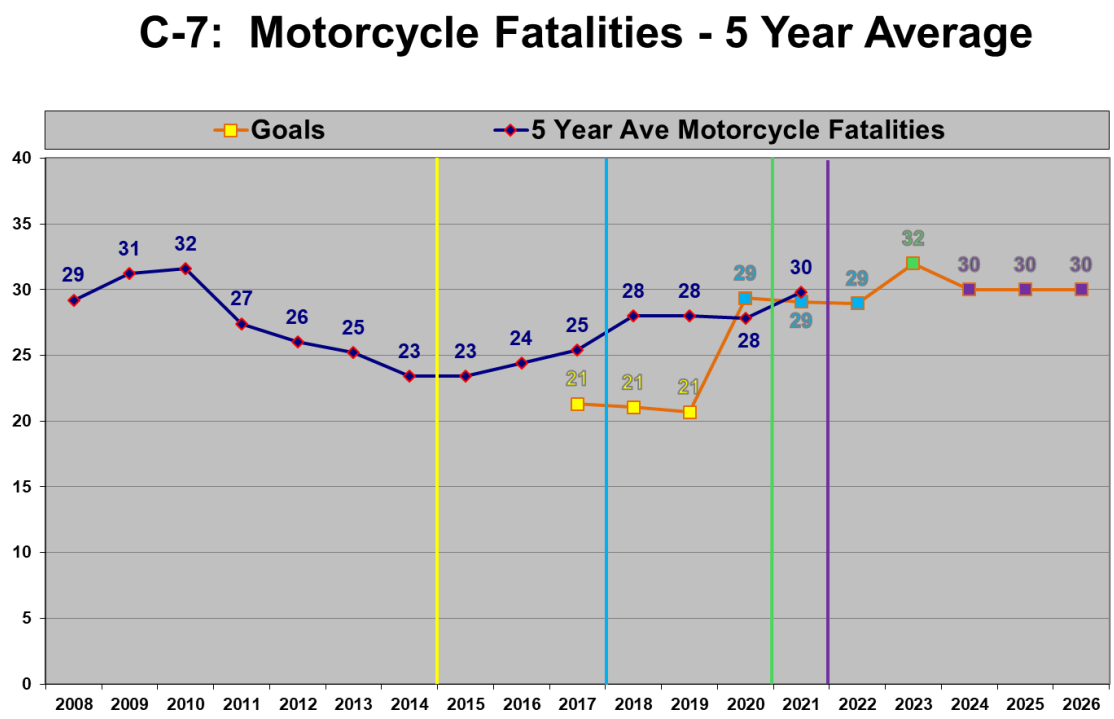


Figure 88. C-7: Motorcycle Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Motorcycle Safety program for fiscal years 2024-26 is $237,528.

Program Strategies

Strategy: Support education and outreach efforts for motorcycle rider training.

In 2021, motorcycle crashes represented 2 percent of the total crashes, yet 12 percent of fatalities and 15 percent of serious injuries. Of the motorcyclists killed in 2021, 84 percent were 37 years of age or older. *Analysis of motorcycle fatality crash data from 2017-2021 by the Idaho Coalition for Motorcycle Safety (ICMS), indicates that rider error was a factor in 80 percent of fatal motorcycle crashes, and 58 percent of involved Idaho resident riders did not have a motorcycle endorsement. ICMS analysis also shows 73 percent of victims were over 40 years old, and 48 percent were between 40 and 59.

See **Page 79** for more information about problem identification for **Motorcycles**.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices," Motorcycle Rider Training (CTW Ch. 5 & A5 - 3.2) is widely used and may provide a reduction in crash severity. Also, per the Uniform Guidelines for State Highway Safety Programs No. 3, states should enlist the support of a variety of media through a communication program to improve public awareness of motorcycle crash problems and programs directed at preventing them.

- Communication Program No. 3, X
- Motorcycle Rider Education and Training No. 3, IV
- Motorcycle Rider Training **
    - While this countermeasure has a two-star rating for effectiveness, OHS will continue to support rider training in Idaho, as our Idaho STAR training program instructors prepare riders to recognize hazardous riding situations, assess their own abilities and limitations, and ride within those constraints, as recommended in CTW Ch. 5 & A5 - 3.2. The Idaho STAR training program also addresses motorcycle crash statistics in Idaho to ensure lessons are applicable to local riders.

Sociodemographic and Location Data for Outreach: Messaging is targeted to males ages 40-60 (riders) statewide.

Partnerships:

- Idaho STAR
- High Desert Harley Davidson
- Idaho Coalition for Motorcycle Safety
- Idaho State Police

Strategy: Support motorcycle awareness efforts.

In 2021, almost half of all motorcycle crashes (47 percent) were single-vehicle crashes and 69 percent of fatal motorcycle crashes involved only a single motorcycle. *Analysis of motorcycle fatality crash data from 2017-2021 by the Idaho Coalition for Motorcycle Safety (ICMS) indicates that drivers violating motorcycle rider's right-of-way is a contributing factor in 14 percent of fatal motorcycle crashes.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices," Communications and Outreach: Motorist Awareness of Motorcyclists (CTW Ch. 5 & A5 - 4.2) can increase other drivers' awareness of motorcyclists. Also, per the Uniform Guidelines for State Highway Safety Programs No. 3, state motorcycle safety programs, communication campaigns, and state motor vehicle operator manuals should emphasize the issues of rider conspicuity and motorist awareness of motorcycles.

- Motorcycle Rider Conspicuity and Motorist Awareness Programs No. 3, IX
- Communication Program No. 3, X
- Communications and Outreach: Motorist Awareness of Motorcyclists *
    - While this countermeasure has a one-star rating of effectiveness, OHS will continue to use communications and outreach to educate motorists on sharing the road with and looking twice for motorcyclists. Each May OHS partners with the organizations listed below for Motorcycle Awareness Month activities that remind motorists to drive engaged and watch for motorcyclists as the riding season typically begins. As explained in CTW Ch. 5 & A5 - 4.2, motorcycles and motorcyclists are smaller visual targets than cars or trucks, resulting in low conspicuity. Also, drivers may not expect to see motorcycles on the road. Communications campaigns can be valuable in bringing attention to right-of-way related motorcycle crashes in Idaho.

Sociodemographic and Location Data for Outreach: Statewide messaging that targets all drivers, especially in counties affected by motor vehicle-involved motorcycle crashes.

Partnerships:

- Idaho STAR
- High Desert Harley Davidson
- Idaho Coalition for Motorcycle Safety
- Idaho State Police

Strategy: Support safe and sober motorcycle riding.

In 2021, 31 percent of fatal motorcycle crashes involved impaired motorcyclists. *Analysis of motorcycle fatality crash data from 2017-2021 by the Idaho Coalition for Motorcycle Safety (ICMS) indicates that illegal drug and alcohol use by riders contributed to 32 percent of motorcycle-involved fatal crashes.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices," Alcohol-Impaired Motorcyclists: Communications and Outreach (CTW Ch. 5 & A5 - 2.2) can be conducted by both States and local riding groups. Also, per the Uniform Guidelines for State Highway Safety Programs No. 3, each State should ensure that programs addressing impaired driving include an impaired motorcyclist component

- Motorcycle Operation Under the Influence of Alcohol or other Drugs No. 3, V
- Communication Program No. 3, X
- Alcohol-Impaired Motorcyclists: Communications and Outreach *
    - While this countermeasure has a one star rating of effectiveness, CTW Ch. 5 & A5 – 2.2 says rider groups can play critical roles in planning and implementing activities to reduce drinking and riding. OHS will continue to work with partners listed below to ensure impaired motorcyclist safety messaging and communication campaigns include rider groups and shares their important voices to other riders.

Sociodemographic and Location Data for Outreach: Messaging that targets males aged 45-60, especially in counties affected by motor vehicle-involved motorcycle crashes

Partnerships:

- Idaho STAR
- High Desert Harley Davidson
- Idaho Coalition for Motorcycle Safety
- Idaho State Police

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
Locations of motorcycle crashes are identified in OHS Crash data. Counties with the highest motorcycle involved crash rate include Canyon, Ada, and Kootenai.

Counties with motorcycle crashes: Ada, Canyon, Kootenai, Bonneville, Bannock, Boise, Twin Falls, Bonner, Nez Perce, Blaine, Caribou, Idaho, Jerome, Bingham, Fremont, Gem, Elmore, Franklin, Jefferson, Lincoln, Lemhi, Payette, Boundary, Butte, Cassia, Gooding, Adams, Teton, Latah, Oneida, Valley, Benewah, Tear Lake, Lewis, Latah, Oneida, Power, Valley.

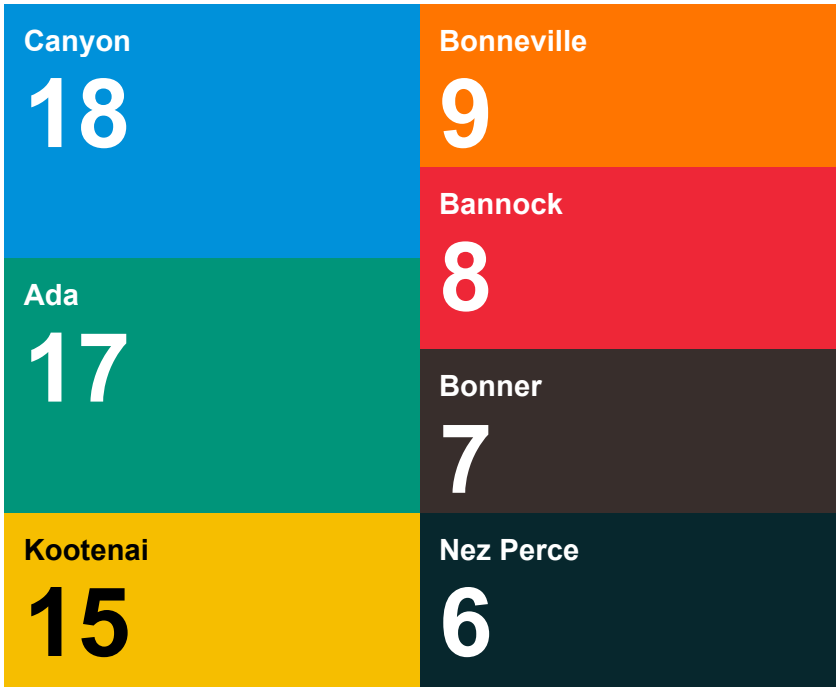


Figure 89. Motorcycle Involved Fatal Crashes in Idaho Counties, 2018-2022

Affected communities for motorcycle crashes are heavily swayed to middle-aged men riding in summertime. Single-vehicle crashes and rural areas are more often seen in our crash and fatality data sets. 2021 Motorcycle-Related Idaho crash demographics:

Figure 90. 2021 Idaho Motorcycle-Related Crash Data

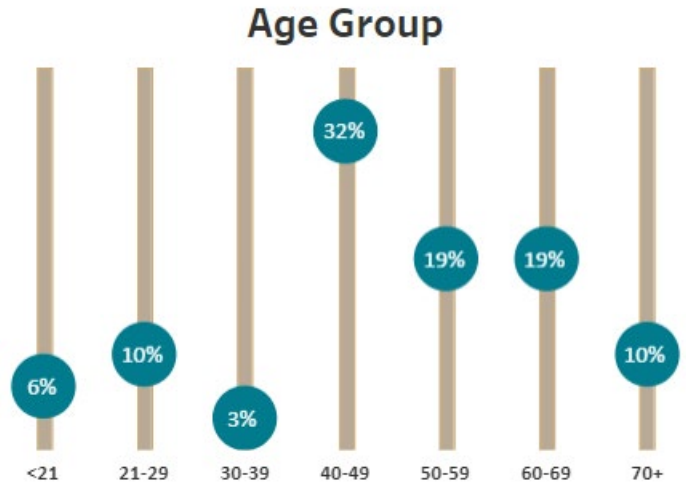


Figure 91. 2021 Idaho Motorcycle-Related Crash Data by Age Group

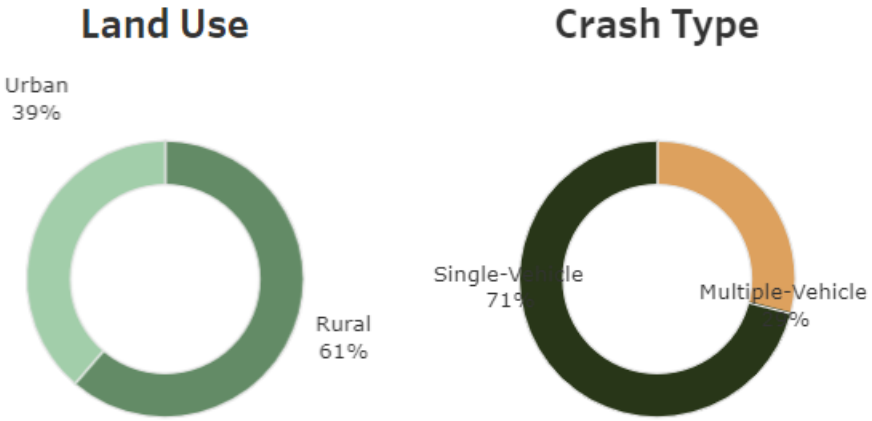


Figure 92. 2021 Idaho Motorcycle-Related Crash Data by Land Use and Crash Type

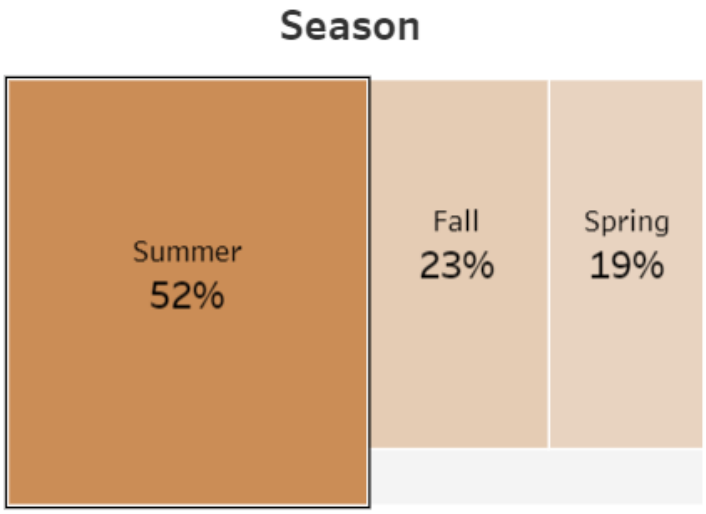


Figure 93. 2021 Idaho Motorcycle-Related Crash Data by Season

Non-motorized (Pedestrians and Bicyclists)

Crashes involving pedestrians increased by 17 percent in 2021, and the number of pedestrians killed in motor vehicle crashes increased by 57 percent. Of all pedestrians involved in crashes in 2021, 97 percent received some degree of injury.

The number of bicycle crashes increased by 16 percent in 2021 and there were three bicyclists killed. Of the bicyclists involved in crashes in 2021, 97 percent received some degree of injury. Of all bicyclists involved in crashes in 2021, 18 percent were between the ages of 4 and 14.

Target

Maintain the 5-year average number of bicyclist fatalities at 3 or fewer. Maintain the 5-year average number of pedestrian fatalities at 17 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

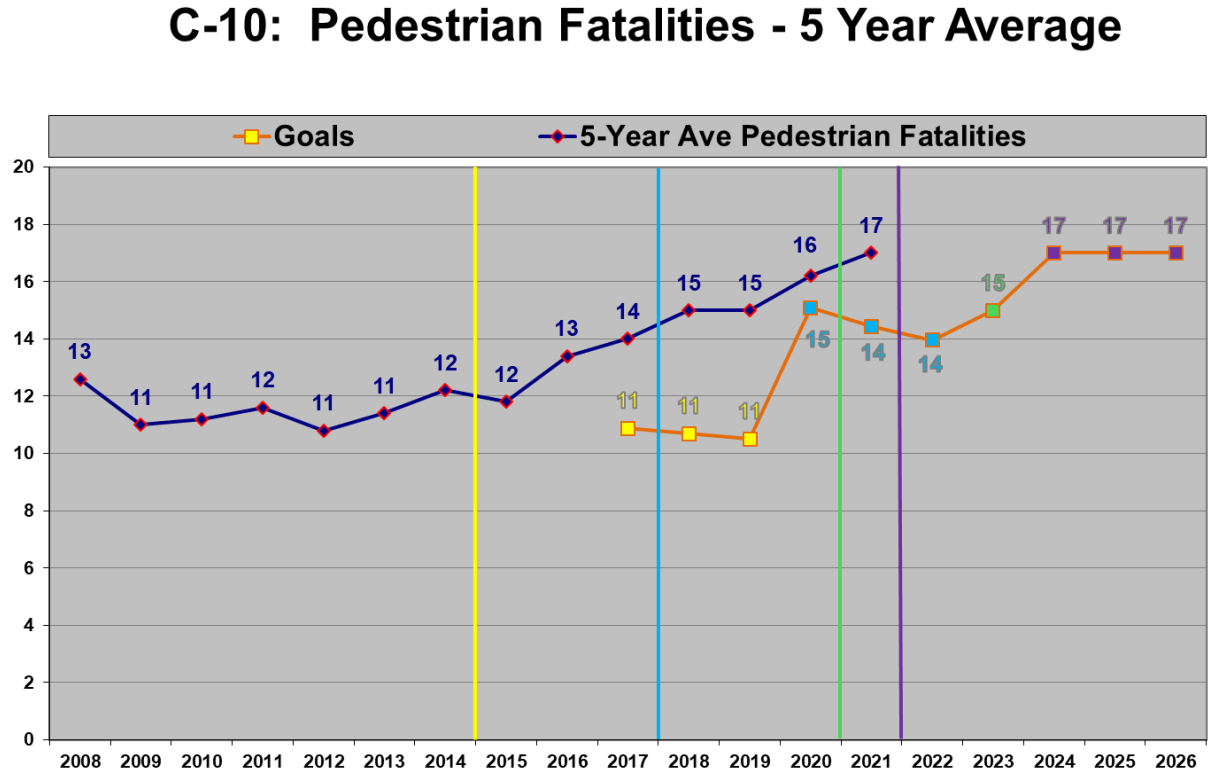


Figure 94. C-10: Pedestrian Fatalities – 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

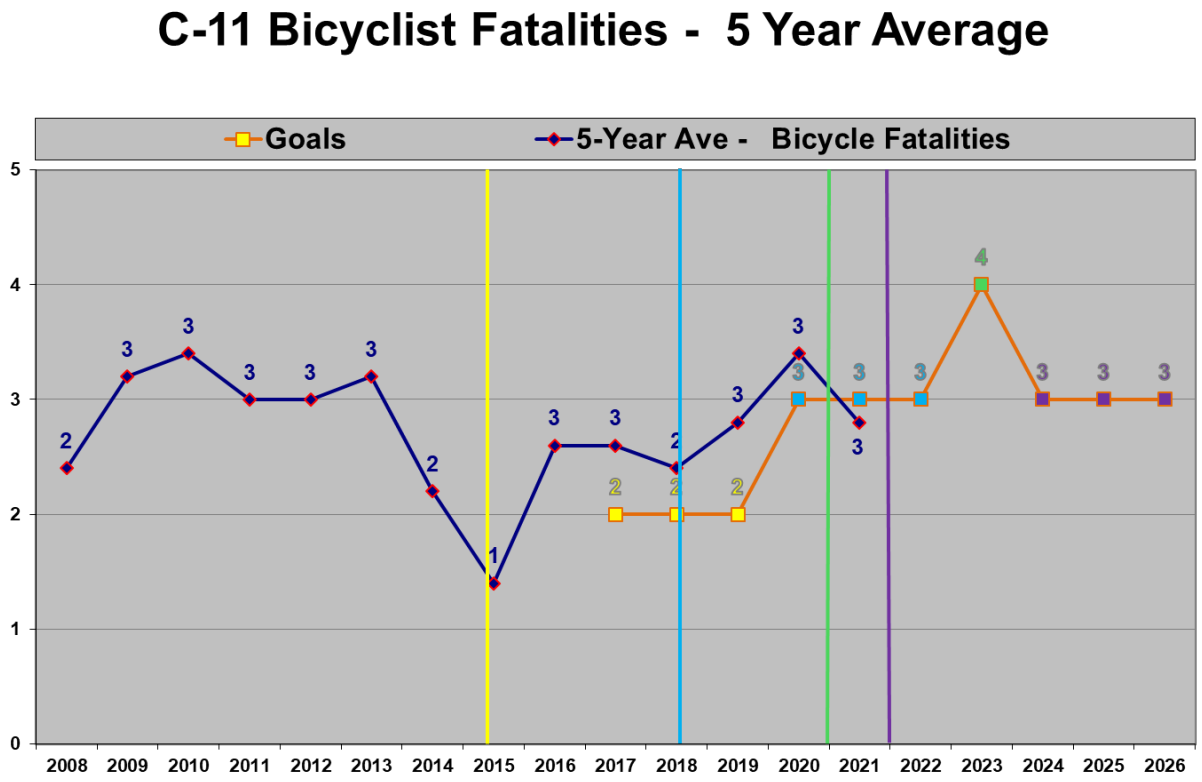


Figure 95. C-11: Bicyclist Fatalities – 5 Year Average

Proposed Program Budget

The proposed budget for the Non-motorized (Pedestrians and Bicyclists) program for fiscal years 2024-26 is $152,261.

Program Strategies

Strategy: Support bicycle and pedestrian safety education and outreach.

Of the pedestrians killed in motor vehicle crashes in 2021, 95 percent were 22 years of age or older and 59 percent were over the age of 40. Impaired pedestrians were involved in 6 percent of all pedestrian crashes and 14 percent of fatal pedestrian crashes. The percentage of bicyclists involved in crashes who were wearing helmets continues to remain very low at 26 percent. However, 53 percent of bicyclists over the age of 64 involved in crashes were wearing helmets while only 19 percent of bicyclists ages 4-19 were wearing helmets and 25 percent of bicyclists ages 20-44 were wearing helmets.

See **Page 82** for more information about problem identification for **Pedestrians and Bicyclists**.

Countermeasure and Justification: Per the Uniform Guidelines for State Highway Safety Programs No. 14, each state should ensure that state and community pedestrian and bicycle programs contain a comprehensive communication component to support program efforts. The

state should enlist the support of a variety of media to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them.

- Communication Program No. 14, VI
- Proactive Traffic Safety Initiatives

Sociodemographic and Location Data for Outreach: Messaging is targeted to pedestrians and bicyclists in areas of the state that are identified as having sociodemographic risk factors. ITD is currently participating in a statewide vulnerable road user assessment which is required by the SHSP and anticipated to complete Fall 2023. This assessment will be used to target outreach as identified in data.

Partnerships:

- Idaho Smart Growth
- Boise Bicycle Project
- Idaho Safe Routes to School Partners
- Idaho Walk Bike Alliance
- Idaho Department of Health and Welfare (IDHW)

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
Pedestrian deaths were rare in Idaho from 2017-2021, and most often involved those walking after dark, males more often than females, and fatalities occurred more often during winter months. These correlations will be reviewed with data from our ongoing vulnerable road user assessment. There are several areas of the state where the population includes non-English speaking emigrants, OHS is partnering with IDHW to explore the relationship between language barriers among refugees and the incidents of traffic crashes in those communities. IDHW are also participating in the OHS/FHWA sponsored Road Safety Audits that are coordinated by OHS. OHS also works with the partners listed above to provide support for bike rodeos, community outreach events for underserved youth, and education efforts that include creating PSA's and online and social media content.

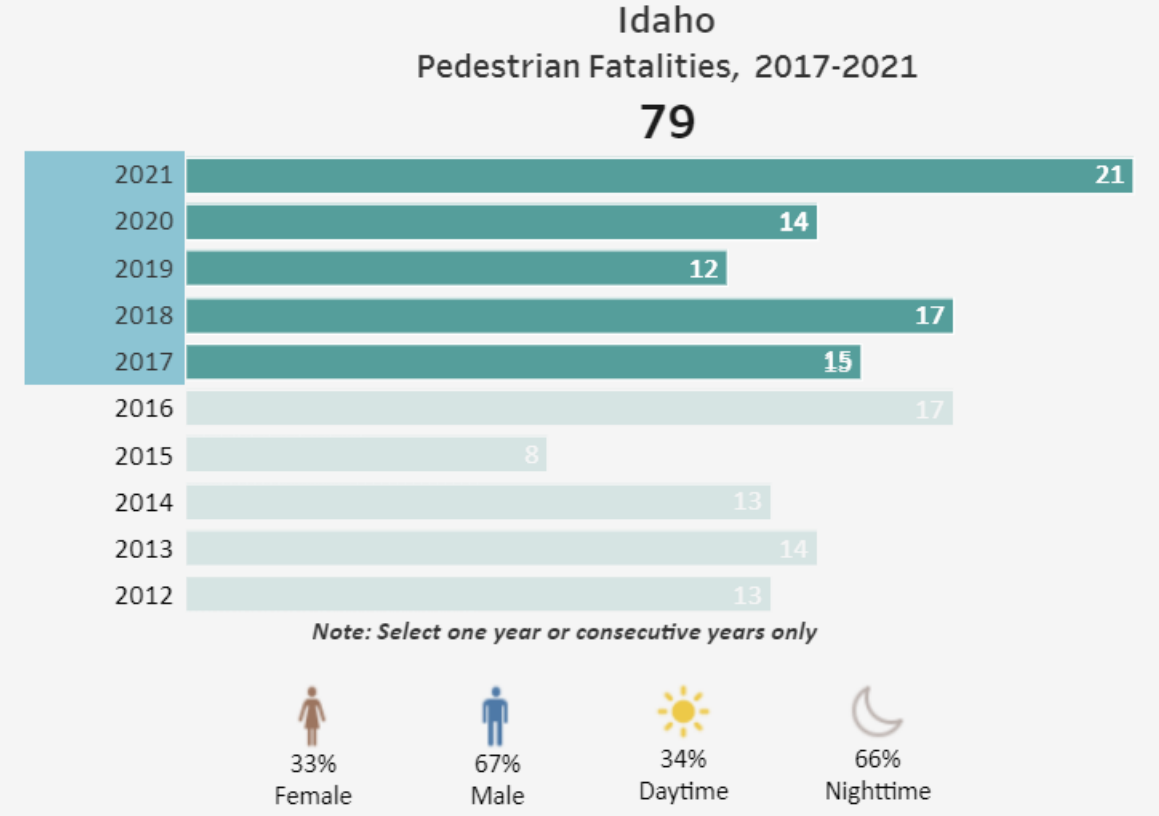


Figure 96. Idaho Pedestrian Fatalities, 2017-2021

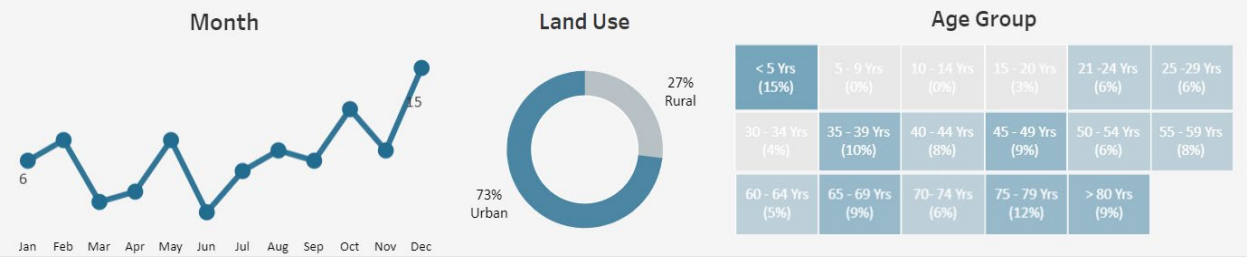


Figure 97. Idaho Pedestrian Fatalities by Month, Land Use, and Age Group - 2017-2021

Vehicle Type	Front
Passenger Cars	2
Light Trucks (SUVs)	5
Light Trucks (Pickups)	7
Large Trucks	2
Other/ Unknown Vehicles	2
Total	**18**

Figure 98. Idaho Pedestrian Fatality by Vehicle Type, 2021

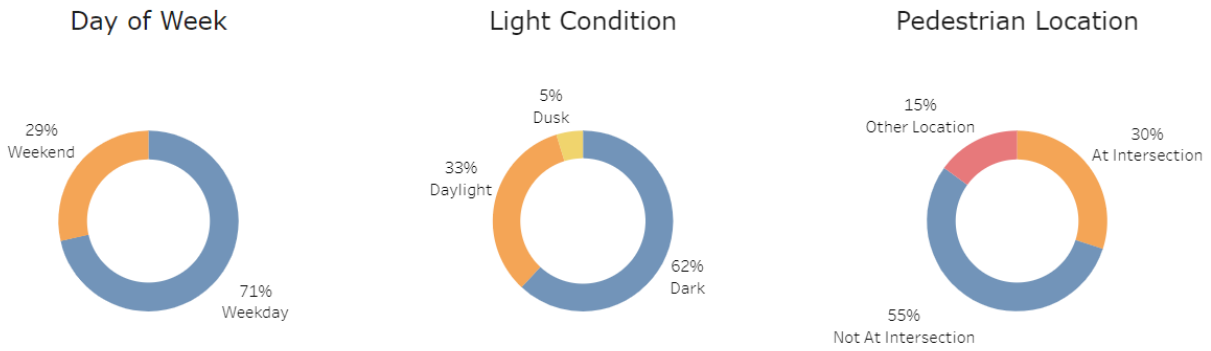


Figure 99. Idaho Pedestrian Fatalities Crash Characteristics, 2021

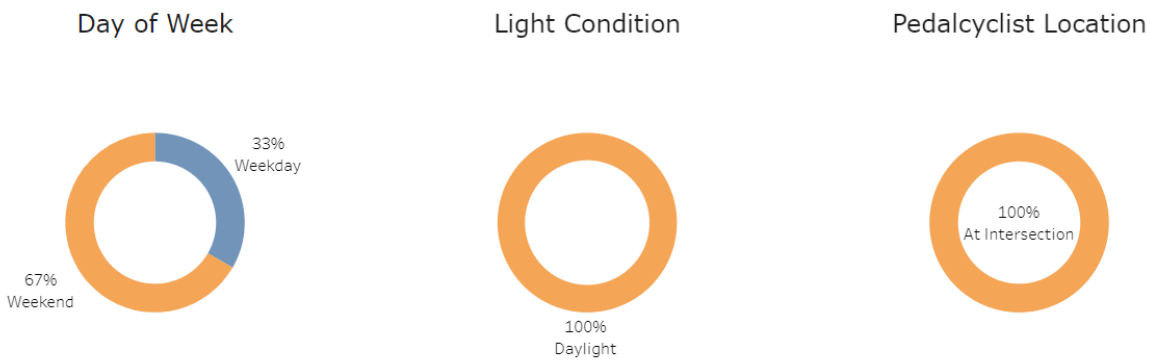


Figure 100. Idaho Pedalcycle Fatalities Crash Characteristics, 2021

Occupant Protection

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and airbags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries, and reducing injury severity. Idaho law requires every occupant to utilize the proper restraints and safety devices in all seating positions in the vehicle. However, Idaho consistently experiences a percentage higher than the national average (50 percent) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

Target

Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026. Increase the observed seat belt use rate to 85.9 percent by 2026.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

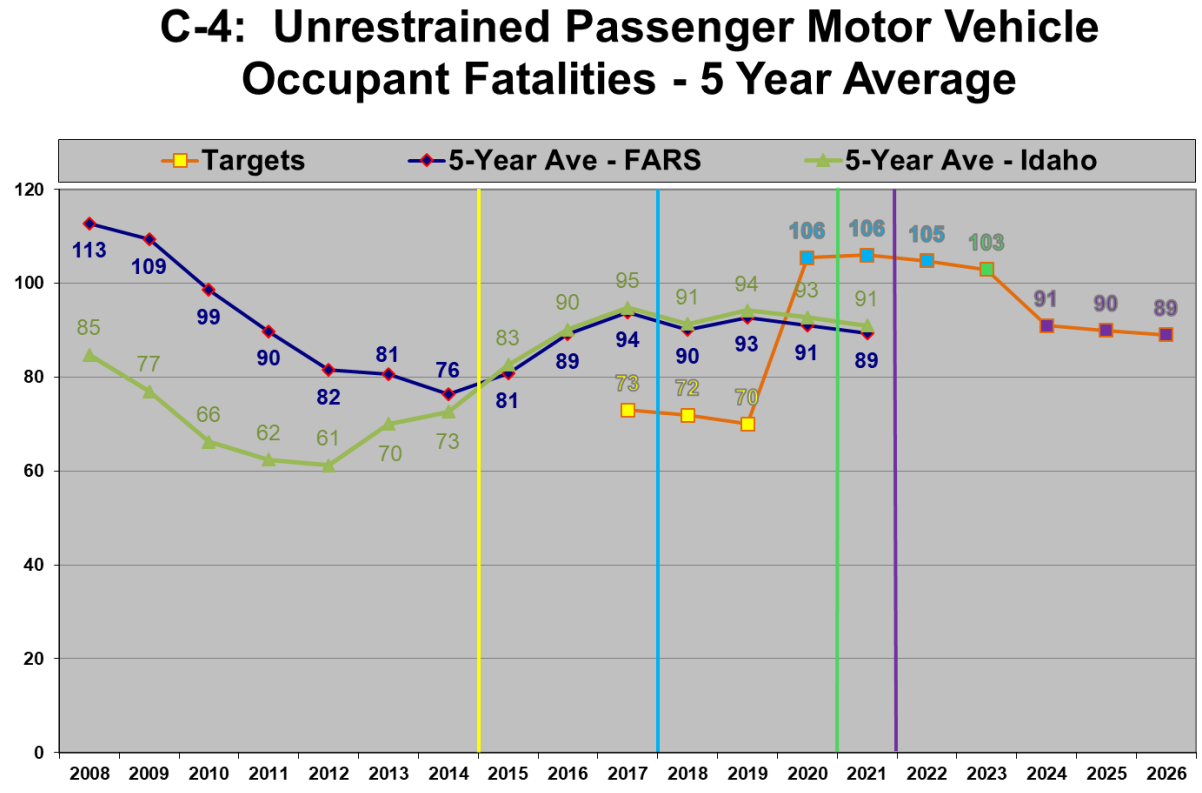


Figure 101. C-4: Unrestrained Passenger Motor Vehicle Occupant Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Occupant Protection program for fiscal years 2024-26 is $2,634,120.

Program Strategies

Strategy: Support education and outreach for child passenger safety.

In 2021, parents are continuing to place their very young children (ages 0-3) in a child safety seat at a high rate (91 percent), while only 62 percent placed their toddlers (ages 4-6) in child safety seats or booster seats, even though they are too small for seat belts to fit them correctly. There were 5 children under the age of 7 killed (1 was restrained) and 9 with suspected serious injuries (5 were restrained) while riding in passenger vehicles in 2021. Child safety seats are estimated to be 69 percent effective in reducing fatalities and serious injuries. By this estimate, there were two lives saved by child safety seats in 2021 and an additional 3 lives may have been saved if all of the children were properly restrained. Furthermore, 11 serious injuries were prevented, and 3 of the serious injuries may have been prevented if they had all been properly restrained.

See **Page 71** for more information about problem identification for **Safety Restraints**.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices," the following Seat Belt and Child Restraint Countermeasures are in place to reduce the problem of unrestrained drivers and passengers in Idaho: *(CMW Ch.2, 2.1, 6.1, 6.2. 7.)*

- Child Restraint/Booster Seat Law Enforcement: Short-Term High-Visibility Child Restraint/Booster Seat Law Enforcement *****
    - In FY23, two mobilizations were held for seat belt enforcement, including child restraint and booster seat law enforcement. In late fall of 2022, a Thanksgiving High-Visibility Enforcement mobilization was held from November 18 – November 30, with 28 agencies participating. In spring of 2023, the Click It or Ticket campaign ran alongside the HVE mobilization from May 15 – June 2, with 30 agencies participating.
- Communications and Outreach: Strategies for Child Restraint and Booster Seat Use ***
    - Campaign run during National Child Passenger Safety Week to encourage child restraint and booster seat use; campaign includes billboards, television, and social media use
    - Pocket Child passenger safety educational materials are distributed year-round at public events
- Other Strategies: Inspection Stations ***
    - Idaho has nearly 100 car seat inspection stations across the state, allowing Idaho's Child Passenger Safety Technician Network to educate caregivers as well as children on the importance of safety restraints

- Outreach Program No. 20, VI
    - Provide culturally relevant material and resources necessary to conduct occupant protection education programs.
- Communication Campaign Strategies for Low Use Groups ****

Sociodemographic and Location Data for Outreach: For child passenger occupant protection, messaging is targeted to females ages 25-45 in areas of the state that are identified as having sociodemographic risk factors, especially rural areas.

Partnerships:

- Lemhi County Sheriff's Office, Idaho Child Passenger Safety Coordinator
- Northwest Infant Survival and SIDS Alliance (NISSA)
- St. Alphonsus Nampa
- St. Luke's Children's
- Bannock County Sheriff's Office
- Northwest Portland Area Indian Health Board
- Grease Monkey, Idaho
- Idaho Department of Health and Welfare

Strategy: Support education and outreach for occupant protection.

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and airbags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries, and reducing injury severity. Idaho law requires every occupant to utilize the proper restraints and safety devices in all seating positions in the vehicle. However, Idaho consistently experiences a percentage higher than the national average (50 percent) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices" Community & Outreach: Strategies for Occupant Protection:

- Communications and Outreach: Strategies for Low-Belt-Use Groups****
    - Young Males – Video Public Service Announcements to encourage seat belt use were run on various social media platforms to specifically target young males.
    - Pickup Truck Drivers –Seat belt campaign materials included billboards with Stanley the Sasquatch driving a pickup truck with his seat belt on and a Shift persona of a rancher driving his pickup with his seat belt on.
    - Rural Drivers – All seat belt campaigns are marketed to specifically target rural areas across the state.
- Other Strategies: School-based Programs***
    - OHS currently partners with the Idaho High School Activities Association, which allows OHS to visit seven schools throughout the year and meet with high school student leaders across the state.
    - OHS receives numerous requests to attend school fairs, safety days, and other events, providing many opportunities for education of students

Sociodemographic and Location Data for Outreach: Messaging is targeted to all motor vehicle occupants in areas of the state that are identified as having sociodemographic risk factors. We specifically target young males ages 16-30, especially those in rural areas and pick-up truck drivers.

Partnerships:

- Idaho State Department of Education
- Alliance Highway Safety
- Students Against Destructive Decisions (SADD)
- Idaho High School Activities Association (IHSAA)

Uniform Guidelines or Program Assessment: High-risk population countermeasure programs

Strategy: Support enforcement education and outreach for occupant protection.

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and airbags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Idaho law requires every occupant to utilize the proper restraints and safety devices in all seating positions in the vehicle. However, Idaho consistently experiences a percentage higher than the national average (50 percent) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year.

Countermeasure and Justification: Per the "Countermeasures that work…for State Highway Safety Offices" Support of Occupant Protection Enforcement

- Seat Belt Law Enforcement: Short-Term, High-Visibility Seat Belt Law Enforcement*****
    - In FY23, two mobilizations were held for seat belt enforcement. In late fall of 2022, a Thanksgiving High-Visibility Enforcement mobilization was held from November 18 - November 30, with 28 agencies participating and a total of 267 seat belt citations issued. In spring of 2023, the Click It or Risk It campaign ran alongside the HVE mobilization from May 15 – June 2, with 30 agencies participating and 324 seat belt citations issued.
- Communications and Outreach: Supporting Enforcement*****
    - Press releases are issued from the Idaho Transportation Department, as well as the Idaho State Police, on high-visibility enforcement mobilizations.
    - Press release templates for the mobilizations are sent to participating agencies for their use in issuing their own local press releases.
    - Local Seat Belt Campaigns and Public Service Announcements are released to coincide with the national Thanksgiving and Click It or Ticket campaigns.
    - In FY23, a press conference was held with multiple agencies in advance of the 100 Deadliest Days to educate and remind the public on the dangers of unrestrained travel.

Sociodemographic and Location Data for Outreach: Messaging is targeted to all motor vehicle occupants in areas of the state that are identified as having sociodemographic risk factors, especially rural areas

Partnerships: Idaho Law Enforcement Agencies

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
The 2022 Idaho Observational Seat Belt Survey provides statewide findings of seat belt usage at 180 observation sites. Observation sites were chosen based on the number of passenger motor vehicle fatalities, on a variety of local, primary, and secondary roadways. A total of 25,385 vehicle occupants were observed (19,628 drivers and 5,757 outboard passengers) in two categories of vehicles: 1) cars, vans, and SUVs, (69 percent) and 2) pick-up trucks (31 percent). The average statewide usage was 87.6 percent, with notably lower usage on secondary roadways and in pick-up trucks. Additionally, Idaho usage is notably lower than the U.S. average.

- Statewide usage 87.6 percent
- Notably lower usage on secondary roadways than local and primary roadways
- Seven percent lesser chance of seat belt use in a pick-up truck than other vehicles

Idaho's fatality rates for motor vehicles with unrestrained occupants match this observational study with more rural, male, and young drivers involved. With this foundational data in mind, we provide outreach to statewide audiences but concentrate on:

- Young drivers and occupants
- Male drivers and occupants
- Pick-up truck drivers and occupants
- Rural roadway users

The 2022 Idaho Observational Seat Belt Survey can be found on itd.idaho.gov/safety/ under the "Seat Belts" tab, along with annual surveys completed from 2017 to 2021, and at this direct link: https://apps.itd.idaho.gov/Apps/OHS/docs/obsrd2022final.pdf.

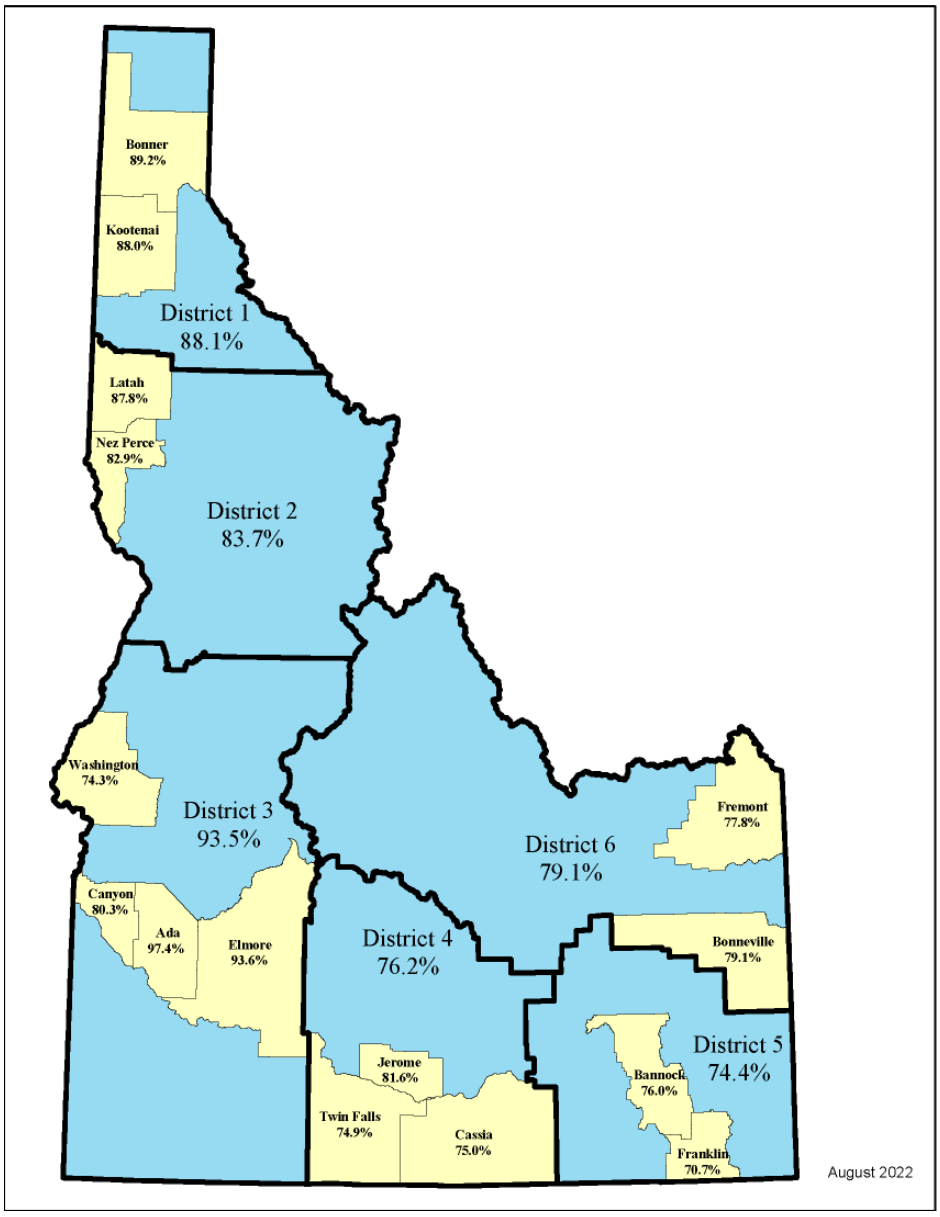


Figure 102. 2022 Idaho Observational Seat Belt Usage Survey by County

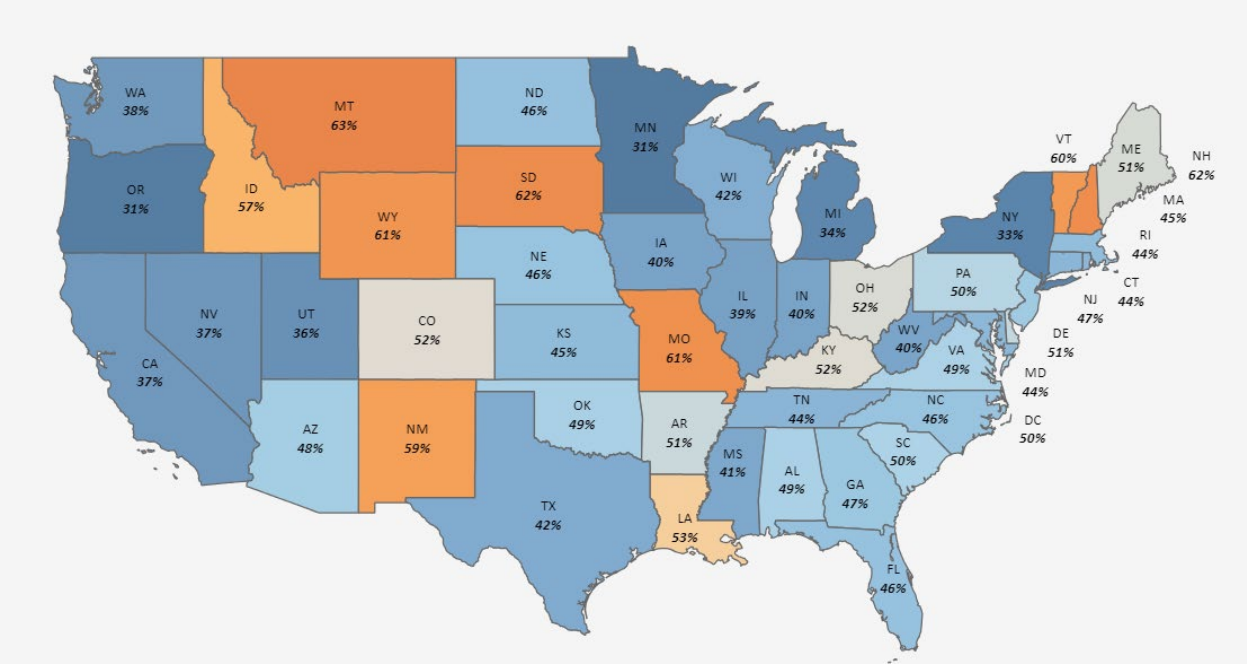


Figure 103. Percentages of Unrestrained Passenger Vehicle Occupants Killed, by State in 2021*

**Explore.dot.gov (https://cdan.dot.gov/DataVisualization/DataVisualization.htm)*

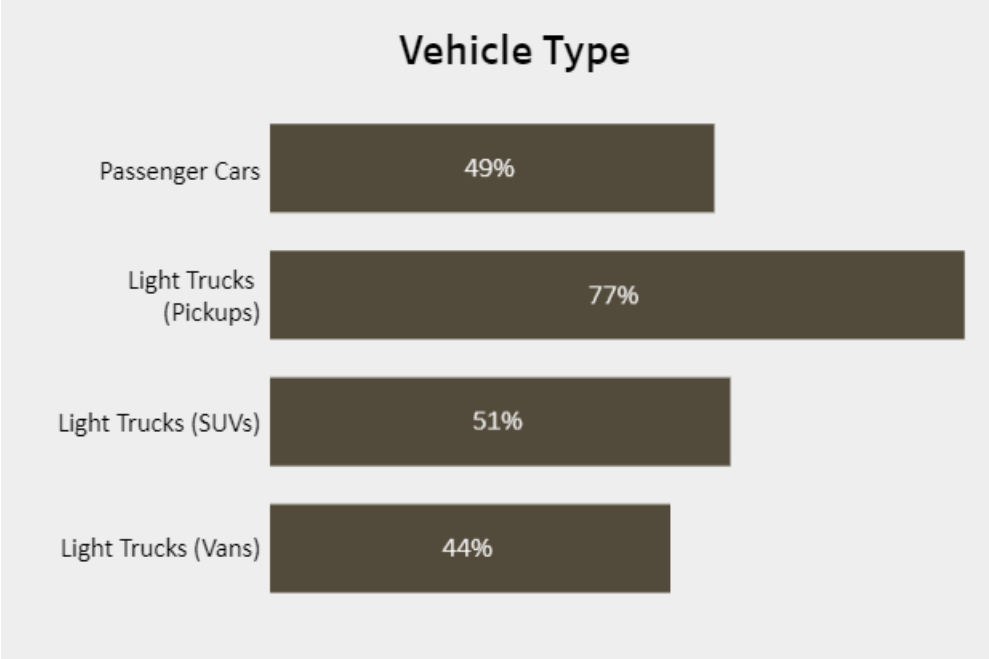


Figure 104. 2021 Idaho Unrestrained Passenger Occupants Killed by Vehicle Type

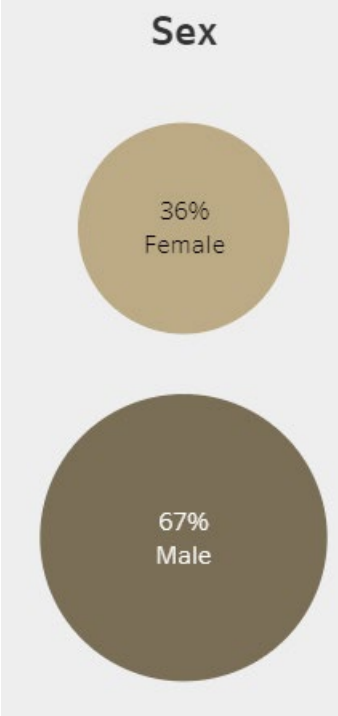


Figure 105. 2021 Idaho Unrestrained Passenger Occupants Killed by Sex

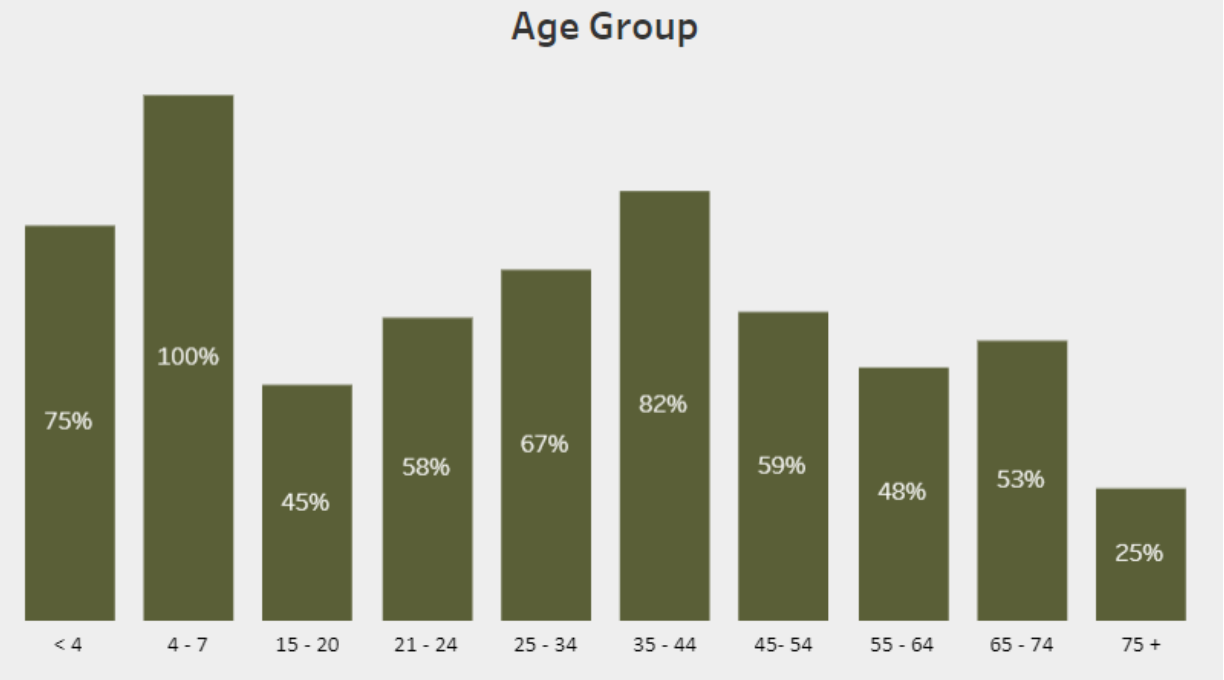


Figure 106. 2021 Idaho Unrestrained Passenger Occupants Killed by Age Group

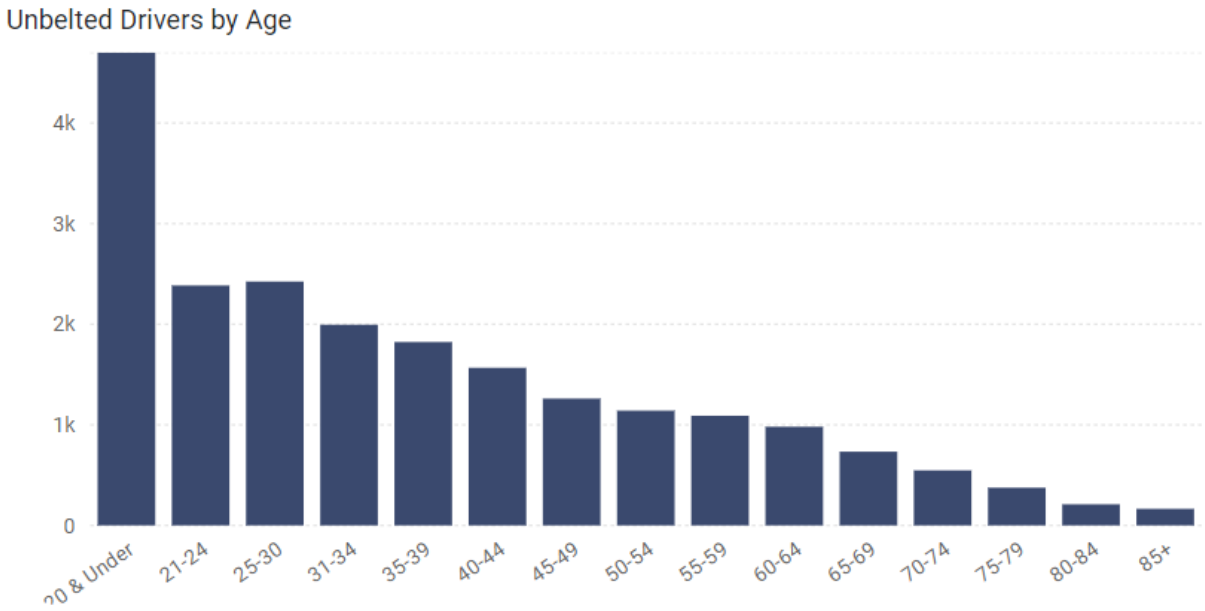


Figure 107. Idaho Unrestrained Passenger Occupants Killed by Age, 2018-2022

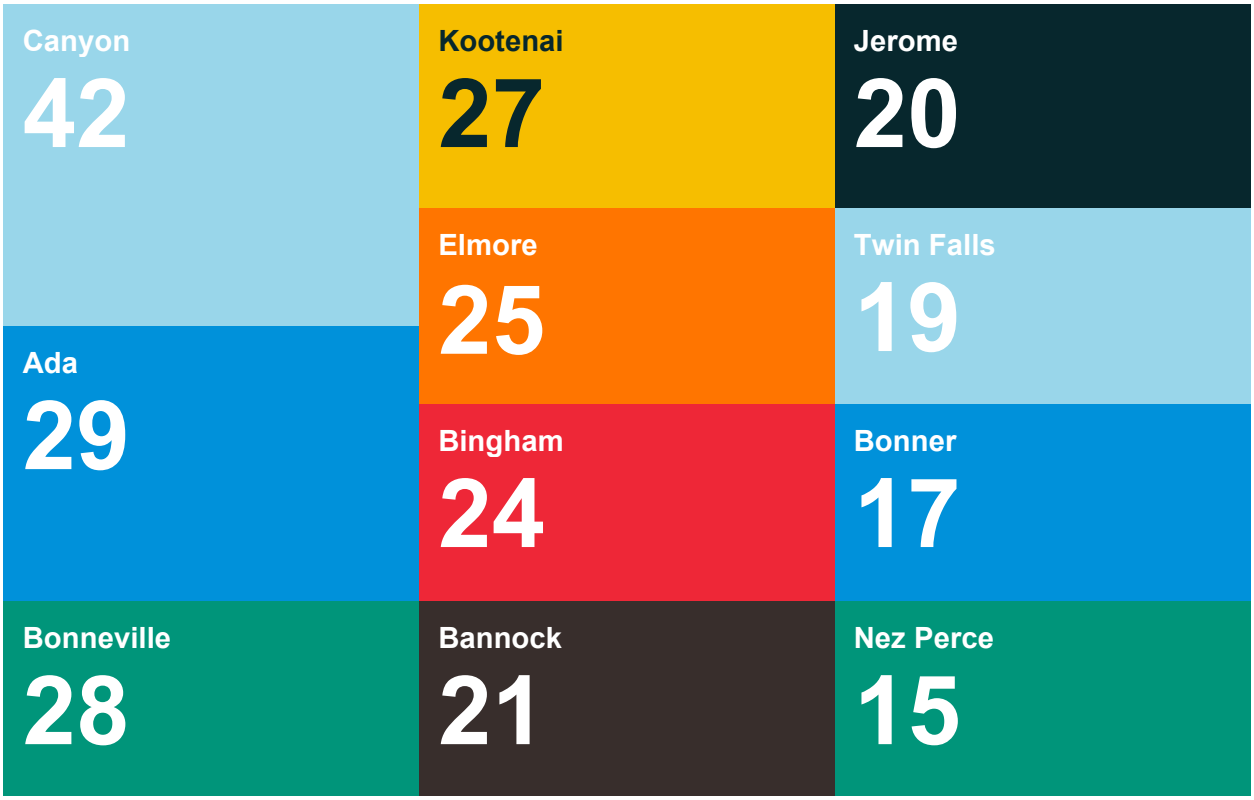


Figure 108. Unbelted Related Fatal Involved Crashes of Idaho County, 2018-2022

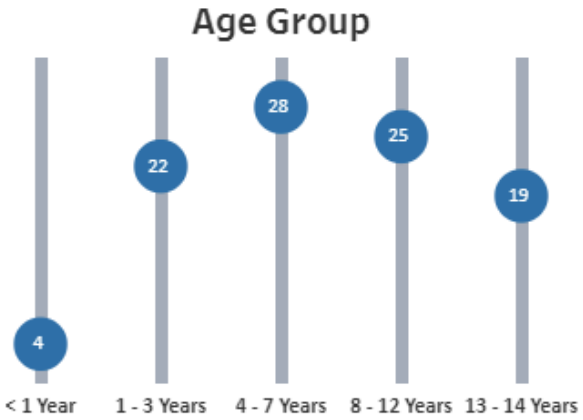
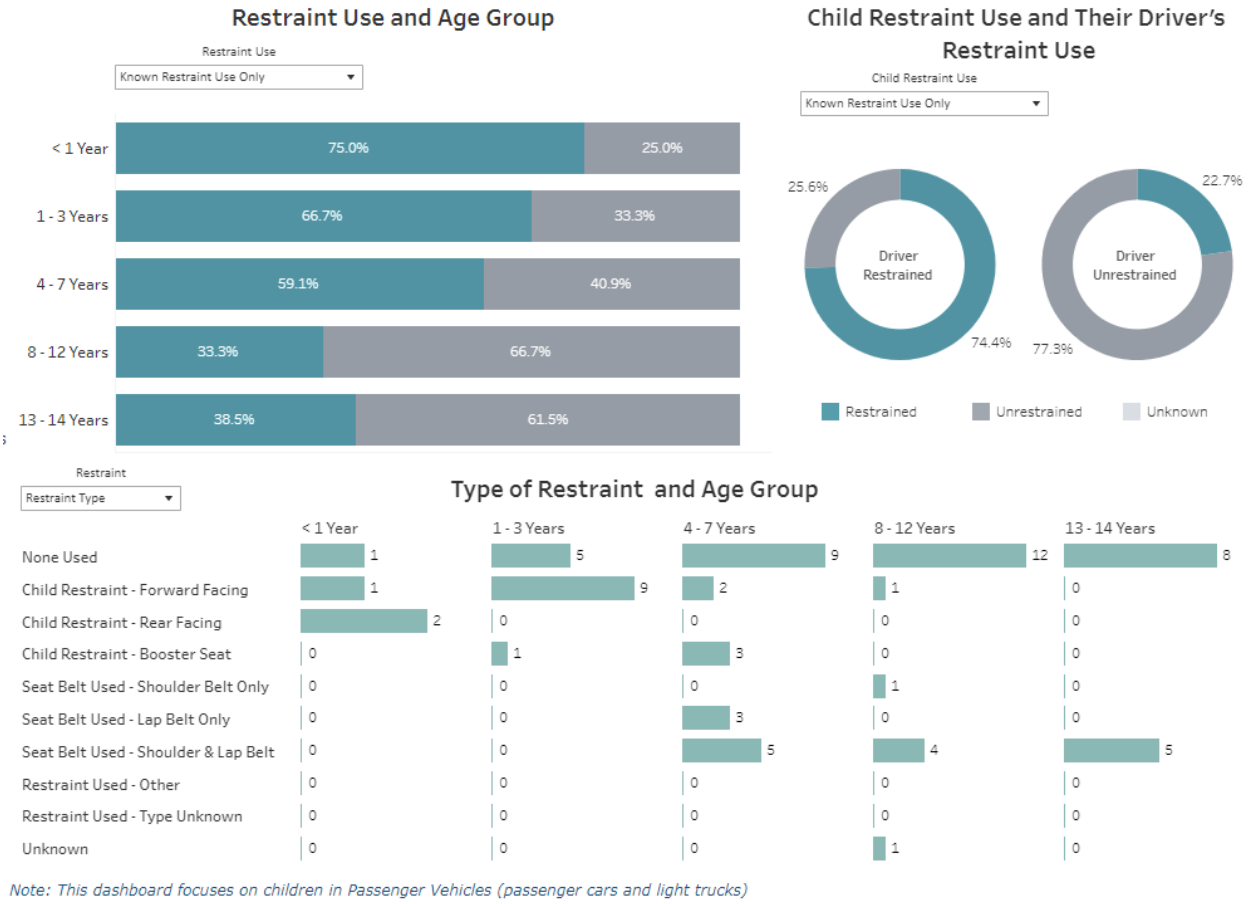


Figure 109. Child Fatality Ages for 2012-2021 Idaho Crash Data



Note: This dashboard focuses on children in Passenger Vehicles (passenger cars and light trucks)

Figure 110. Child Fatality Data for Idaho, 2012-2021

At Risk: Boise and Bingham Counties each have risks in 2021 datasets for unrestrained passengers. Boise County reported 88 percent of passenger fatalities were unrestrained while Bingham County reported 50 percent.

Boise County

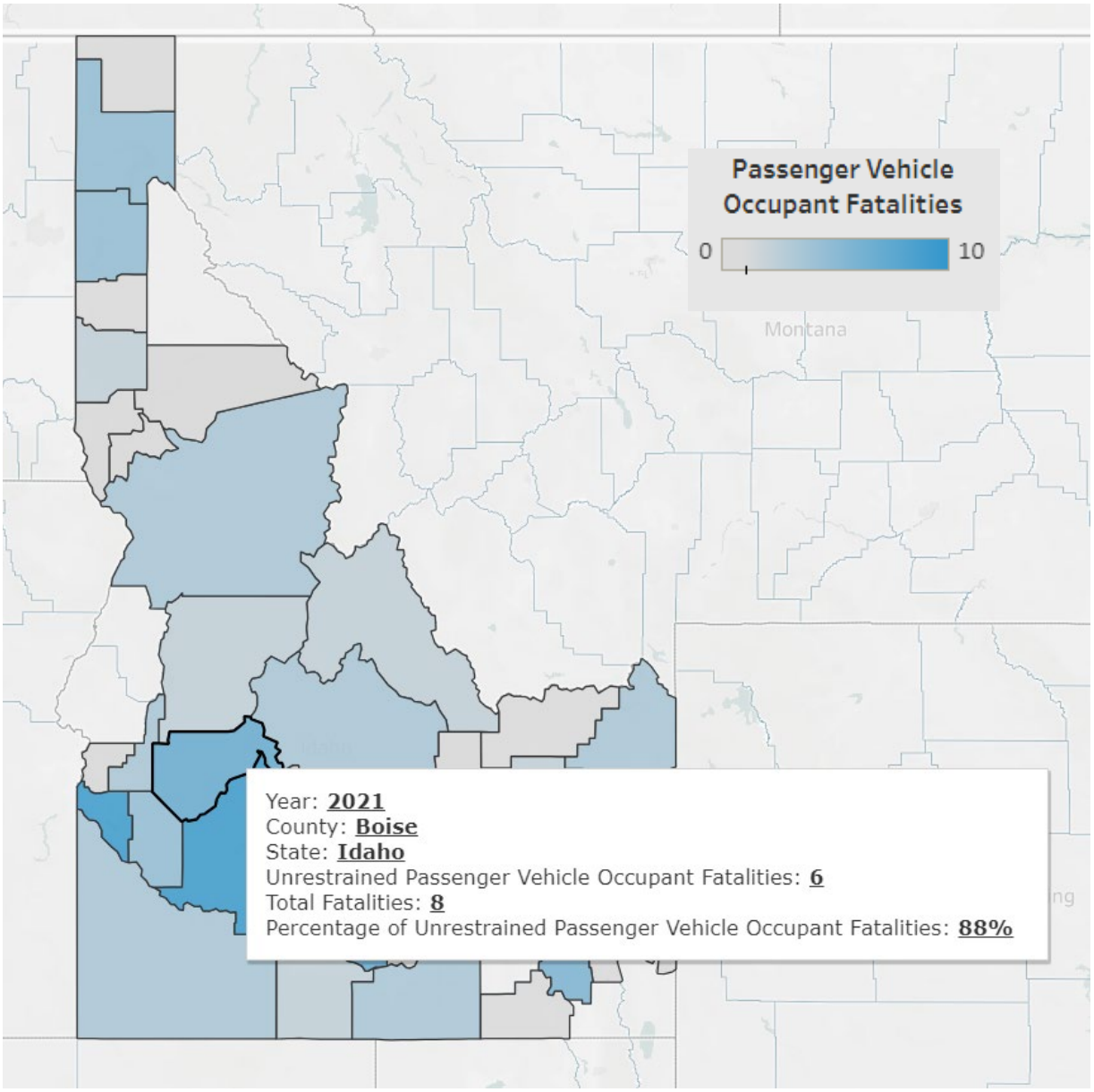


Figure 111. 2021 Idaho Passenger Vehicle Occupant Fatalities in Boise County

Boise County Tract 16015950203

33.3%

of the population in the tract are at 200% or less of the federal poverty level

Social vulnerabilities flagged for Boise County as disadvantaged:

- Mobile Homes
- Uninsured
- 65 and older

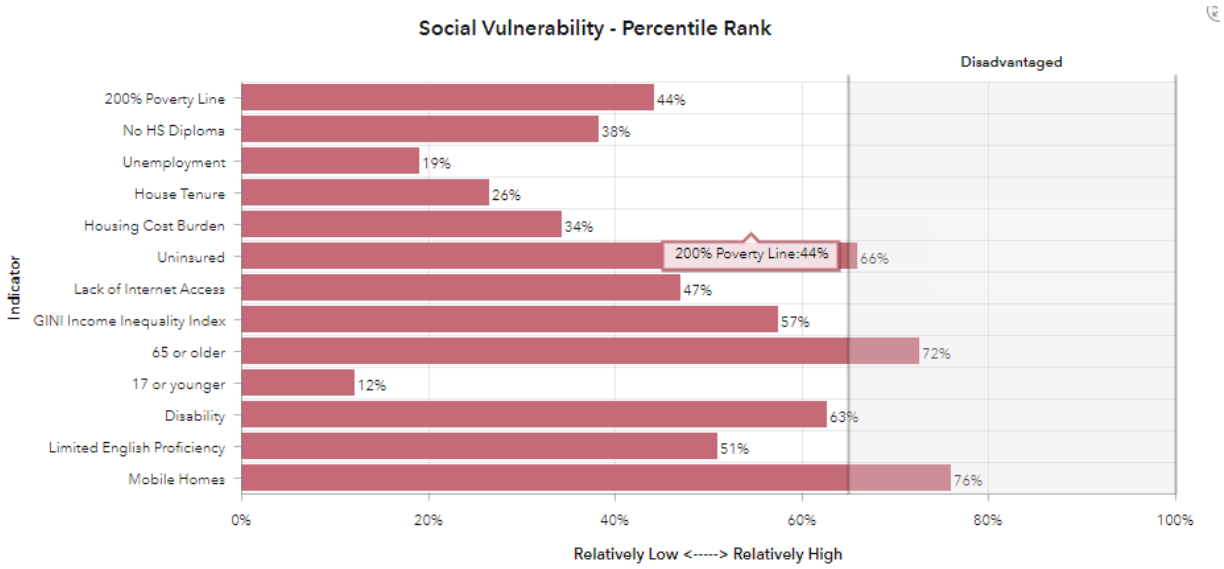


Figure 112. Social Vulnerability Index for Boise County

Bingham County

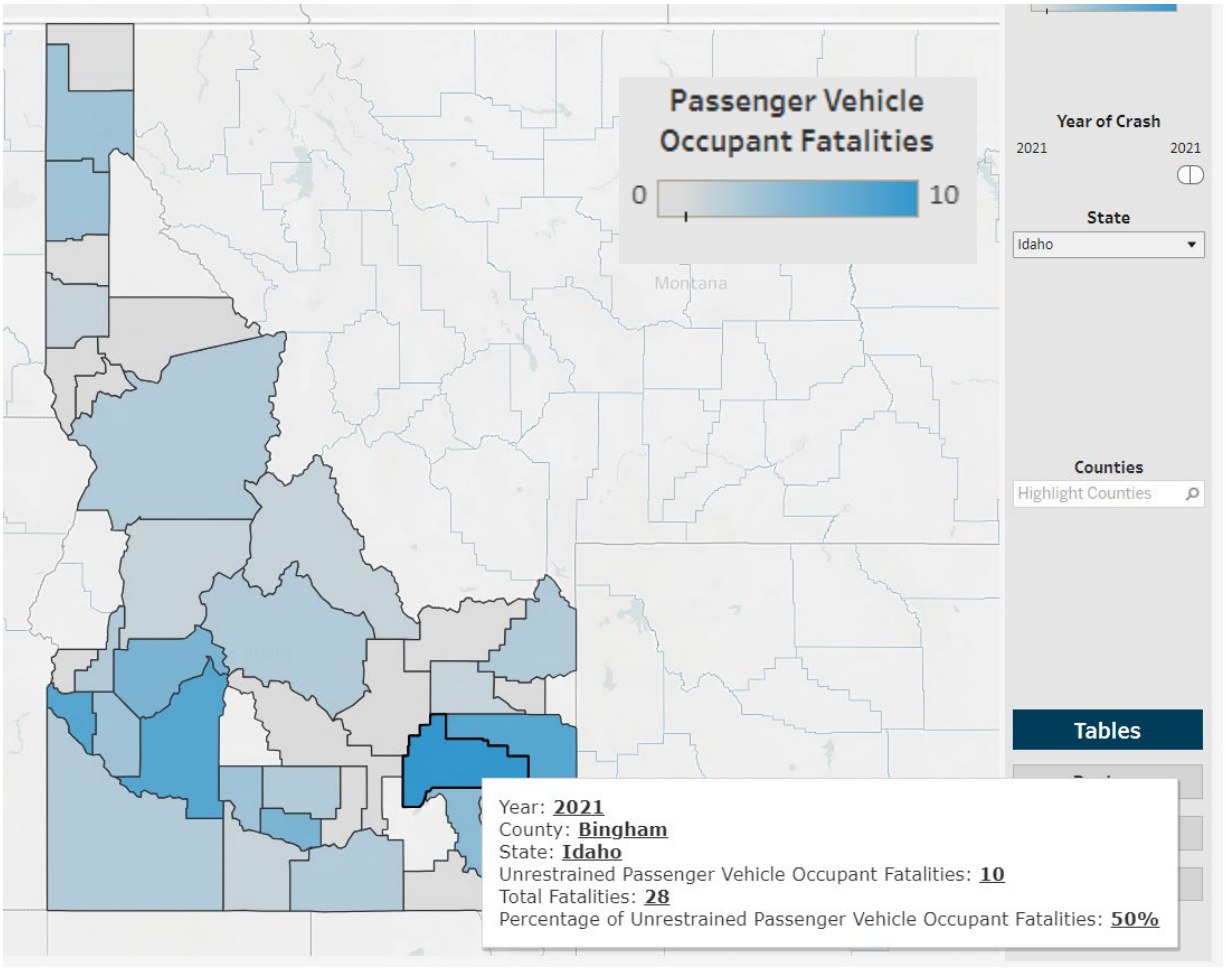


Figure 113. 2021 Idaho Passenger Vehicle Occupant Fatalities in Bingham County

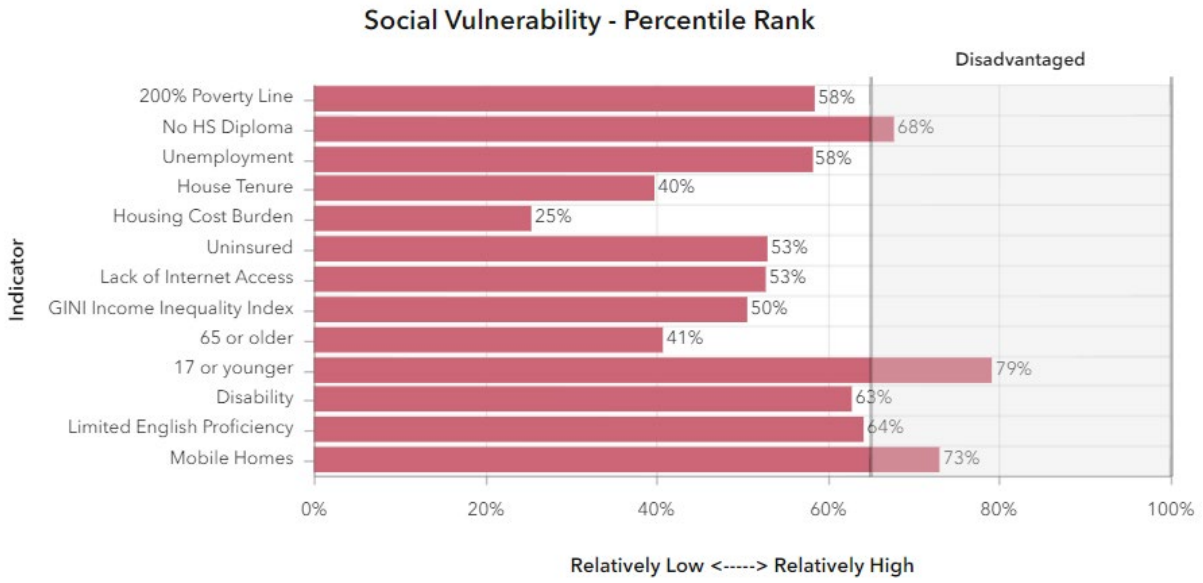


Figure 114. Social Vulnerability Index for Bingham County

Social Vulnerabilities flagged as disadvantaged for Bingham County populations:

- No HS Diploma
- 17 and younger
- Mobile Homes

Race and Hispanic Origin	
White alone, percent	89.0%
Black or African American alone, percent (a)	0.7%
American Indian and Alaska Native alone, percent (a)	7.2%
Asian alone, percent (a)	0.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%
Two or More Races, percent	2.0%
Hispanic or Latino, percent (b)	18.3%

Figure 115. Bingham County American Indian or Alaska Native Census 2020

Public Participation and Engagement

These at-risk communities have been identified for a starting PP&E goal for FFY2024.

Starting Goal: Grow engagement opportunities and relationship with CPS Liaisons who work in Tribal areas with car seat car programs. This engagement will offer an opportunity to support work done with Tribes and inform particular needs for both child occupant protection and general seatbelt interventions needed in Bingham County.

Strategy One: Accompany CPS Liaison to a car seat event on Tribal reservation.

Community Identification: We've identified the Shoshone Bannock Tribe in Bingham County as a community with particular risk from population demographics (see writeup above).

Planning and Administration

Public law 89-564 (Highway Safety Act) requires that a Highway Safety Program be approved by the Federal government. To adequately perform this task and ensure the program is activated in accordance with the NHTSA/FHWA orders, directives, regulations, policies, etc., the Idaho Transportation Department is responsible for Idaho's Highway Safety Plan, Idaho Statute 40-408. Under Idaho statute, the Idaho Traffic Safety Commission (ITSC) was created, and Idaho Statute 40-409 stipulates the ITSC duties.

See **Page 62** for information about **Statewide** problem identification.

Target

Maintain the 5-year average number of traffic crash fatalities at 238 or fewer.

Proposed Program Budget

The proposed budget for planning and administration for fiscal years 2024-26 is $2,420,954.

Program Strategies

Strategy: Administer highway safety programming

The total number of traffic crashes in 2021 increased by 22 percent from 2020. Fatal crashes increased by 30 percent, while injury crashes increased by 9 percent. Total fatalities increased by 27 percent from the previous year, while the number of injuries increased by 10 percent. The number of property damage crashes increased by 29 percent.

A comprehensive traffic safety program for is based upon efficient and accurate record systems. The OHS process identifies highway safety problems, develops measures to address the problem, implements the measures, and evaluates the results.

See **Page 62** for information about **Statewide** problem identification.

Countermeasure and Justification:

- Highway Safety Office Program Management: NHTSA Uniform Guidelines for Highway Safety Program Management *(3,8,10,11,12,14,15,15,19,20,21)*
    - Section 402 of title 23 of the United States Code requires the Secretary of Transportation to promulgate uniform guidelines for State highway safety programs. These guidelines offer direction to States in formulating their highway safety plans for highway safety efforts that are supported with section 402 and other grant funds. The guidelines provide a framework for developing a balanced highway safety program and serve as a tool with which States can assess the effectiveness of their own programs. NHTSA encourages States to use these guidelines and build upon them to optimize the effectiveness of highway safety programs conducted at the State and local levels.

Traffic Enforcement Services

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

Target

Maintain the 5-year average number of traffic crash fatalities at 238 or fewer. Maintain the 5-year average number of speed fatalities at 42 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

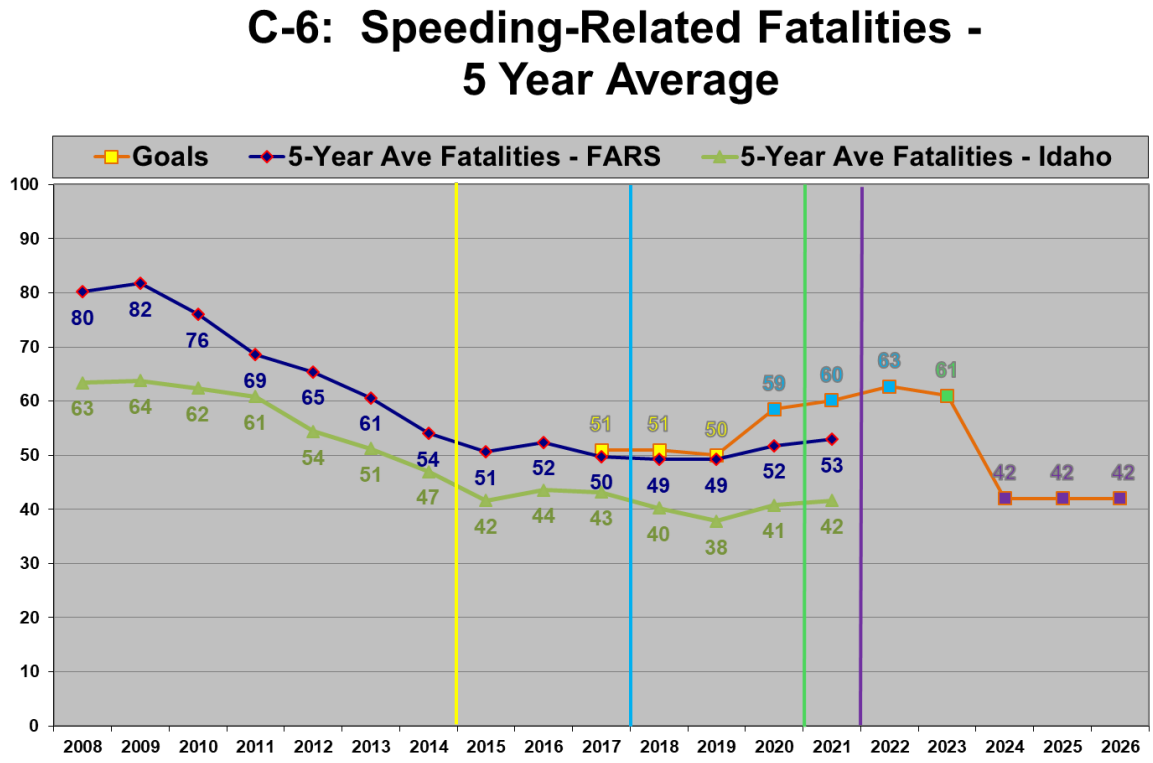


Figure 116. C-6: Speeding-Related Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Traffic Enforcement Services program for fiscal years 2024-26 is $7,824,706.

Program Strategies

Strategy: Support High Visibility and Sustained Enforcement

In 2021, aggressive driving was a contributing factor in 49 percent of all crashes in Idaho. While 74 percent of all aggressive driving crashes occur in urban areas, 66 percent of fatal aggressive driving crashes occur in rural areas. Only 16 percent of all aggressive driving crashes involved a single vehicle, while 36 percent of fatal aggressive driving crashes involved only a single vehicle. Of the 31 fatal aggressive driving crashes that involved a single vehicle, 24 (or 77 percent) occurred in rural areas. Aggressive driving behaviors include: failure to yield right of way, failure to obey stop sign, exceeded posted speed, driving too fast for conditions, following too close, and failure to obey traffic signal. Aggressive driving is not to be confused with road rage, which is a deliberate and violent act against another driver or individual and is a criminal offense. OHS implements activities in support of national and state highway safety targets to reduce motor vehicle related fatalities and injuries. The activities include participation in national high-visibility law enforcement mobilizations, mini-grants, and sustained enforcement which addresses impaired, aggressive, and distracted driving, and occupant protection. The sustained enforcement uses the Selective Traffic Enforcement Program (STEP) model which combines intensive enforcement of specific traffic safety laws with extensive communication, education and outreach to inform the public about the enforcement efforts and activities.

Use of Behavioral Countermeasures in AASHTOWare Safety Network Screening module are used to help determine the most effective areas to patrol.

For more information about problem identification, see **Page 62, Statewide** and **Page 67**, **Aggressive Driving**.

Countermeasures and Justifications: OHS relies on NHTSA's 2020 *Countermeasures That Work (CTW)* and *Synthesis of Studies That Relate Amount of Enforcement to Magnitude of Safety Outcomes (SSRAEMSO)* to ensure projects funded are proven effective. The projects funded under the Traffic Enforcement Services program are required to include communications and outreach supporting enforcement. Sustained enforcement for seat belt violations is also a proven countermeasure, and all agencies participating in any grant-funded activities are required to take a zero-tolerance stance on seat belt violations *(CTW 2020 Ch. 2,2.3)*. Researchers concluded in the *SSRAEMSO* that the amount of enforcement to the magnitude of outcomes in efforts behind the TACT program, "Ticketing Aggressive Cars and Trucks" is effective Communications and Outreach Supporting Enforcement *(CTW 2020 Ch. 3,4.1)*

- High Visibility Enforcement**
- Law Enforcement Training*
- Sustained Enforcement***
- Communication and Outreach***

Sociodemographic and Location Data for Outreach: Messaging is targeted to young, male drivers in areas of the state that are identified as having sociodemographic risk factors.

Planning Considerations

Partnerships

The OHS Traffic Enforcement Services partners include approximately 75% of Idaho's City Police Departments and County Sherriff's Offices, and Idaho State Police. The majority of agencies participate in our statewide mobilizations, and at least 25% apply for year-long grants and mini-grants each year.

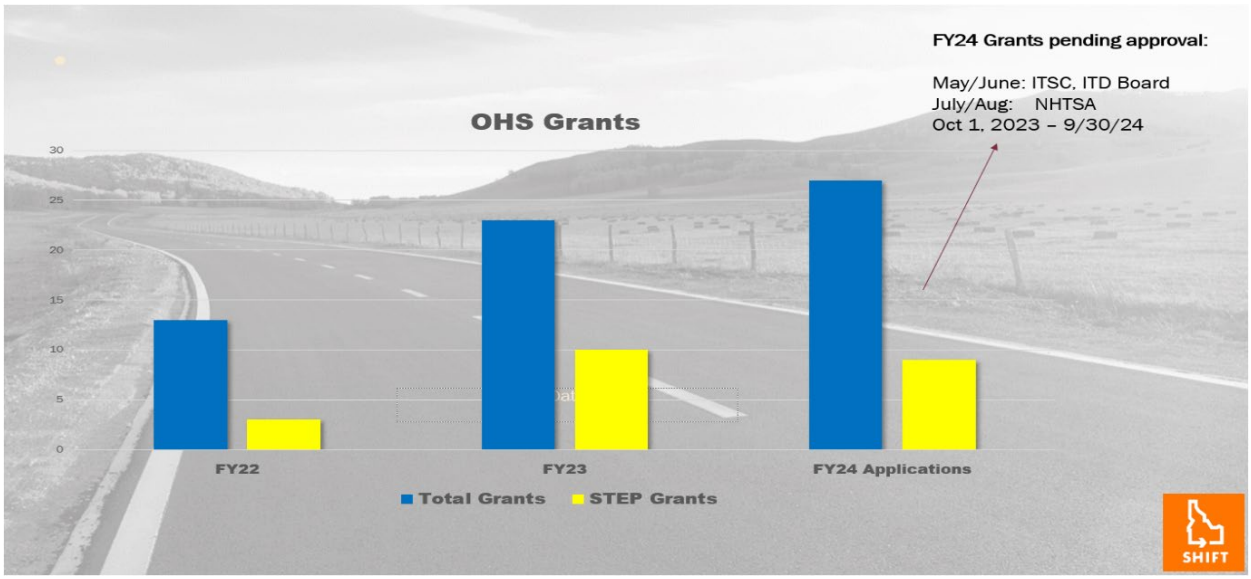


Figure 117. OHS Grants and Applications

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups

Looking at data for Aggressive Driving crashes, we see youth overrepresented and males slightly more represented in this category. Drivers with previously recorded speeding convictions are at risk of involvement in speeding-related fatality crashes. Those riding motorcycles were at risk for fatal aggressive driving fatality. (Disi, Tian; Morris, Nichole L; Donath, Max, 2021-01-01, ROSAP, 2021-01-01), (Understanding Risk Taking and Driving, ROSAP, Comis Corp, John Hopkins University)

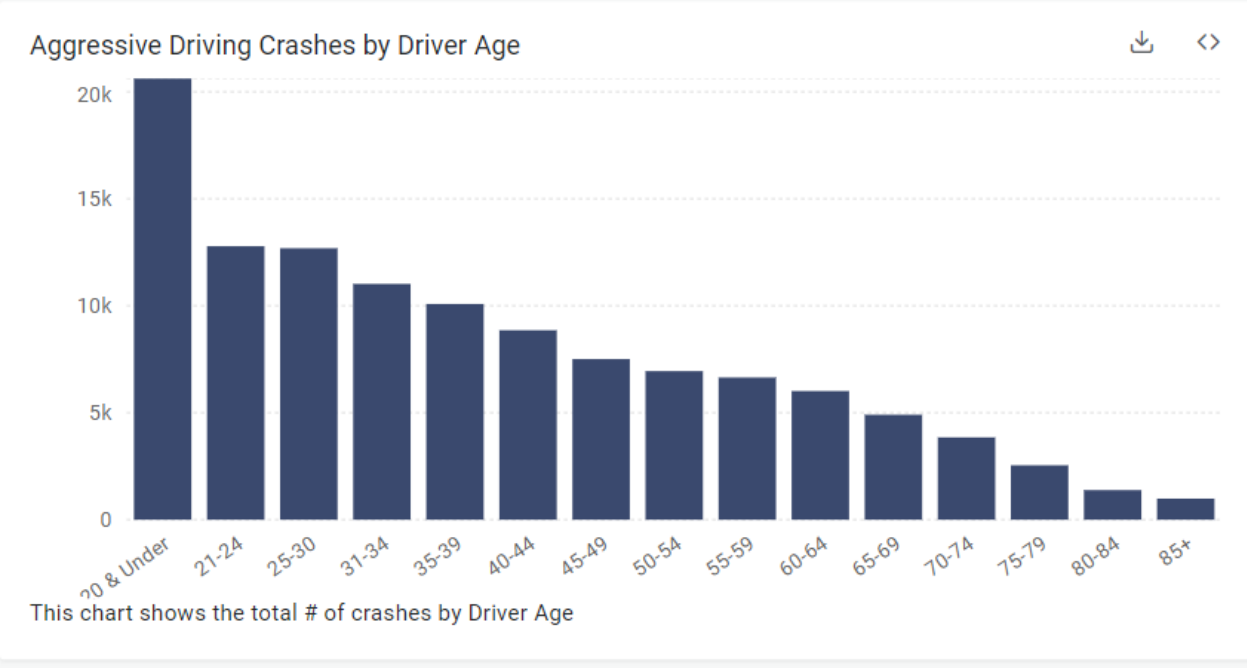


Figure 118. Idaho Aggressive Driving Crashed by Driver Age, 2018-2022

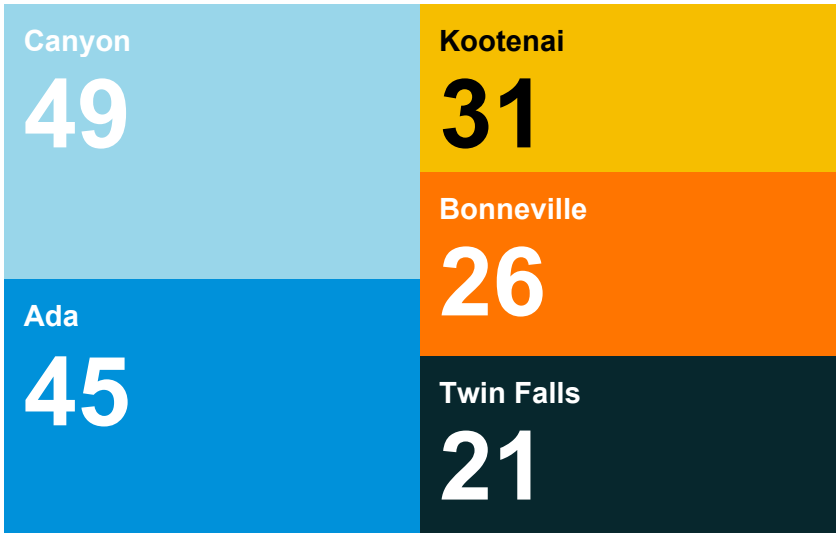


Figure 119. Fatal Aggressive Driving Crashes by Idaho Counties, 2018-2022

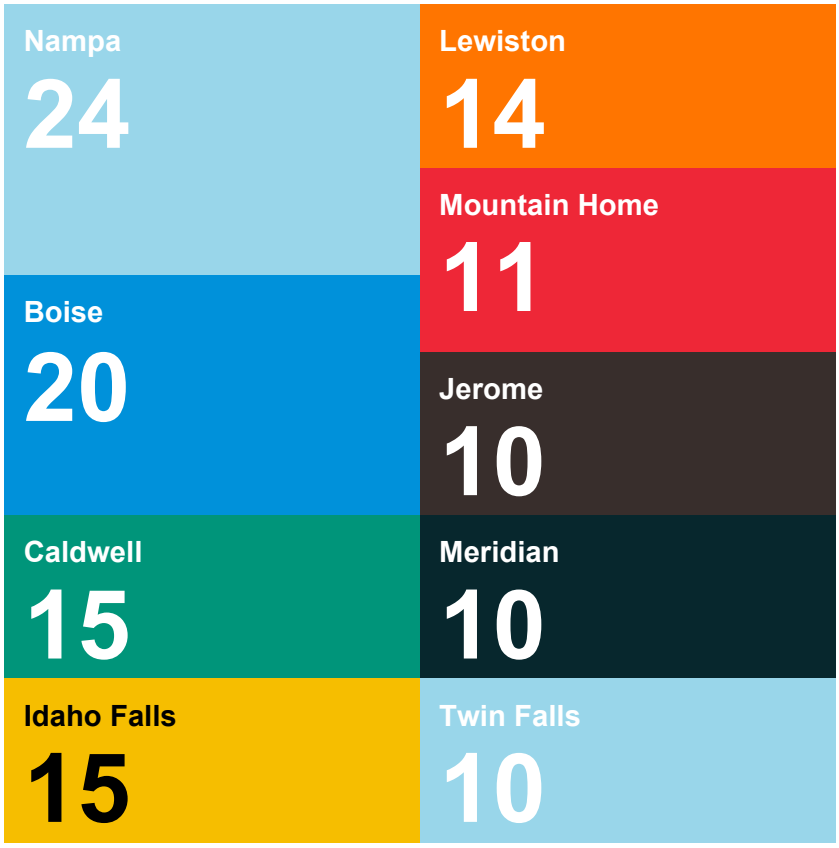


Figure 120. Fatal Aggressive Driving Crashes by Idaho Cities, 2018-2022

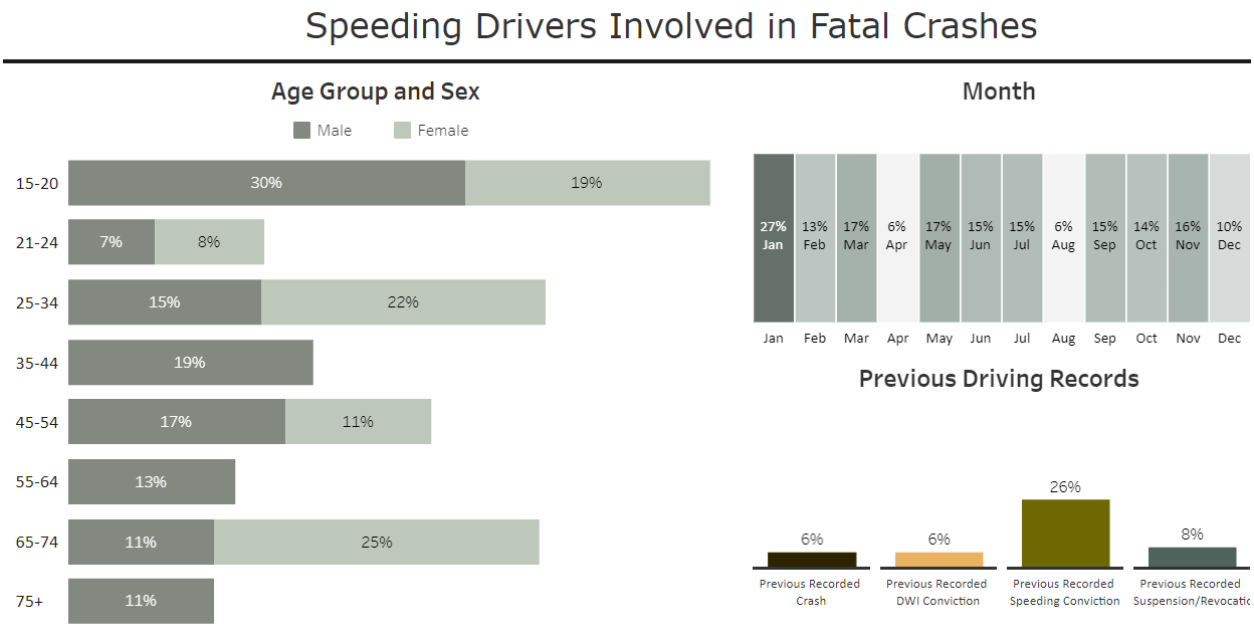


Figure 121. Speeding Drivers Involved in Fatal Crashes in Idaho, 2021

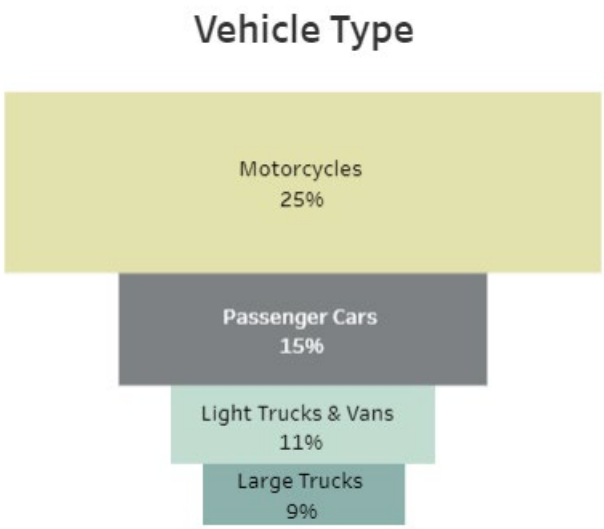


Figure 122. Fatal Aggressive Driving Fatalities by Vehicle Type in Idaho, 2021

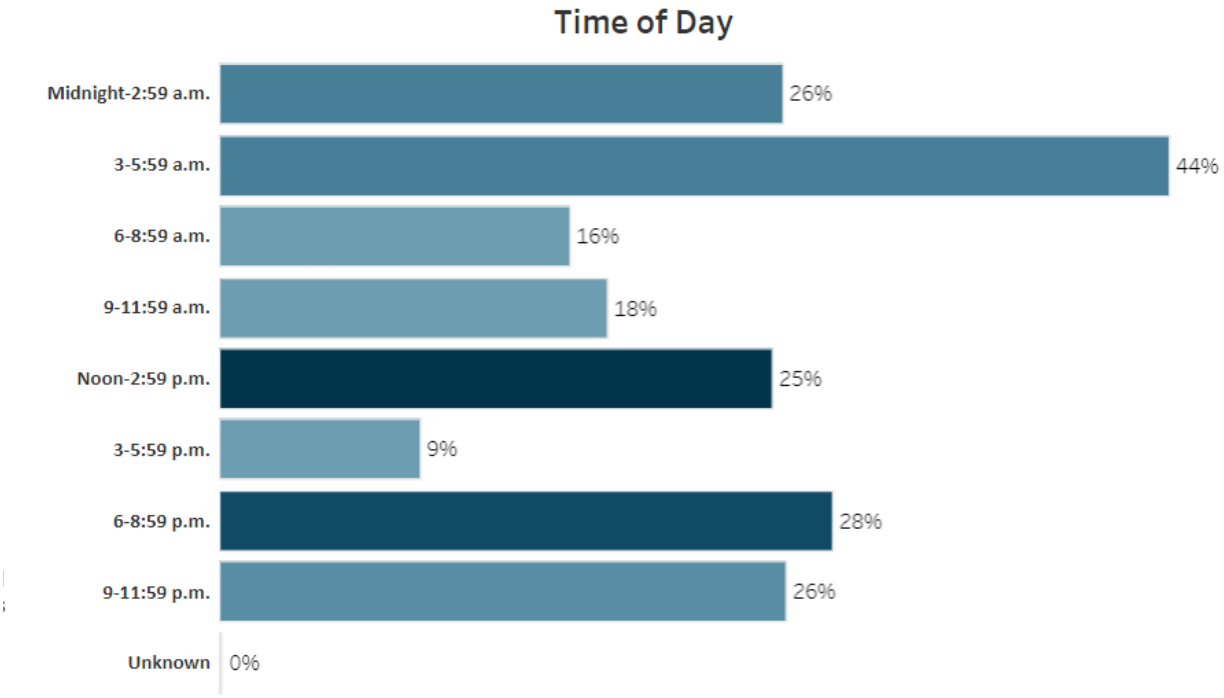


Figure 123. Proportion of Speeding Fatalities by Time of Day in Idaho, 2021

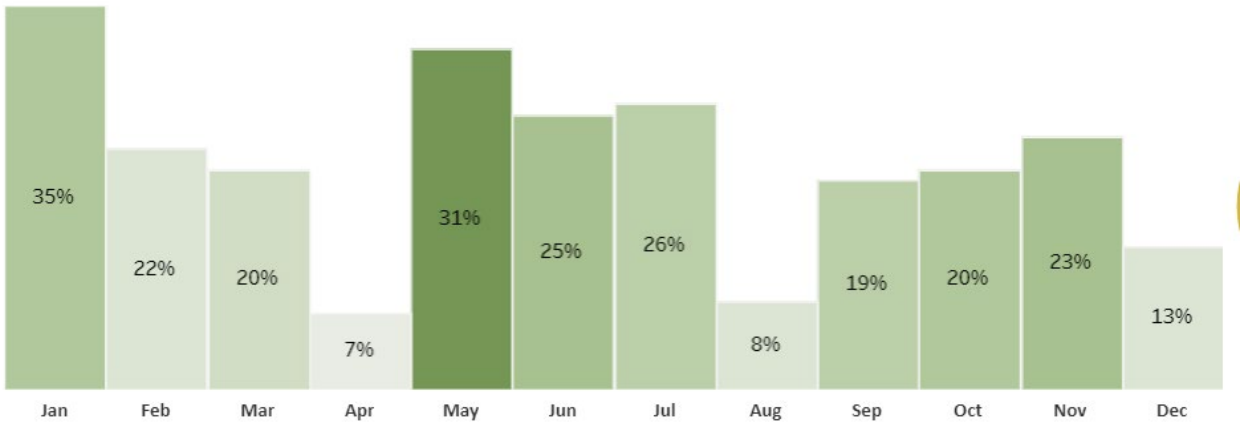


Figure 124. Proportion of Speeding Fatalities by Month in Idaho, 2021

At Risk Communities: Our 2021 crash data reports a higher number of fatalities with speeding as a contributing factor in Elmore and Canyon Counties.

Elmore County

Speeding too fast for the conditions affected most aggressive driving crashes in Elmore County, and drivers ages 25-30 were overrepresented in data. Elmore County residents show high percentile rank on SVI for house tenure, housing cost, and poverty level. Fifty-seven percent of the census tracts are disadvantaged.

Elmore County Tract 16039960100

58.5%
of the population in the tract are at 200% or less of the federal poverty level

Elmore County

27K
total population

57%
disadvantaged census tracts

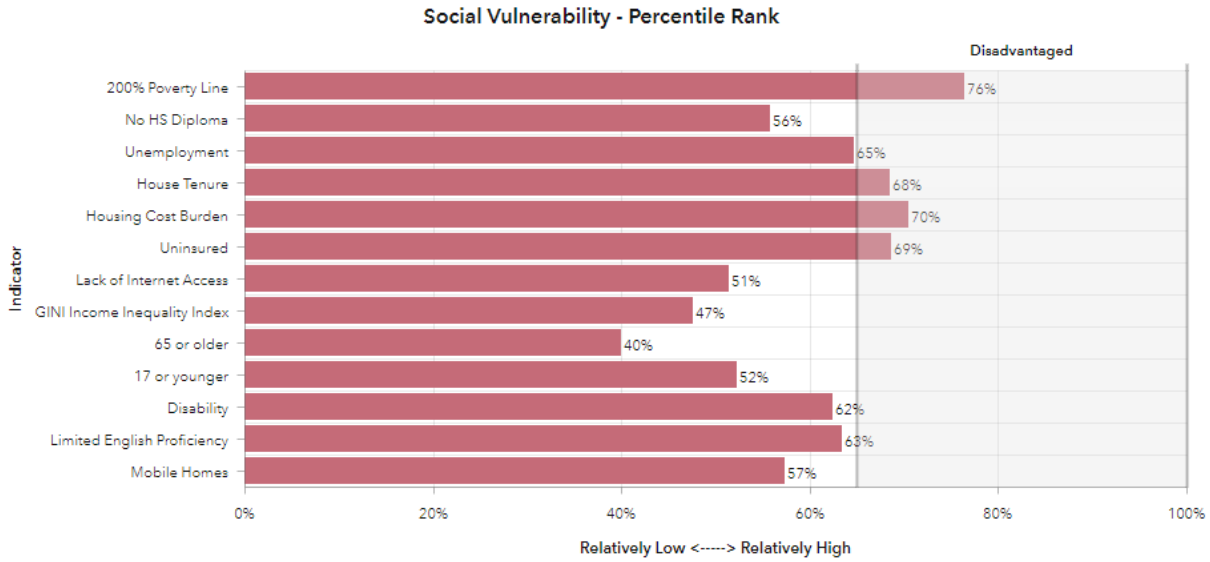


Figure 125. Social Vulnerability Index for Elmore County

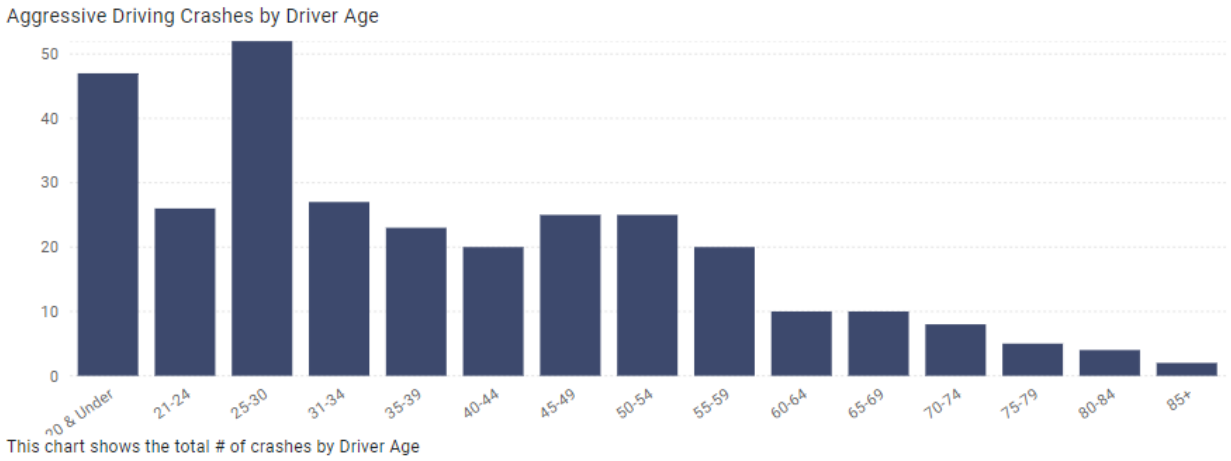


Figure 126. Aggressive Driving Crashes by Driver Age, Elmore County, 2021

Canyon County

Canyon County Tract 16027021105
17.4%
of the population in the tract are at 200% or less of the federal poverty level

Canyon County Tract 16027021021
36.9%
of the population in the tract are at 200% or less of the federal poverty level

Canyon County Tract 16027022301
33.1%
of the population in the tract are at 200% or less of the federal poverty level

Canyon County
223.9
total population
48%
disadvantaged census tracts*

**Canyon County shows social vulnerabilities in having no high school diploma and being uninsured.*

Canyon County experienced a high number of aggressive driving crashes in 2021. Failure to yield and following too closely were the top contributing circumstances, far outranking other contribution categories. A spike was seen in aggressive driving crashes around 4:00 p.m. Twenty-six percent of the population in Canyon County in 2022 is Hispanic, a group that reports significantly more accidental transportation deaths than Non-Hispanic populations in Idaho in 2016-2018 data.

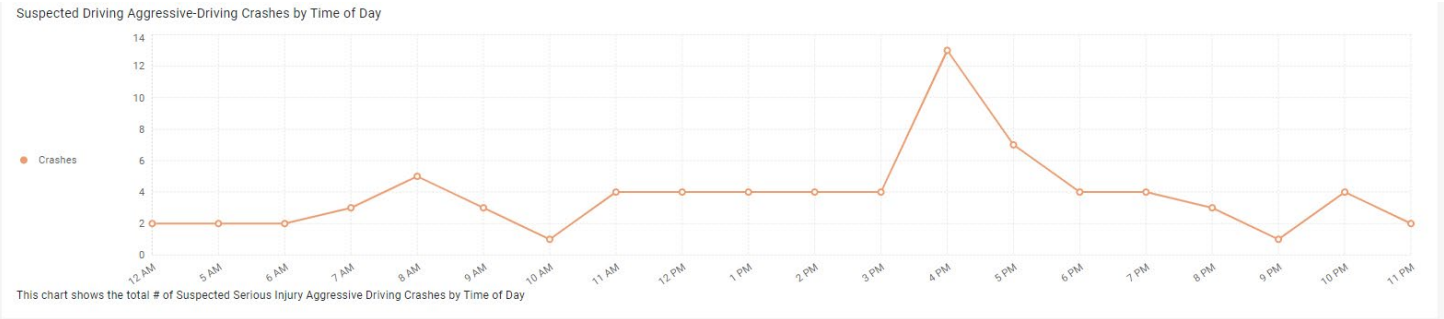


Figure 127. Suspected Aggressive-Driving Crashes by Time of Day, Canyon County, 2021

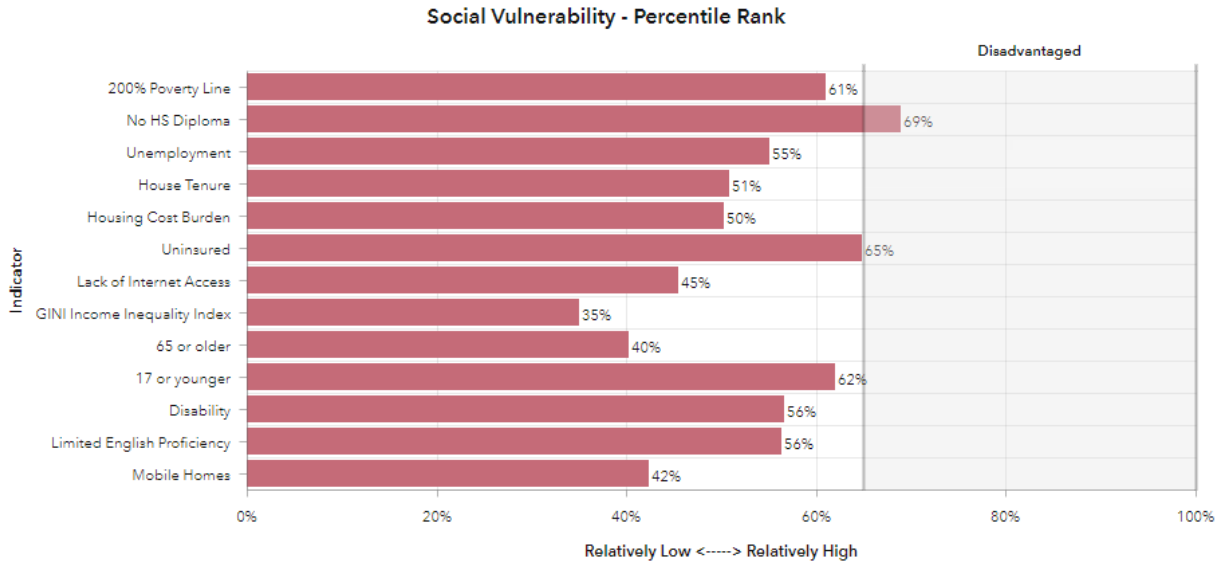


Figure 128. Social Vulnerability Index for Canyon County

Accidental deaths by age group and ethnicity, Idaho, three-year aggregate: 2016-2018

HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	190	100	0	3	4	21	19	17	14	9	7	4	3
Transport accidents:	60	114	100	0	3	5	26	20	17	14	9	5	0	1
Motor vehicle accidents	58	110	100	0	3	5	26	20	17	14	8	5	0	1
Water transportation accident	1	2	100	0	0	0	50	0	0	50	0	0	0	0
Air and space transportation accident	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified transport accident	1	2	100	0	0	0	0	50	0	0	50	0	0	0
Non-transport:	40	76	100	0	3	1	12	17	18	13	11	11	9	5
Poisoning and exposure to noxious substances	12	23	100	0	0	0	9	26	35	17	9	4	0	0
Falls	9	18	100	0	0	0	11	6	6	6	11	11	28	22
Drowning and submersion	5	9	100	0	11	11	44	11	11	11	0	0	0	0
Inhalation and ingestion of food or other object	3	6	100	0	0	0	0	0	17	17	17	17	33	0
Exposure to smoke, fire, and flames	2	4	100	0	0	0	25	50	0	0	0	25	0	0
Discharge of firearm	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified non-transport accident	8	16	100	0	6	0	0	19	19	19	19	19	0	0

NON-HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	2,421	100	1	1	2	9	11	11	12	13	11	12	19
Transport accidents:	31	746	100	0	1	3	18	12	14	12	15	13	8	4
Motor vehicle accidents	28	674	100	0	1	3	19	13	14	12	15	12	8	4
Water transportation accident	1	21	100	0	5	5	14	5	14	14	14	14	14	0
Air and space transportation accident	1	22	100	0	0	0	9	5	23	14	18	23	9	0
Other and unspecified transport accident	1	29	100	0	3	0	3	7	10	14	28	21	7	7
Non-transport:	69	1,675	100	1	1	1	4	10	9	12	12	10	14	25
Poisoning and exposure to noxious substances	24	576	100	0	0	1	8	24	21	23	17	5	1	1
Falls	29	702	100	0	0	0	1	1	1	3	6	12	24	52
Drowning and submersion	3	67	100	1	10	7	21	9	12	9	15	3	12	0
Inhalation and ingestion of food or other object	4	94	100	0	1	0	0	1	1	7	14	13	26	37
Exposure to smoke, fire, and flames	1	33	100	0	6	0	3	3	0	12	15	24	27	9
Discharge of firearm	1	15	100	0	0	13	27	7	7	13	20	0	13	0
Other and unspecified non-transport accident	8	188	100	7	2	5	2	7	11	14	19	16	11	7

SOURCE: IDAHO DEPARTMENT OF HEALTH AND WELFARE, BUREAU OF VITAL RECORDS AND HEALTH STATISTICS, DIVISION OF PUBLIC HEALTH, DATA PROVIDED ON AUGUST 26, 2020

NOTE: DATA HAVE BEEN AGGREGATED OVER A THREE-YEAR PERIOD

Figure 129. Accidental Deaths by Age Group and Ethnicity, Idaho: 2016-2018

Emergency Medical Services

While preventing crashes is the highest priority, improving post-crash response also represents a significant opportunity for saving lives. Twenty percent of trauma deaths could be prevented with optimal trauma care. Improved trauma care will be essential in addressing both fatalities and severe injuries in motor vehicle crashes. In 2021, Idaho EMS responded to 22 percent more crashes than they did the prior year. Idaho relies on volunteer EMS providers in many of our communities.

Target

Maintain the 5-year average number of traffic crash fatalities at 238 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

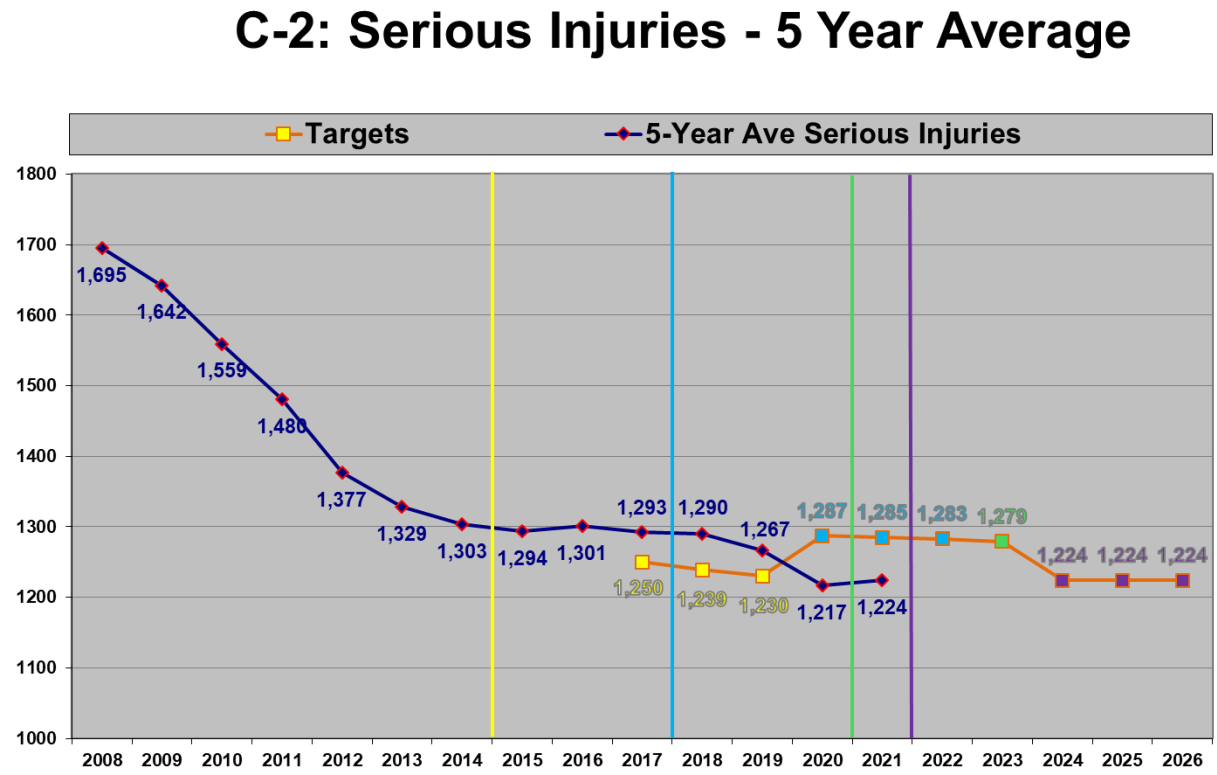


Figure 130. C-2: Serious Injuries - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Emergency Medical Services program for fiscal years 2024-26 is $76,131.

Program Strategies

Strategy: Support emergency medical services statewide.

Idaho relies on volunteer EMS providers in many of Idaho's communities. Approximately 40 percent of Idaho's EMS providers are volunteers. Almost 10 percent of them also work as career EMS providers with another agency. Recent data from the National Rural Health Association shows increasing rates of burnout and a higher-than-average age of EMS providers in rural agencies. Overall, rates of volunteering are decreasing across the United States.

In 2021, 68 percent of fatal crashes occurred on rural roads, whereas 36 percent of all crashes occurred on rural roads. In Idaho in 2021, 87 percent of the total road mileage was classified as rural roadway. Rural roads tend to have higher speed limits. Crashes at higher impact speeds have a greater probability of resulting in a fatality.

Crash survival depends on a quick response by EMS (FHWA)

Some crash victims die within just a few minutes of a crash. In most of these cases the crash was not survivable, because victims lose consciousness and can't keep their airway open, or they have injuries that cause such catastrophic bleeding or damage to organs that even the best surgeons couldn't save them. But many crash victims are able to survive within 10-90 minutes post-crash. Within this timeframe there aremortalities that did not have to occur. You may have heard of the "golden hour," which refers to the critical window of time in which EMS systems can make a difference in reducing morbidity and mortality by:

- detecting the incident more quickly
- improving precision in locating the crash site
- taking the optimal route to the site
- having air transportation available when needed
- having the best clinical resources on hand for the patient's needs
- providing better care to the patient at the crash site and enroute to a hospital
- making the right choice about the optimal hospital or trauma center

See **Page 87** for more information about problem identification for **Crash Response (Emergency Medical Services)**.

The map below shows response times which are between 22 min (red) and 7 min (green) demonstrates the challenges of our rural areas.

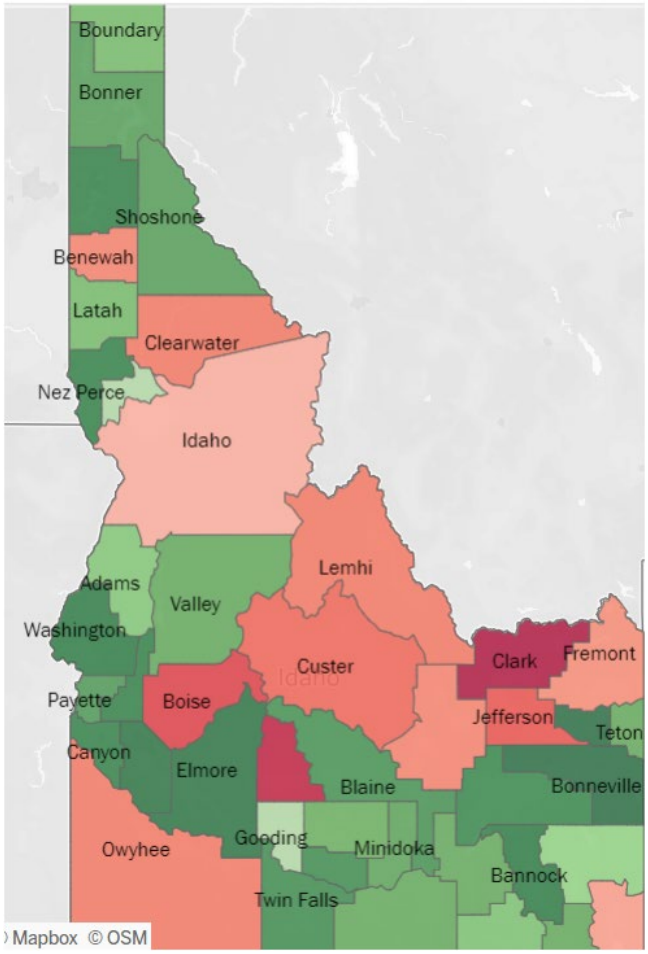


Figure 131. Idaho EMS Response Times

Countermeasures and Justification: Uniform Guidelines No. 11 Emergency Medical Services: Human Resources, and Training & Public Information and Education.

OHS currently serves on the Emergency Medical Statewide Advisory Committee (EMSAC). We are working with this committee to identify how OHS can support the needs of the EMS service providers in the state, and to identify content for an EMS track at the Annual Highway Safety Summit. Our goal is to partner with the agencies involved in EMSAC to help support Traffic Incident Management Training and equipment needs statewide. National Roadway Safety Strategy: Improving post-crash care—one of five core areas of focus in the NRSS— will depend on drawing on the expertise within our EMS and 911 systems.

The National Traffic Incident Management (TIM) Responder Training Program was developed by responders for responders, and was designed to promote consistent training of all responders to achieve the three objectives of the TIM National Unified Goal (NUG):

- Responder Safety
- Safe, Quick Clearance

- Prompt, Reliable, Interoperable Communications

Sociodemographic and Location Data for Outreach: Messaging is targeted to young drivers and adults in areas of the state that are identified as having sociodemographic risk factors.

Partnerships:

- EMSAC
- Idaho Department of Health and Welfare
- Idaho EMS Bureau
- Local Representatives from Volunteer and Paid Fire and EMS

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
Starting Trauma care quickly and more efficiently saves lives. In our rural communities, we see longer wait times compared to a state average of 13 minutes. These wait times include:

- Boise County at 20 minutes
- Camas County at 21 minutes
- Clark County at 22 minutes

Idaho EMS Bureau is working closely with OHS to secure funding for an EMS Assessment to identify statewide needs in FY24.

EMSAC is beginning planning meetings with OHS to discuss strategies for the statewide support of programs.

OHS will assist the ITD's TIM Program to advertise all upcoming classes. The target audience for this course is all TIM disciplines, including: Communications, Emergency Management, EMS, Fire/Rescue, Law Enforcement, Towing and Recovery, and Transportation/Public Works.

Roadside Death Prevention

Vehicles failing to slow down or move over for stopped or disabled vehicles on the roadside pose significant risk to all road users, especially police, fire, medical, towing, and other responders.

Move over laws, which vary state to state, typically require a driver to slow down and/or change lanes when approaching an authorized emergency vehicle, or other prescribed vehicles, that are stopped on the roadway.

According to a 2020 report by the Government Accountability Office, all 50 states and Washington, D.C., have enacted move over laws. The vehicles included under such statutes vary by state, but all 50 states and D.C. include first responders in their laws, according to AAA internal research. Every state, excluding D.C., includes tow trucks in their move over statutes. Some states include municipal vehicles, utility vehicles, road maintenance vehicles and disabled vehicles in their statutes. All states include fines ranging from $30 to $2,500 for violating move over laws.

Target

Maintain the 5-year average number of traffic crash fatalities at 238 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

C-1: Fatalities - 5 Year Average

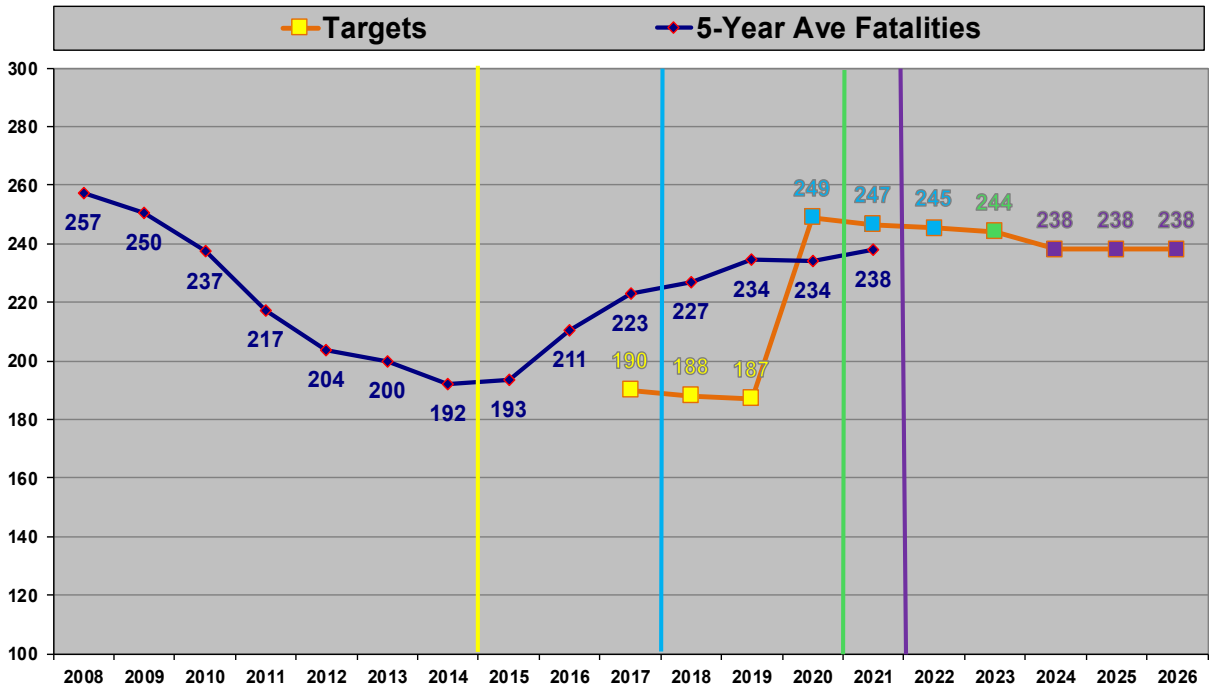


Figure 132. C-1: Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Roadside Death Prevention program for fiscal years 2024-26 is $76,131.

Program Strategies

Strategy: Roadside death prevention.

Idaho's move over law (IC 49-624) requires drivers to change lanes and slow down when passing a stopped emergency vehicle with flashing lights. Specifically, the law requires that drivers: Immediately reduce their speed and change lanes to one that is not adjacent to the stopped emergency vehicle.

https://legislature.idaho.gov/statutesrules/idstat/title49/t49ch6/sect49-624/

An average of 24 emergency responders—including tow truck operators—are killed each year nationally while working roadside, according to AAA. The Insurance Institute for Highway Safety reports that 300 people annually die in crashes where a pedestrian is leaving, working on or returning to a stopped vehicle, a more than 25 percent increase since 2014.

Countermeasure and Justification: Education and Outreach Efforts Supporting Enforcement*** CTW 2020

Data Analysis: In Idaho, 1 percent (10) of all fatal crashes involved a vehicle hitting another vehicle on the side of the road, 2 percent (88) of all suspected serious injury crashes involved a vehicle hitting another vehicle on the side of the road. 30 percent (25) of all fatal crashes involving a pedestrian occurred while the pedestrian was either out of their vehicle on the side of the road or walking on or in the roadway

Sociodemographic and Location Data for Outreach: (see Planning Considerations)

Partnerships: Local Law Enforcement, Idaho State Police, Idaho Bureau of Emergency Services, Idaho Department of Health and Welfare

Starting PPE Goal: Identify community partners to help with grassroots messaging.

Planning Considerations

Affected Communities: Locations, Sociodemographic Data, and At-Risk Groups
As a new program area, OHS is identifying data sources, partners, and working closely with ITD's Office of Emergency Management to collect data and reach affected communities. Our Emergency Management Program team is conducting a research project for the TIM Responder Training Program that will influence our understanding of roadside incidents affecting responders in Idaho. This data will establish a baseline using comparable data reporting and metrics to increase transparency in demonstrating the effectiveness of the TIM program. This research project will help OHS determine communities for outreach and provide a clear geospatial dataset.

Teen Traffic Safety

Drivers, ages 15 to 19, represented just 5.6 percent of licensed drivers in Idaho in 2021, yet they represented 13 percent of the drivers involved in fatal and serious injury crashes. In 2021, drivers ages 15 to 19 constituted 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.

Target

Maintain the 5-year average number of drivers 20 years of age or younger that are involved in fatal crashes at 35 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

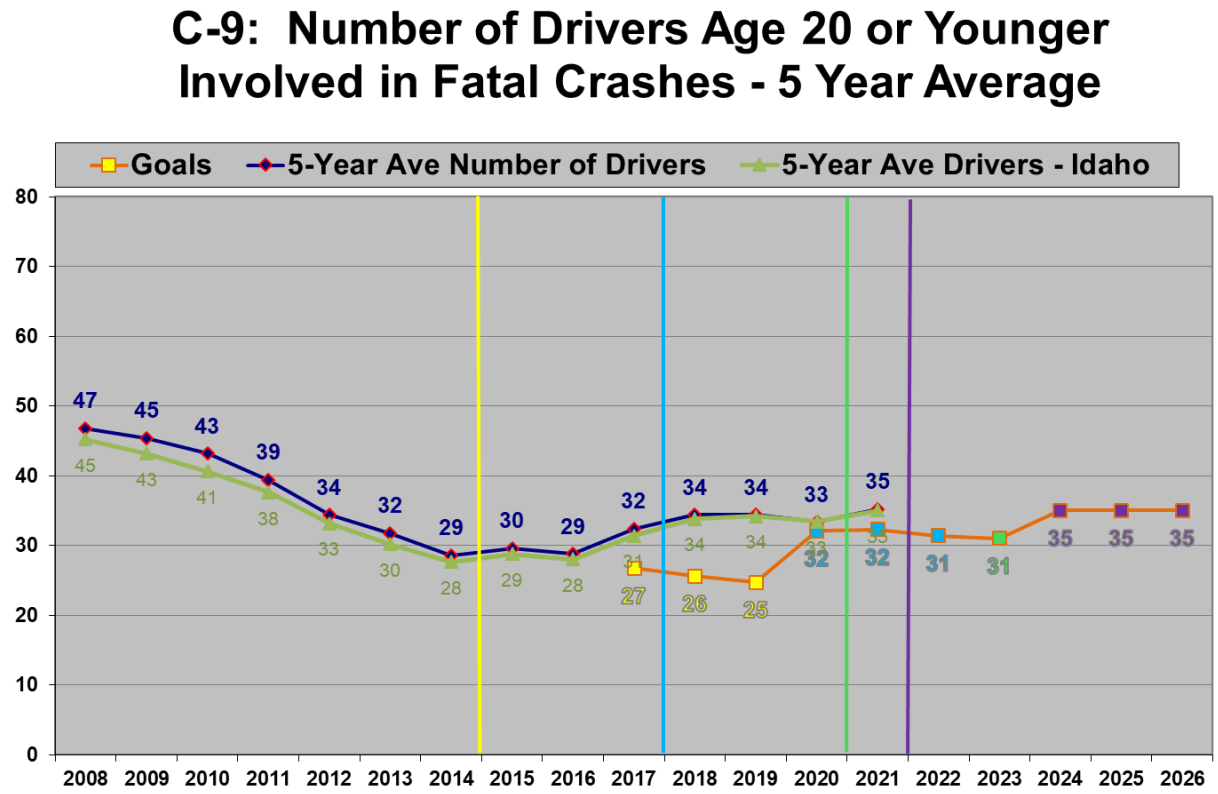


Figure 133. C-9: Number of Drivers Aged 20 or Younger Involved in Fatal Crashed - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Teen Traffic Safety program for fiscal years 2024-26 is $1,020,759.

Program Strategies

Strategy: Peer-to-peer traffic safety programs that identify a traffic safety problem, formulate and implement plans that educate, and evaluate that intervention has been studied and shown to be effective.

Drivers, ages 15 to 19, represented just 5.6 percent of licensed drivers in Idaho in 2021, yet they represented 13 percent of the drivers involved in fatal and serious injury crashes. In 2021, drivers ages 15 to 19 constituted 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.

- National and international research indicates youthful drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more passengers than other age groups, to drive older and smaller cars that are less protective and are less likely to wear seat belts.
- Of the 34 people killed in crashes with youthful drivers, 16 were the youthful drivers themselves. Of the 14 youthful drivers killed that were in passenger motor vehicles, 7 were wearing a seat belt.

See **Page 76** for more information about problem identification for **Youthful Drivers**.

Countermeasures and Justifications:

- High-Visibility Cell Phone/Text Messaging Enforcement *(CTW Ch.4, 1.3****)*
  - In FFY23, 45 agencies participated in a Distracted Driving High-Visibility Enforcement Mobilization from April 5 to April 19, resulting in multiple contacts, citations, and education of drivers on Idaho's hands-free law.
- Youth Programs (CTW 2020 Ch. 1, 6.5**)
  - OHS currently has partnerships in place with the Students Against Destructive Decisions (SADD) and Idaho Drug-Free Youth (IDFY) to focus on preventing drinking-and-driving and promote positive social norming. Emphasis will be placed in those areas shown to have higher rates of underage drinking crashes.
- School-based Programs (CTW 2020 Ch. 2, 7.1/NHTSA Peer-to-Peer Projects***)
  - OHS currently has a partnership in place with the Idaho High School Activities Association to present on the importance of seat belt safety at Student Leadership Summits. OHS also has a partnership with Alliance Highway Safety to attend sporting events where students sign pledges to buckle up.
- Statewide Communications Campaigns *(CTW A4-2.1 *)*
  - OHS currently has a partnership in place with the Idaho High School Activities Association to present on the importance of engaged driving at Student Leadership Summits. OHS also has a partnership with Alliance Highway Safety

to attend sporting events where students participate in interactive simulations demonstrating the dangers of distracted driving.

Sociodemographic and Location Data for Outreach: Messaging is targeted to teens and their parents/guardians who live in areas that are identified as having sociodemographic risk factors.

Partnerships: Our partners working closely with OHS to address teen traffic safety include:

- Idaho State Department of Education
- One Stone High School
- Middleton High School
- Alliance Highway Safety
- Students Against Destructive Decisions (SADD)
- COMPASS Charter School
- Meridian Youth Advisory Council
- COSSA Alternative High School
- Alive at 25 Law Enforcement Instructors
- Idaho High School Activities Association
- Bonneville School District 93
- Idaho Drug-Free Youth (IDFY)

Figure 134. Seat Belt Safety Graphic

Planning Considerations

We chose to focus on Teen Traffic Safety for our starting and ongoing public participation and engagement goals for both 2023 and the triennial period. Please see our in-depth planning and engagement write up here: **Public Participation and Engagement, Teen Traffic Safety**

Through our engagement with teens and findings from those outreaches, we documented their feedback and will incorporate their advice to focus our efforts and partnerships on in-person events (including assemblies), peer-led engagements, posters, videos, and pledges.

Traffic Records

A comprehensive traffic safety program for 'Toward Zero Deaths' is based upon efficient and accurate record systems. The OHS process identifies highway safety problems, develops measures to address the problem, implements the measures, and evaluates the results.

Each stage of the process depends on the availability of accurate, timely, and uniform highway safety data and analysis tools.

Target

Maintain the 5-year average number of traffic crash fatalities at 238 or fewer.

The following graph illustrates where we are in combination with the targets that have been set for the last 10 years. The year in the graph is the final year of the 5-year period used to calculate the 5-year average. The vertical, colored lines correspond to the targets.

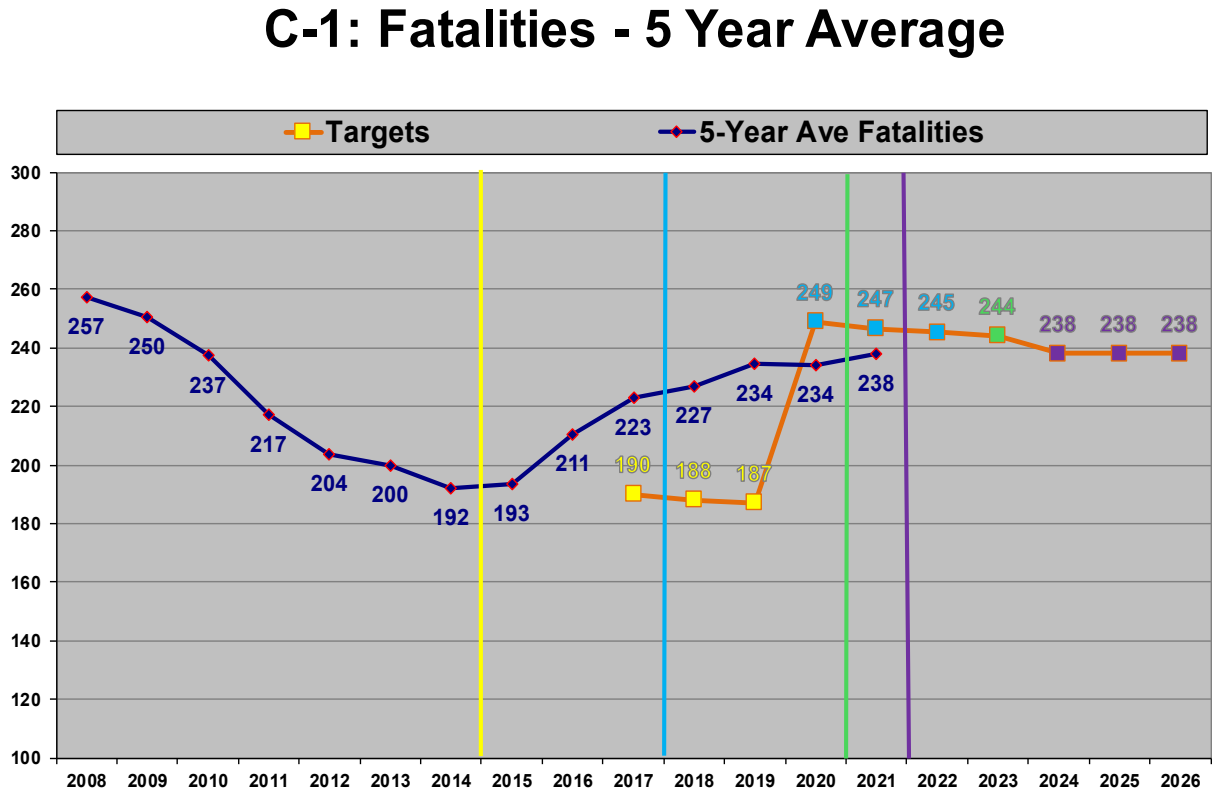


Figure 135. C-1: Fatalities - 5 Year Average

See **Page 11** for additional information about the **Performance Report**.

Proposed Program Budget

The proposed budget for the Traffic Records program for fiscal years 2024-26 is $4,080,602.

Program Strategies

Strategy: Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, and accessibility of safety data to identify traffic safety priorities.

The total number of traffic crashes in 2021 increased by 22 percent from 2020. Fatal crashes increased by 30 percent, while injury crashes increased by 9 percent. Total fatalities increased by 27 percent from the previous year, while the number of injuries increased by 10 percent. The number of property damage crashes increased by 29 percent.

A comprehensive traffic safety program is based upon efficient and accurate record systems. The OHS process identifies highway safety problems, develops measures to address the problem, implements the measures, and evaluates the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools.

Countermeasure and Justification: Improve one or more of the six attributes (accuracy, completeness, timeliness, uniformity, integration and accessibility), of a core highway safety database: Uniform Guidelines No. 10 Traffic Records

Perform assessments of core highway safety database programs

Improve the overall quality of core highway safety databases

Assessments provide feedback from a group of experts on how the systems can be improved to provide better data or improve the efficiency of the program

Sociodemographic and Location Data for Outreach: Affected Communities that are identified as at risk by the CDC SVI are given priority. The Coeur d'Alene Tribal Police is one of our newest agencies to come on board with SWET system. This will be the first tribal entity that will transmit citations to the statewide court database as well as to the tribal court system.

Partnerships: State, Tribal, city, and rural law enforcement, Idaho Courts, Roadway Data, Health and Welfare, EMS, DMV, and Tribal Police. OHS provided educational training for various groups, including trucking commissions, the Department of Health and Welfare, the Walk Balk Alliance, ACHD, and various MPOs. OHS has participated in national webinars for safety professionals and hosts the Idaho Safety Summit in addition to ITD open houses to engage with the public and introduce them to the Idaho Crash Dashboards.

Idaho's traffic records systems are linked with various external state and national information sources, which include:

- American Association of Motor Vehicle Administrators (AAMVA)
- Bureau of Criminal Identification
- Federal Motor Carrier Safety Administration Commercial Vehicles Information Exchange Window (CVIEW) and Commercial Driver's License Information System (CDLIS)
- Digital Driver License System
- Digital Image Exchange Program (DIEP)
- Driver Information Resources (DIR)

- Driver Safety Measurement System (DSMS)
- EVerify/RIDE from the United States Customs and Immigration Services (USCIS)
- Grants Tracking System (GTS)
- Idaho Department of Corrections (IDOC)
- Idaho Department of Health and Welfare Idaho Child support Enforcement System (ICES) and Vital Statistics
- Idaho Department of Juvenile Corrections
- Idaho Transportation Department (ITD)
- Idaho Organ Donor Registry
- Idaho State Police (ISP)
- Idaho State Tax Commission
- Idaho Statewide Trial Court Automated Tracking System (ISTARS)
- Idaho Supreme Court and Judicial Information Systems
- International Registration Plan (IRP)
- Motor Carrier Management Information System (MCMIS)
- Multiple Law Enforcement Agencies Statewide
- National Driver Register (NDR) / Problem Driver Pointer System (PDPS)
- NIets & Ilets interstate data exchange of law enforcement, criminal justice and public safety information
- NMVTIS National Motor Vehicle Title and Information System
- Pre-Employment Screening Program (PSP)
- Safety Measurement System (SMS)
- Selective Service
- Social Security Online Verification System (SSOLV)
- SR22/26 integration with insurance companies through AAMVAnet and Access Idaho
- Systematic Alien Verification for Entitlements (SAVE)
- Traffic Records Improvement Program Reporting System (TRIPRS)

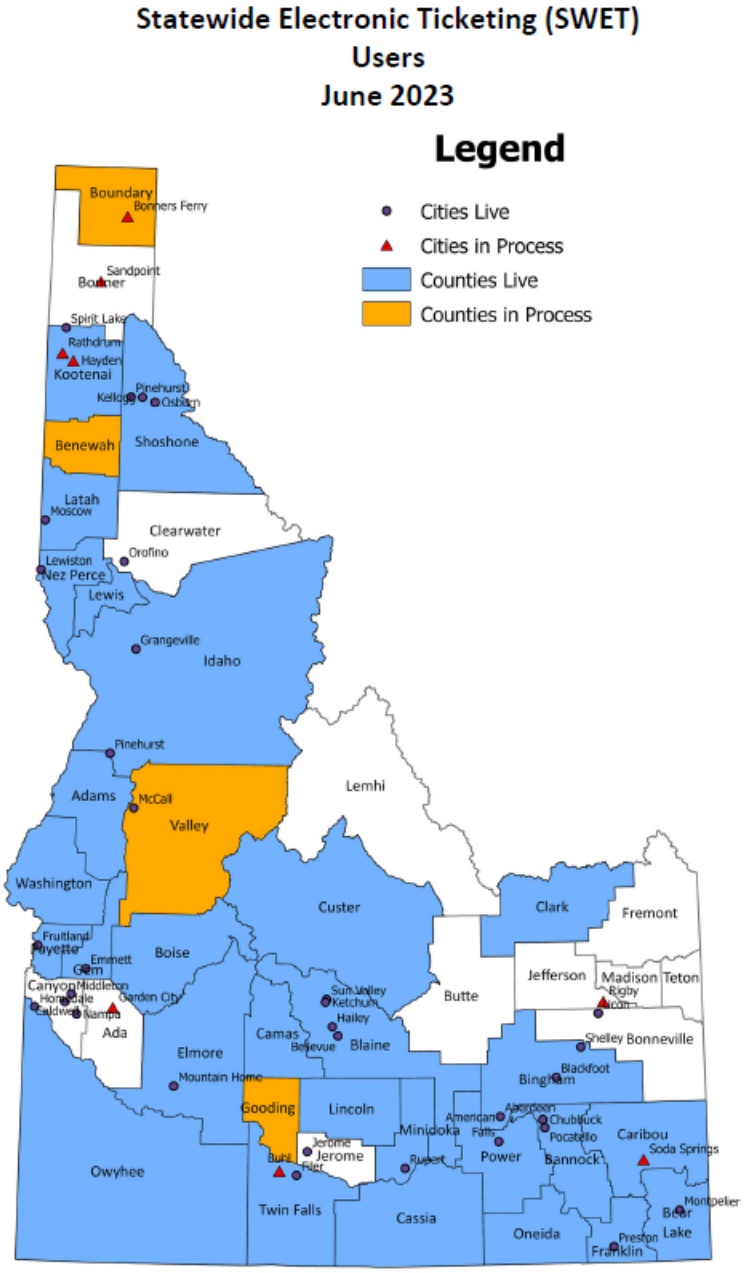


Figure 136. Idaho SWET Users, June 2023

Figure 137. Speeding Prevention Graphic

Planning Considerations

Accessing and understanding data is an important part of making safe choices. On average, 227 unique logins per month access our public crash data dashboards and additional users access the private AASHTOWare software.

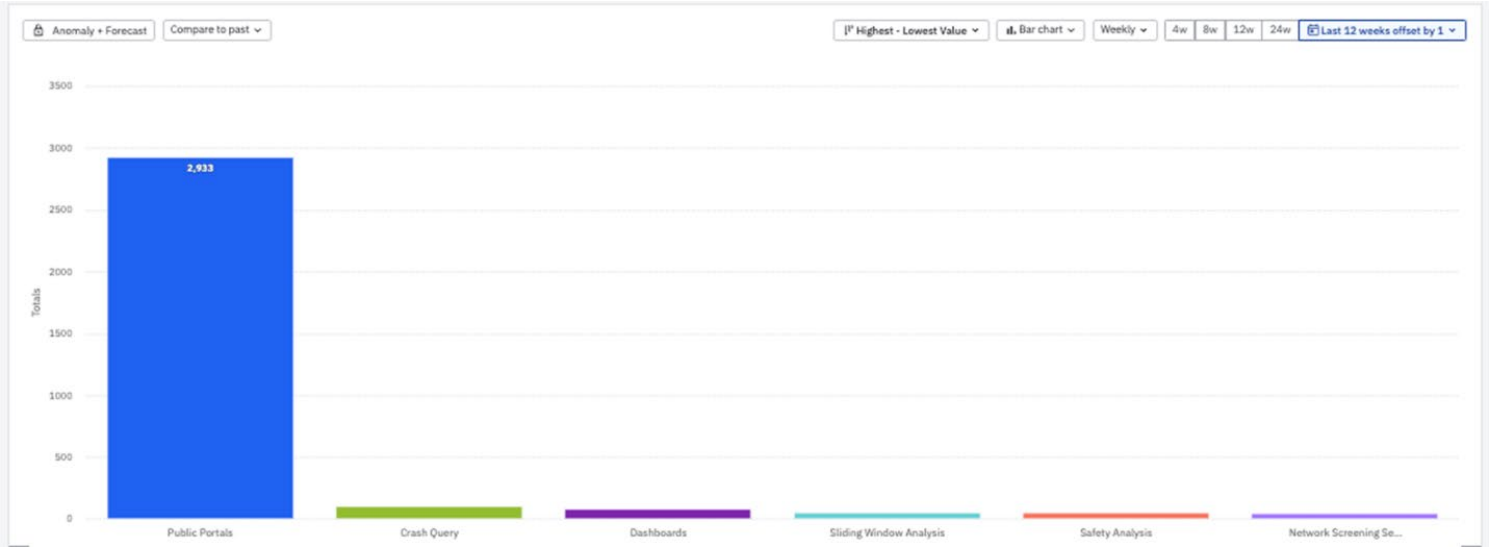


Figure 138. User Traffic by Application

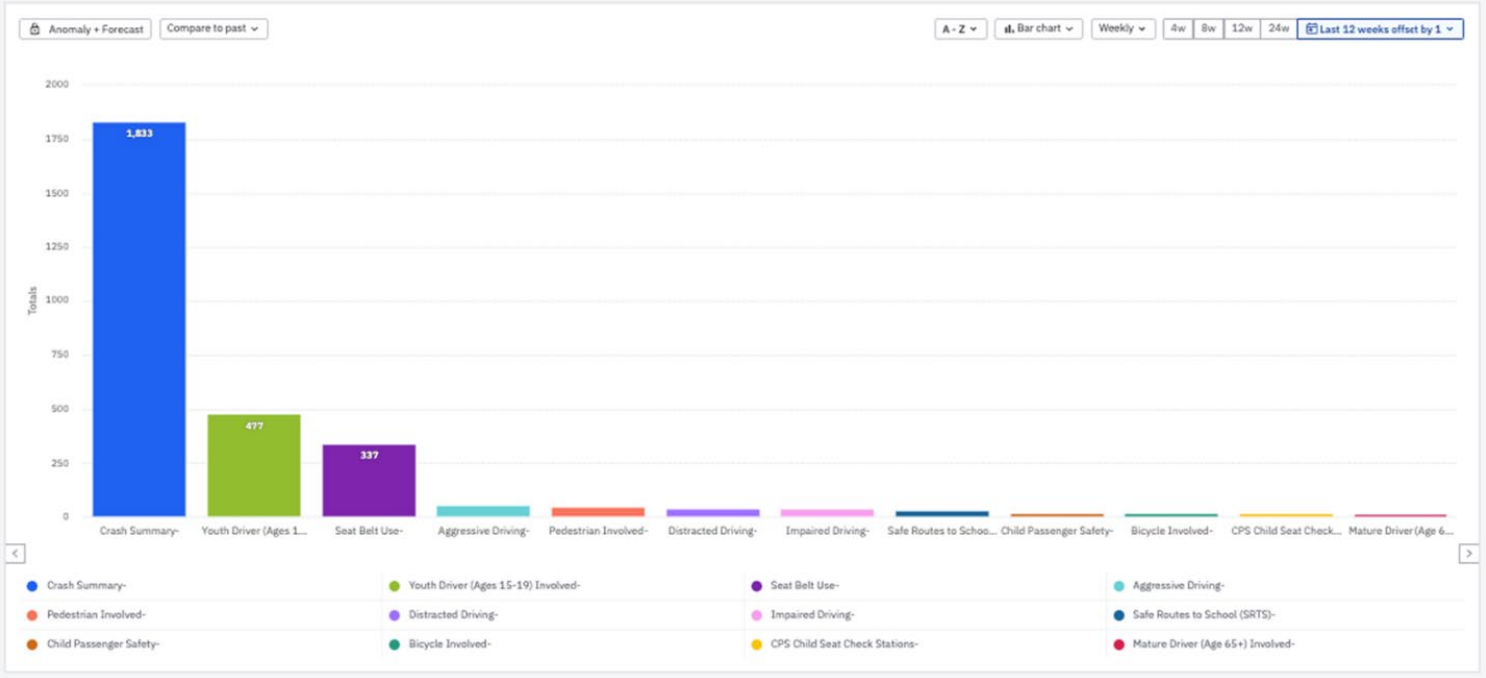


Figure 139. Top Public Dashboards

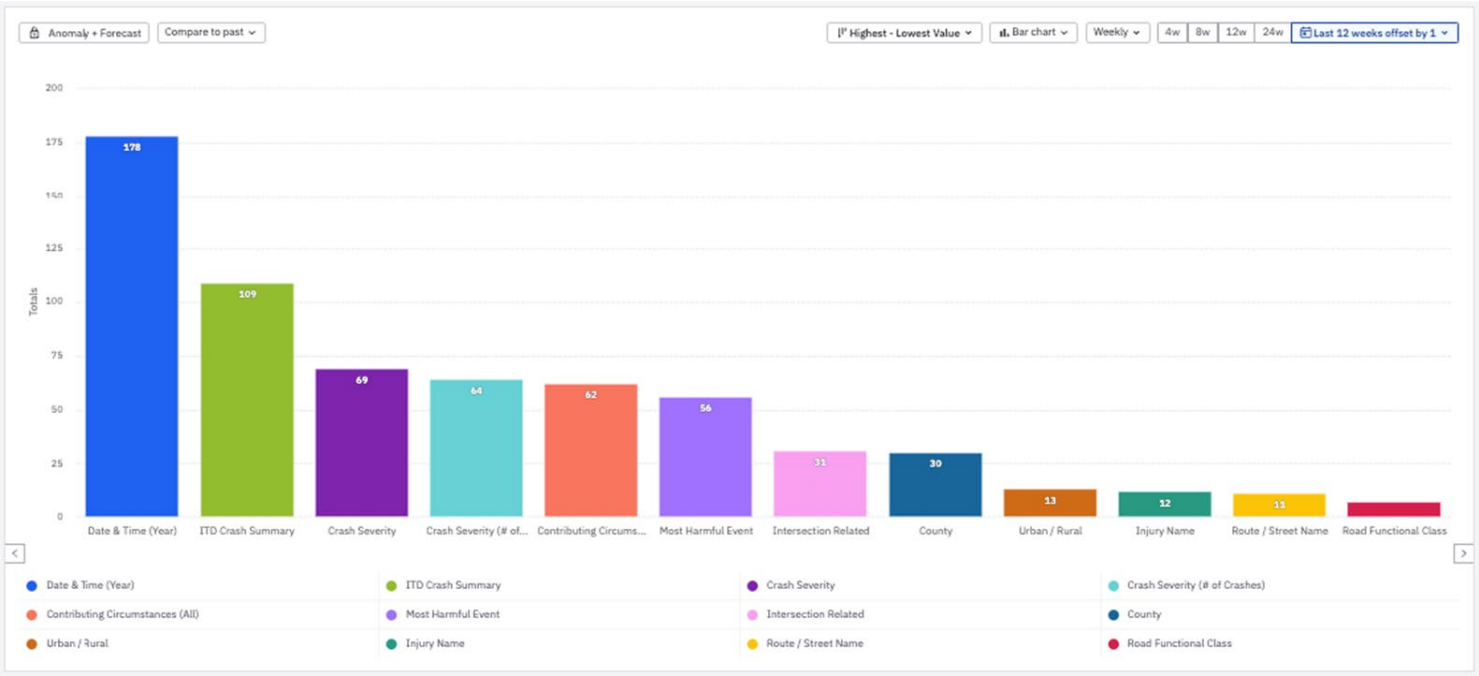


Figure 140. Most Common Filters Applied

Public Participation and Engagement

Public Participation and Engagement Strategy

Public Participation and Engagement is a process that proactively seeks full representation from communities, considers public comments and feedback, and incorporates that feedback into a project, program, or plan when possible.

- Promising Practices for Meaningful Public Involvement in Transportation Decision-Making

Our stewardship of Idaho roadways includes engaging statewide communities. Through that engagement we can understand and collaboratively address safety problems. Together with our partners and community champions, we implement data-driven interventions for positive, sustained behavior change. This section describes the current year and ongoing planning framework that OHS follows for effective community participation and engagement.

Partnering with a community requires a two-way trusting relationship. Building those relationships, understanding the needs and concerns of the community, and establishing shared goals takes time, care, and vested interest. Public participation and engagement (PP&E) strategies for relationship building include:

- Attending community events
- Offering educational and partnership opportunities
- Creating advisory roles for program areas, such as student liaisons
- Seeking out leaders (community champions) and organizations from the community who can represent the interests of groups and offer a pathway to connect with them

Once the groundwork of trusting relationships is established, authentic and effective outreach will include these key factors:

- Be proactive and ongoing, with continuous communication
- Seek full representation from those most affected by programs
- Consider public comments and incorporate feedback into ongoing engagement, interventions, and contribute to program areas, when possible

While public engagement is individualized to communities and their specific needs, we follow a process to encourage best practices:

1. Set goals
    - Includes community and data analysis
2. Establish outreach strategies
3. Evaluate outcomes
4. Incorporate feedback and plan ongoing engagements

1) Set goals

We start with the end in mind. We set engagement goals and identify how they will contribute to programs. Starting goals for each program may begin with:

- A newly released data set identifying a deficiency in a program area
- An increased roadway behavior problem
- Identified community need
- An engagement strategy
- Feedback from a program marketing campaign or survey

Any of these can spur a new goal and start the outreach process. To set a goal, we provide a narrative that connects **problems, countermeasures, and outcomes**. Our goals need to be **specific, targeted, and measurable.**

In this document, we'll refer to two types of goals:

1. Starting goals: Established before an engagement begins, this statement defines what we hope to learn through our outreach and how this effort will contribute to programming.
2. Ongoing goals: Goals that evolve from starting goals. These are statements that guide our public engagement throughout the life of the 3HSP and develop as data and programs progress.

Identify Communities

Communities are not recipients; they are active participants and engaged decision-makers with their own values and understanding of community-based needs. Affected communities must be identified and included directly or through representation. Projects should identify the cultural relevance of interventions, including specific communication needs or history between an agency, the state, and groups in the community.

Methods to understand a community may include identifying demographic, geographic, cultural, and historical data. While groups may be connected through these categories, they also consist of individuals with divergent backgrounds and personal goals. Care should be taken with at-risk groups to act sensitively, seek true understanding, and collaboratively solve problems.

Evaluate Data

As part of this process, we use a variety of the best available and most recent data sources. We describe how those sources were used, especially to identify communities that are:

- Underserved
- Overrepresented
- Potentially affected because they are high-risk

Crashes disproportionately impact our underserved communities who have high vulnerability to the economic and social impacts of fatalities and injuries.

Other things we consider in data analysis:

- Trends in overall data including high-fatality rates by areas, population, or percentage
- Demographic shift/trends, including:
  - Population changes
  - Aging populations
  - University/student population
- Mode changes such as scooters, e-bikes, or transit use
- Infrastructure changes (or lack thereof) including EMS infrastructure in rural areas
- Partner perspectives from current grant recipients

Data Sources

A variety of data sources are used to identify communities for public engagement and outreach activities. We have listed Idaho-specific and national resources available and will continuously update this list internally as new data becomes available.

For 2021, OHS recorded 273 fatalities in Idaho. Two of these fatalities were reported after the FARS data file had closed and national statistics were created and published as 271. Because of this, our use of federal data sources including NHTSA's data visualization tools (cdan.nhtsa.gov) will reference 271 fatalities.

Idaho Crash Data

https://apps.itd.idaho.gov/Apps/OHS/Crash/21/Analysis.pdf

Idaho Traffic Crashes 2021 provides an annual description of motor vehicle crash characteristics for crashes that have occurred on public roads within the State of Idaho. This document is used by state and local transportation, law enforcement, health, and other agencies charged with the responsibility of coping with the increasing costs of traffic crashes. Agencies use the data to identify traffic safety problems and target areas for the development of crash reduction and injury prevention programs.

Campaign and Public Opinion Survey Results

OHS conducted Public Opinion Surveys in 2021 and 2022. Over 500 respondents were surveyed with representation from each region of Idaho, including higher-risk populations (under 34, male). OHS also tracks media campaign results. These media outreach results and surveys inform both program strategies and current/future media outreach tactics.

These documents are on file with OHS. Please send an email to ohsweb@itd.idaho.gov to request a copy.

American Community Survey

https://www.census.gov/programs-surveys/acs/

The ACS is an ongoing national survey conducted by the Census Bureau. It is sent to approximately 250,000 addresses monthly (or 3 million per year) and provides population-level information on age, race, sex, household makeup, income, education, insurance status, and

other demographics. Race information in the ACS is self-reported, and individuals can report belonging to more than one race group.

Behavioral Risk Factor Surveillance System (BRFSS)

http://www.cdc.gov/brfss/

The BRFSS is a national telephone survey that collects information on health risk behaviors, preventive health practices, and health care access primarily related to chronic disease and injury annually. It is run by the Centers for Disease Control and Prevention (CDC) and conducted by individual state health departments.

CDC Social Vulnerability Indexing

https://www.atsdr.cdc.gov/placeandhealth/svi/interactive_map.html

Created by the U.S. Department of Health and Human Services, this tool provides a detailed map of both the country and selected states to share toxic substances and diseases information by county. Each map shares its social vulnerability index (SVI) for overall status, socioeconomic status, household characteristics, racial and ethnic minority status, and housing type and transportation to provide context of the index in a certain area.

Table 38. Data Highlight: Idaho Counties by SVI Overall High, captured May 2023

SVI Overall High	Racial & Ethnicity Minority	Housing & Transportation	Socio-Economic	Household Characteristics	Ranked by Fatal & Serious Injury Crash Rates	Ranked by Population Youth F&SI	
Shoshone		High	High	Med	6	3	10-20K
Washington	Med	Med	High	High	9	6	10-20K
Gem		High	Med	High	7	4	10-20K
Canyon	High		High	Med	2	1	>50k
Owyhee	High	Med	Med	High	4	2	10-20K
Elmore	Med	Med	High	Med	2	4	20-50K
Gooding	High	High	High	High	5	7	10-20K
Lincoln	High		High	High	4	2	5-10K
Jerome	High		High	Med	1	1	20-50K
Minidoka	High		High	High	5	2	20-50K
Cassia	High	High		High	3	3	20-50K

Hispanic Profile Data Book for Idaho 2021 5th Edition

https://icha.idaho.gov/docs/Hispanic%20Profile%20Data%20Book%202021%20-%20FINAL%20V3.pdf

Developed by the Idaho Commission on Hispanic Affairs, this data book was written to understand the Hispanic community, which is the fastest-growing population in Idaho. This guide utilizes more than 30 federal and state sources of data to provide trends and statistics on

Idaho's Hispanic community, including their impact on the state's economy, healthcare, education, government, and social services.

Idaho Youth Risk Behavior Department of Education State of Idaho

https://odp.idaho.gov/wp-content/uploads/2023/02/2021_Youth-Risk-Behavior-Survey-Results.pdf

Developed by the Centers for Disease Control and Prevention in collaboration with state representatives in the state and local departments of Idaho, federal agencies, and national education and health organizations in 2021, this study was focused on the behaviors of the youth in Idaho. The study relates to mortality and morbidity among our youth and adults in risk behaviors that change over time. 990 students completed this study in 23 public and charter schools throughout Idaho.

National Roadway Safety Strategy Our Nation's Roadway Safety Crisis (ArcGIS Story Map)

https://storymaps.arcgis.com/stories/9e0e6b7397734c1387172bbc0001f29b

The United States Department of Transportation National Roadway Safety Strategy (NRSS) outlines the department's approach to significantly reduce roadway injuries and deaths on highways, roadways, and streets.

- Hot spot-focused analysis of fatal motor vehicle crashes
- Distribution of roadway fatalities compared to the national average
- Look at the relationship between population, fatality rates, and population size
- Visualize historically disadvantaged communities and fatalities at the neighborhood level

NHTSA's Fatality and Injury Reporting System Tool (FIRST)

https://cdan.nhtsa.gov/

The Crash Data Acquisition Network (CDAN) is an integrated, web-based information technology system that provides a single, central IT platform that maintains the data NCSA requires to analyze crash data and identify outcomes, causal factors, and vehicle and component performance. The files will identify resources from the National Center of Statistics and Analytics, traffic safety publications, and query reporting tools.

U.S. Census

https://data.census.gov

The Census Bureau provides comprehensive national data for people, places, and the economy. This includes:

- Age
- Race and ethnicity
- Sex
- Household make-up
- Income, poverty
- Language
- Disability
- Means of Transportation

U.S. Census Bureau – Community Resilience Estimates

https://www.census.gov/data/developers/data-sets/community-resilience-estimates.html

Community resilience is the capacity of individuals and households within a community to absorb, endure, and recover from the impacts of a disaster. The Community Resilience Estimates (CRE) are experimental estimates produced using information on individuals and households from the 2018 American Community Survey (ACS), the Census Bureau's Population Estimates Program (PEP), as well as publicly available health condition rates from the National Health Interview Survey (NHIS). Prepared by the U.S. Census Bureau in March of 2022, this tracks every at-risk neighborhood within the country in relation to a disaster. The data is used to measure the capacity of individuals and households to absorb the external stresses of the impacts of a disaster.

U.S. DOT Equitable Transportation Community (ETC) Explorer

https://www.transportation.gov/priorities/equity/justice40/etc-explorer

The US DOT Equitable Transportation Community (ETC) Explorer is an interactive web application that uses 2020 census tracts and data to explore the cumulative burden communities experience, because of the underinvestment in transportation, in the following five components: Transportation Insecurity, Climate and Disaster Risk Burden, Environmental Burden, Health Vulnerability, and Social Vulnerability.

2) Establish Outreach Strategies

Once we understand why we need outreach and establish who we are reaching in our communities, we decide how we should tackle the activity. An outreach activity needs to be geared to the community. Each outreach opportunity should be individualized and thoughtful. Strategic preparation will include the following steps:

A. Analysis of the project. Once a community is identified, we look at the outcomes that would be of the greatest interest to the community and then overlap with our program goals. With that outcome in mind, we can:
    a. Identify key audiences within the community
    b. Create key messaging
    c. Document available partnerships and their work with the community

B. Plan of activities. We need to approach activity planning with the level of engagement in mind. The first step for each event is to define the level of engagement:
        i. Inform (which does not fulfill engagement for PP&E efforts)
        ii. Consult and listen to viewpoints
        iii. Collaborate

C. Planning of Resources. The next step in outreach planning is to research and identify resources. Throughout each step, care should be taken to apply ADA accessibility measures. Virtual or online options should be included, when possible, to increase

participation and for those unable to physically attend. Trusted partners and community leaders should be included in all phases of planning.

The following page contains an Outreach Strategies Checklist to use as a guide for planning outreach activities.

The following checklist is intended to help staff consider the necessary steps for individualized, thoughtful, and strategic outreach. When reporting on outreach outcomes, the items may be rearranged as appropriate for the activity.

OUTREACH STRATEGIES CHECKLIST		
Category		**Notes**
☐	**Goal**	
☐	**Community with key audience**	
☐	**Partners**	
☐	Educational	
☐	Government	
☐	Private sector	
☐	Nonprofits	
☐	Other	
☐	**Key messaging**	
☐	**Engagement level**	
☐	Inform	
☐	Consult	
☐	Collaborate	
☐	**Time to plan**	
☐	**Funding**	
☐	**Countermeasures**	
☐	**Accessibility measures**	
☐	Location	
☐	Time	
☐	Date	
☐	Language access	
☐	Virtual option	
☐	ADA components	
☐	**Type of event**	
☐	Partnership	
☐	Workshops	
☐	Focus group	
☐	Telephone or online survey	
☐	Live event	
☐	Pop-ups in community	
☐	Non-traditional event	
☐	**Feedback**	

OUTREACH STRATEGIES CHECKLIST		
Category		**Notes**
☐	Comment cards	
☐	Interviews	
☐	Surveys	
☐	Rapid responses from key stakeholders	
☐	In-depth case studies	
☐	Videos from communities	
☐	Non-traditional feedback	

3) Evaluate Outcomes

After an activity, we review the results of the engagement. We can look at the deliverables from the outreach activity including:

- Participation evaluation which includes a detailed description of attendees
    - Include who attended and analyze if we reached the target audience
- Reach will be quantified through communication channels
- Summary of issues covered, materials presented, and accessibility measures used
- Ways the event was geared to the community it reached

In addition to the deliverables of the event, we evaluate the work that was done and the way it was conducted through:

- Comment cards
- Interviews
- Surveys
- Rapid responses from key stakeholders
- In-depth case studies
- Videos from communities

4) Incorporate Feedback and Plan Ongoing Engagements

Reflecting on the activity is an essential phase of public engagement. It is a time for auditing the outreach activity and evaluating the value of the work done. We evaluate for:

- Validation of the activity and its finding
- Accountability and financial stewardship
- Trust
- Shared learning

These reflections can contribute to programs and countermeasure strategies through ongoing engagement planning. During reflection and ongoing planning, we tell the stories of the outreach activity, including successes, challenges, and areas for growth. To do this, we consider participant feedback.

- How have the affected communities' comments and views been incorporated into an update of the HSP? Will they be incorporated in the future?
- Did the event introduce new information or new communities to consider working with in the future?

Other items that could influence outreach planning:

- Outcomes of previous engagements
- Upcoming infrastructure projects
- Changes in political, social, or environmental trends
- New problem areas or communities identified

With proper reflection, we can process this feedback into ongoing planning efforts and offer real-time guidance and course-correction for the most effective, efficient program outreach.

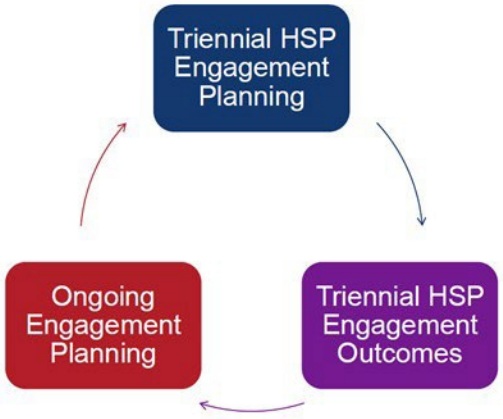


Figure 141. Triennial HSP Requirements

Teen Traffic Safety

Engagement Goals

Despite our best efforts, motor vehicle crashes remain a leading cause of death for Idaho teens. In 2021, teens were involved in 2.5 times as many crashes as drivers of other ages and were 2.7 times as likely as all other drivers to be involved in a crash. Our starting goals for our Teen Traffic Safety program in FFY 2024-2026 are organized by category, rooted in program and community-based needs. Data is highlighted in each goal and further documented later in this chapter. These goals serve as starting goals and will evolve into ongoing planning goals throughout the life of the 3HSP.

Shift and Community Traffic Safety

Goal: Collaborate with students on messaging, marketing, and peer-to-peer engagement opportunities for the teen driving program area.

- **Strategy One:** Gather feedback from student leaders on methods to reach students through the school system. See Outcome Report:
    - ***Data highlight:*** *Drivers, ages 15 to 19, represented just 5.6 percent of licensed drivers in Idaho in 2021, yet they represented 13 percent of the drivers involved in fatal and serious injury crashes (2021 Idaho Crash Data)*

Distracted Driving

Goal: In 2021, 48 percent of teens reported texting while driving in the past 30 days. Generate community-based solutions to support the program goal to reduce this rate by 2026.

- **Strategy One:** Gather feedback on messaging strategies for texting on hand-held devices while driving. Involve government classes of older teens to review marketing messaging and strategies to tackle the problem of texting on hand-held devices while driving and its tie-in to a newer law in Idaho (Idaho State Code 49-1401A). Utilize school-based disbursement of the messaging created in the classes, including school announcements and on-site posters.
    - ***Data highlight:*** *Older teens are overrepresented in texting and driving crashes nationally (2019 U.S. YRBS). Nearly half of teens report texting while driving at least once in the past month (2021 Idaho YRBS).*

Impaired Driving

Goal: Gather quantitative and qualitative data on impaired driving issues for Idaho teens. Use this data to inform impaired driving messaging, marketing, and media for this group.

- **Strategy One:** Create a focus group to gather information. We will start with high school freshmen girls on impaired driving, specifically decision-making surrounding riding with

intoxicated drivers and binge drinking. Use the findings for targeted marketing outreach to this hyper-focused group. Continue involvement with the Idaho High School Activities Association (IHSAA) for data gathering and distributing information through 9th-grade sports physicals.

- ***Data highlight:*** *Idaho freshmen girls report higher instances of driving with an impaired driver in the past 30 days (2021 Idaho YRBS). Nationally, females report higher incidents of drinking alcohol than males, which puts them in an at-risk category (NSDUH).*

- **Strategy Two:** Engage parents of teens through surveys regarding high school alcohol and marijuana use, driving, and risk factors including poor academic performance.
  - ***Data highlight:*** *Idaho students are more likely to drive impaired after using marijuana (Idaho ODP 2019). Nationwide, females report higher alcohol usage and binge drinking than males (NSDUH). Idaho freshmen girls report higher instances of driving with an impaired driver in the past 30 days (2021 Idaho YRBS). Impaired driving is associated with poor academic performance (2021 Idaho YRBS).*

- **Strategy Three:** Engage older, male teens with impaired driving prevention messaging creation and feedback. Involve juvenile justice and diversion court system, Big Brothers/Big Sisters, and counseling centers as possible partners. Activities could include interview, surveys, or focus groups.
  - ***Data highlight:*** *The risk of driving impaired as a teenager increases with age (Idaho ODP 2019) and is more prevalent in males (2019 U.S. YRBS). Idaho students are more likely to drive impaired after using marijuana (Idaho ODP 2019). Nationwide, females report higher alcohol usage and binge drinking than males (NSDUH). Idaho freshmen girls report higher instances of driving with an impaired driver in the past 30 days (2021 Idaho YRBS). Impaired driving is associated with poor academic performance (2021 Idaho YRBS).*

- **Strategy Four:** Collaborate with Hispanic communities on Impaired Driving. Determine if Idaho data follows national statistics finding young Hispanic teens more at risk to ride with an impaired driver and to be an impaired driver as an older teen. Utilize in-person and digital outreach tools. Partners may include Hispanic Chamber of Commerce, Community Council of ID, and Mexican Consulate. Activities may include interviews and discovery to best address and understand outreach.
  - ***Data highlight:*** *National data finds vulnerabilities in Hispanic youth for riding with impaired drivers and driving impaired that change with age (2019 U.S. YRBS). Bilingual Hispanics are considered super users of mobile devices (Nielsen Mobile Multicultural Insights Report).*

- **Strategy Five:** Collaborate with education leaders and community groups in Tribal areas to provide support and outreach to Tribal youth. Attend the Idaho Indian Education Summit and connect with K-12 and college educators.

- ***Data highlight:*** *Tribal youth are among our at-risk groups in national data (2019 U.S. YRBS).*

Seat Belt Use

Goal: Understand barriers to consistent seat belt use for teens statewide. Through this, support program goal of increasing consistency in teen seat belt usage as measured by percentage of teens buckling in the past 30 days reported in Idaho Youth Risk Behavior Survey and Idaho Hispanic Data Book. Specific measurements should be gathered for Hispanic and non-Hispanic student populations over the FFY 2024-2026 period.

- **Strategy One:** Connect with younger teens to understand their decision making and risk tolerance for inconsistently buckling up. Partners may include IHSAA, Department of Education, Idaho School Resource Officers Association (SROA), and Mayors Youth Advisory Committees. A possible activity may include polling SROA members on observational data for on-campus seatbelt use.
  - ***Data highlight:*** *Teens buckle most of the time but almost half of teens report at least one incident of not buckling up in the past month (2021 Idaho YRBS).*

- **Strategy Two:** Create a direct messaging campaign with students based on community feedback. Scope a pilot “Text to Buckle Up” program aimed at using text reminders for teens. Involve marketing classes at high schools and colleges to receive direct feedback from students on messaging and the usefulness of the reminder.
  - ***Data highlight:*** *Text reminders to buckle up show improved belt usage with young adults (JAMA Text Message Clinical Trial).*

- **Strategy Three:** Gain understanding of seat belt usage in our Hispanic communities. Partner with the Idaho Commission on Hispanic Affairs to understand seat belt usage for Hispanic youth in Canyon County, a vulnerable community with high crash rates. Include the Migrant Education Program.
  - ***Data highlight:*** *Idaho data shows seat belt usage rates in Hispanic communities are lower than non-Hispanic demographics (2021 Idaho Hispanic Profile Data Book). Canyon County ranks high on crash data and shows vulnerabilities in multiple data sets (FIRST, Our Nation's Roadway Safety Crisis, NHTSA, CSA.*

Underserved or At-Risk Communities

As underserved or at-risk communities are identified through starting and ongoing engagement planning, OHS will follow outreach strategies and best practices for accessibility established in this document: **Public Participation and Engagement Strategy, Item 2) Establish Outreach Strategies.** For our Teen PP&E, these groups may include:

- English as a second language
- Students with disabilities
- Families experiencing poverty
- American Indian/Alaska Native, Hispanic, and biracial students

- Unenrolled or absentee youth, including children of migrant workers

Countermeasures

The following strategies have a 3-star rating or higher as outlined in NHTSA's Countermeasures that Work. Planned communication activities aim to lower traffic fatalities and serious injuries across Idaho by raising awareness or traffic safety crashes, engaging the public to increase safe and positive driving behaviors, and empowering individuals and organizations across the state to adopt and encourage safer driving behaviors in their communities.

- Communications and Outreach: Strategies for Low Belt Use Groups
- Behavioral Safety Education
- Education and Outreach

The positive social norming approach is supported by research conducted by Montana State University Center for Health and Safety Culture as part of a pool funded project funded in part by the Idaho Transportation Department. The final report from this project can be accessed at this link.

Contribution to Programming

Feedback from these engagement activities will be directly incorporated into marketing and outreach strategies for teen drivers, as well as impaired driving and youth outreach, if applicable. OHS may incorporate messaging, strategies, placement preferences for platforms (social media, in-person events, flyers, etc.), and update community and key audience demographics.

Community Identification and Data Analysis

Identifying affected communities contributes to both our initial and ongoing engagement planning efforts. This identification uses data sources from both Idaho and national data sources on teen drivers and their risky behavior choices. The Idaho Crash Data and the Idaho 2021 Youth Risk Behavior Survey (YRBS) are the foundational data sources for our starting goals. We'll list those sources first with our contextual write-up, and then we'll provide supplemental data sources that offer a fuller picture of data surrounding teen drivers.

Identified Teen Traffic Safety Problems

- Drivers, ages 15 to 19, represented just 5.6 percent of licensed drivers in Idaho in 2021, yet they represented 13 percent of the drivers involved in fatal and serious injury crashes.

- In 2021, drivers ages 15 to 19 constituted 6 percent of the impaired drivers involved in crashes, despite the fact they were too young to legally consume alcohol.

- National and international research indicates youthful drivers are more likely to be in single-vehicle crashes, to make one or more driver errors, to speed, to carry more

passengers than other age groups, to drive older and smaller cars that are less protective and are less likely to wear seat belts.

- Of the 34 people killed in crashes with youthful drivers, 16 were the youthful drivers themselves. Of the 14 youthful drivers killed that were in passenger motor vehicles, 7 were wearing a seat belt.

- Crashes involving youthful drivers cost Idahoans just over $857 million in 2021. This represents 16 percent of the total economic cost of crashes.

Table 39. Crash Data for Drivers Aged 15-19

	2017	2018	2019	2020	2021	Avg. Yearly Change 2017-2021
Total Crashes Involving Drivers 15-19	5,464	5,244	5,826	4,689	5,961	3.7%
Fatalities	31	36	18	32	34	12.5%
Suspected Serious Injuries	225	230	184	195	229	1.4%
Suspected Minor Injuries	886	976	880	826	978	3.1%
Possible Injuries	1,795	1,991	2,079	1,532	1,556	-2.4%
Drivers 15-19 in Fatal & Serious Injury Crashes	206	213	170	180	220	2.8%
% of all Drivers involved in Fatal and Serious Injury Crashes	10.7%	11.1%	8.8%	10.7%	13.0%	6.5%
Licensed Drivers 15-19	71,523	69,727	71,063	71,209	75,620	1.5%
% of Total Licensed Drivers	5.9%	5.6%	5.5%	5.4%	5.6%	-1.5%
Fatal & Injury Crash Involvement*	1.81	1.99	1.60	1.97	2.35	8.2%
Drivers 15-19 - Fatal Crashes	27	29	18	25	31	8.1%
Impaired Drivers 15-19 - Fatal Crashes	2	2	3	8	5	44.8%
% of Youthful Drivers that were Impaired in Fatal Crashes	7.4%	6.9%	16.7%	32.0%	16.1%	44.3%

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

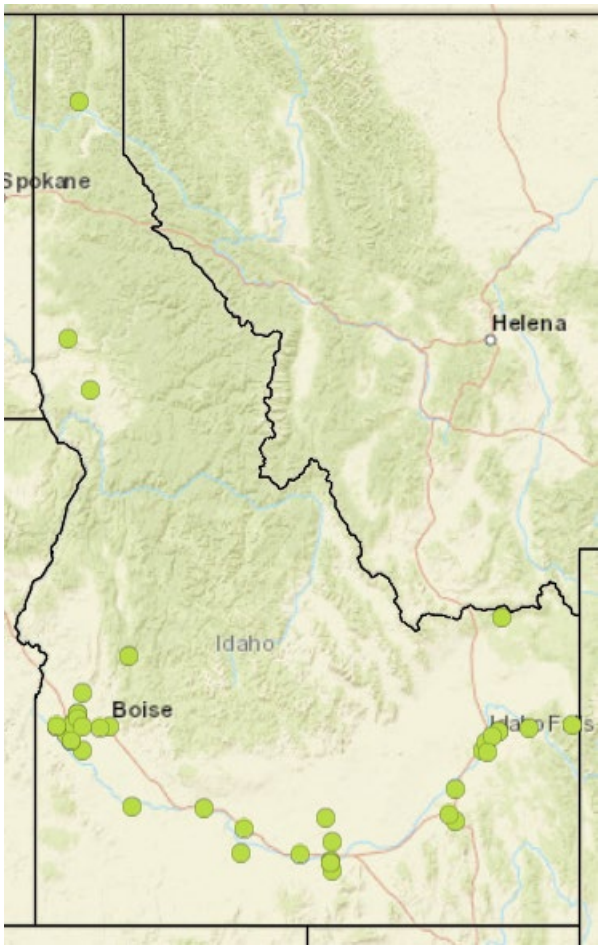


Figure 142. FIRST Query Crash Mapping Persons Killed in Fatal Crashes Involving a Young Driver Idaho 2021

Idaho 2021 Youth Risk Behavior Survey

The Idaho State Department of Education conducted the 2021 Idaho YRBS during the fall of 2021. 990 students completed this study in 23 public and charter schools throughout Idaho. The weighted results are used to understand and combat negative behaviors by our teens. An alarming category involves Idaho teens and dangerous choices when driving or riding in vehicles.

Fatalities: The leading cause of death for Idaho teens is unintentional injury. 65 percent of accidental deaths for ages 15-24 were associated with motor vehicle crashes.

Seat belt consistency: While teens report buckling up most of the time, 45 percent of teens reported at least one incident of not wearing a seat belt when riding as a passenger in a car in the last 30 days.

Texting while driving: 48 percent of Idaho teens reported texting or emailing while driving in the past 30 days.

Impaired driving: Over 14 percent of teens report recently riding with an intoxicated driver. Riding with an impaired driver is:

- Significantly associated with poor academic achievement
- Reported more often by freshman females

3 percent of teens report recently driving while intoxicated. Globally, we see underreporting of driving while intoxicated. This may point to a higher rate of driving while intoxicated than indicated by self-reporting.

Figure 143. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

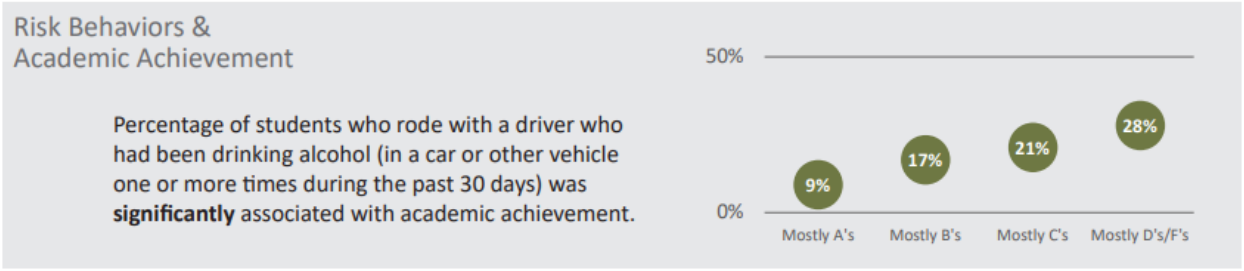


Figure 144. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

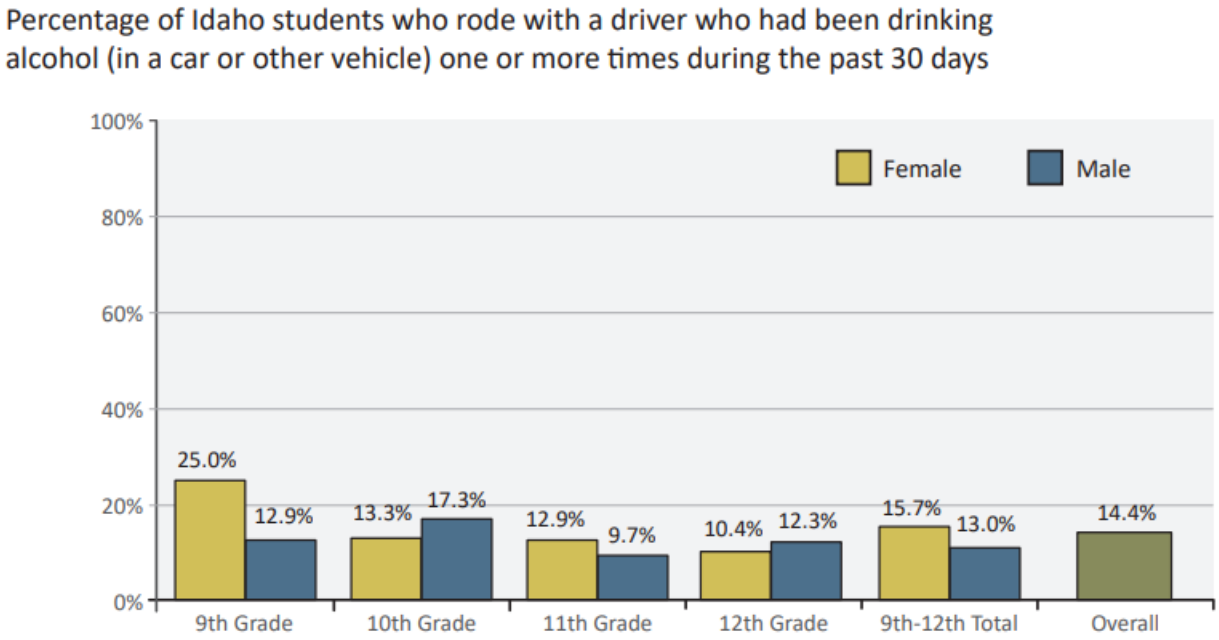
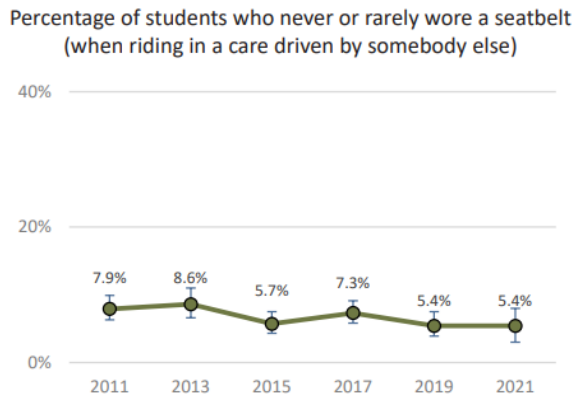
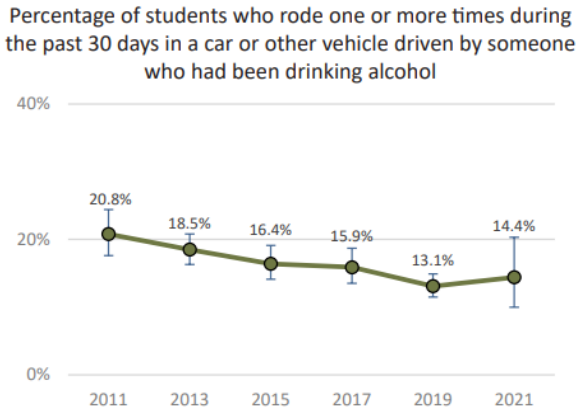


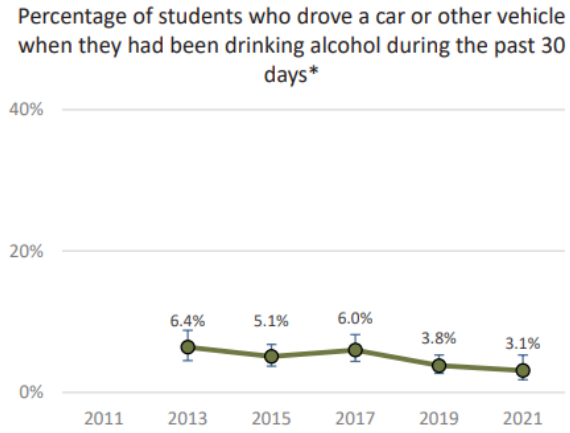
Figure 145. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey



- The percentage of Idaho high school students who reported never or rarely wearing a seatbelt (when riding in a car driven by somebody else) decreased significantly from 8.6% in 2009 to 5.4% in 2021.



- The percentage of Idaho high school students who reported riding in a car or other vehicle when the driver had been drinking alcohol during the previous 30 days decreased significantly from 20.8% in 2011 to 14.4% in 2021.



- The percentage of Idaho high school students who drove a car or other vehicle when they had been drinking alcohol during the past 30 days decreased significantly from 6.4% in 2013 to 3.1% in 2021.

*Among students who had driven a car or other vehicle during the 30 days before the survey.

Figure 146. Driving behaviors from the 2021 Idaho Youth Risk Behavior Survey

Idaho Data: Idaho Office of Drug Policy (ODP) 2019 Report

https://odp.idaho.gov/wp-content/uploads/2021/12/Youth-Imparied-Driving-Behavior_.pdf

The ODP reports that 97 percent of Idaho teen drivers (under 18) chose to drive sober.

Risk factors for driving impaired included:

- **Marijuana use.** Youth are more likely to drive impaired after using marijuana. Youth who drive after using marijuana do so more often.
- **Increasing age.** The risk of driving impaired increases by 43 percent each year between ages 12 and 18.

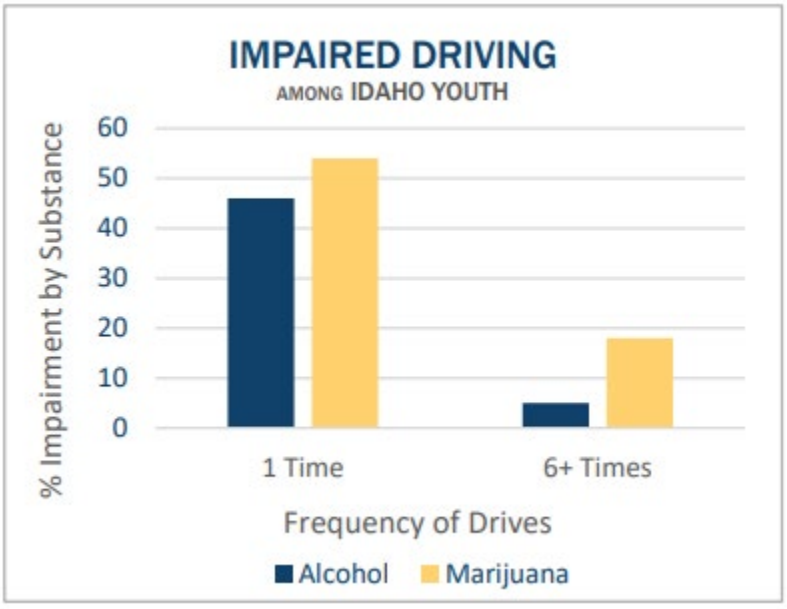


Figure 147. Impaired Driving Among Idaho Youth by Substance*

**Idaho Office of Drug Policy, Idaho Healthy Youth Survey, 2017-2019 Data*

Idaho Data: State Board of Education Statistics on Dropout Rates

The YRBS offers the most recent data set available for teen drivers in Idaho. However, it is limited to enrolled high school student participation. School absenteeism is associated with risky health behaviors. Students may unenroll or experience absenteeism due to:

- Homelessness or housing insecurity

- Teen pregnancy or parenthood
- Expulsion or juvenile justice involvement
- Employment
- Family migration

These youth are among our most vulnerable and at-risk. We also see graduation rates dip for students with disabilities, English learners, and those experiencing poverty.

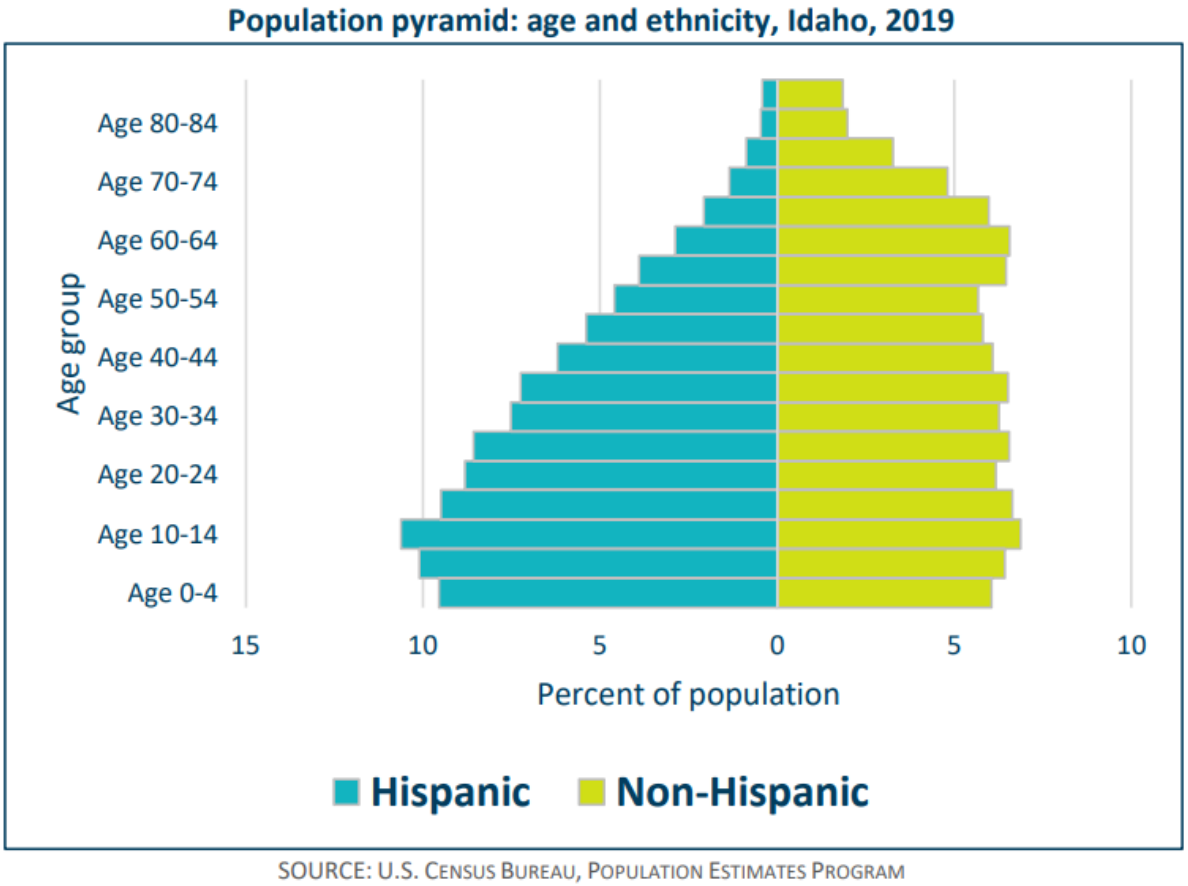
Student group	2022 graduation rate	2022 state goal
Asian or Pacific Islander	85.4%	95.8%
White	81.9%	95.3%
State average	79.9%	94.9%
Two or more races	76.5%	94.3%
American Indian or Alaskan Native	73.4%	89.6%
Hispanic or Latino	73%	93.4%
Native Hawaiian/Other pacific Islander	71.6%	92.4%
Economically disadvantaged	69.6%	93%
Black/African American	69.1%	94.5%
English learners	65.4%	93.3%
Students with disabilities	56.6%	90.1%

Figure 148. State Board of Education Graduation Rate Data*

* *sde.idaho.gov/assessment/accountability/files/general/Idaho-Consolidated-State-Plan-2022-2023-Amendment.pdf*

Idaho Data: 2021 Hispanic Profile Data Book for Idaho by the Idaho Commission on Hispanic Affairs

Hispanic populations are notably younger, with significant youth and teen population differences from non-Hispanic populations.



SOURCE: U.S. CENSUS BUREAU, POPULATION ESTIMATES PROGRAM

Figure 149. Population Pyramid: Age and Ethnicity, Idaho, 2019

Idaho youth behaviors by ethnicity (self-reported): safety and mental health, 2019

QUESTION	Total	Hispanic	Non-Hispanic White	Significant Difference?
	Percent of total			*(Yes/No)*
TRANSPORTATION				
Never or rarely wore a seat belt *(when riding in a car driven by someone else)*	5.4	9.5	4.2	**YES**
Rode with a driver who had been drinking alcohol *(in a car or other vehicle one or more times during the 30 days before the survey)*	13.1	17.4	11.8	No
Drove when they had been drinking alcohol *(in a car or other vehicle one or more times during the 30 days before the survey, among students who had driven a car or other vehicle during the 30 days before the survey)*	3.8	3.4	3.7	No
Texted or e-mailed while driving a car or other vehicle *(on at least 1 day during the 30 days before the survey, among students who had driven a car or other vehicle during the 30 days before the survey)*	48.1	41.3	50.6	No
WEAPONS USE				
Carried a weapon on school property *(such as, a gun, knife, or club, on at least 1 day during the 30 days before the survey)*	7.1	4.7	7.4	No

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION, 2019 HIGH SCHOOL YOUTH RISK BEHAVIOR SURVEY

Figure 150. Idaho Youth Behaviors by Ethnicity: Safety and Mental Health, 2019

Accidental deaths by age group and ethnicity, Idaho, three-year aggregate: 2016-2018

HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	190	100	0	3	4	21	19	17	14	9	7	4	3
Transport accidents:	60	114	100	0	3	5	26	20	17	14	9	5	0	1
Motor vehicle accidents	58	110	100	0	3	5	26	20	17	14	8	5	0	1
Water transportation accident	1	2	100	0	0	0	50	0	0	50	0	0	0	0
Air and space transportation accident	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified transport accident	1	2	100	0	0	0	0	50	0	0	50	0	0	0
Non-transport:	40	76	100	0	3	1	12	17	18	13	11	11	9	5
Poisoning and exposure to noxious substances	12	23	100	0	0	0	9	26	35	17	9	4	0	0
Falls	9	18	100	0	0	0	11	6	6	6	11	11	28	22
Drowning and submersion	5	9	100	0	11	11	44	11	11	11	0	0	0	0
Inhalation and ingestion of food or other object	3	6	100	0	0	0	0	0	17	17	17	17	33	0
Exposure to smoke, fire, and flames	2	4	100	0	0	0	25	50	0	0	0	25	0	0
Discharge of firearm	0	0	---	---	---	---	---	---	---	---	---	---	---	---
Other and unspecified non-transport accident	8	16	100	0	6	0	0	19	19	19	19	19	0	0

NON-HISPANIC RESIDENT DEATHS														
	Percent	Total	Percent of accidental deaths by age group											
Cause of Death	of total	accidental	Total	<1	1-4	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Total	100	2,421	100	1	1	2	9	11	11	12	13	11	12	19
Transport accidents:	31	746	100	0	1	3	18	12	14	12	15	13	8	4
Motor vehicle accidents	28	674	100	0	1	3	19	13	14	12	15	12	8	4
Water transportation accident	1	21	100	0	5	5	14	5	14	14	14	14	14	0
Air and space transportation accident	1	22	100	0	0	0	9	5	23	14	18	23	9	0
Other and unspecified transport accident	1	29	100	0	3	0	3	7	10	14	28	21	7	7
Non-transport:	69	1,675	100	1	1	1	4	10	9	12	12	10	14	25
Poisoning and exposure to noxious substances	24	576	100	0	0	1	8	24	21	23	17	5	1	1
Falls	29	702	100	0	0	0	1	1	1	3	6	12	24	52
Drowning and submersion	3	67	100	1	10	7	21	9	12	9	15	3	12	0
Inhalation and ingestion of food or other object	4	94	100	0	1	0	0	1	1	7	14	13	26	37
Exposure to smoke, fire, and flames	1	33	100	0	6	0	3	3	0	12	15	24	27	9
Discharge of firearm	1	15	100	0	0	13	27	7	7	13	20	0	13	0
Other and unspecified non-transport accident	8	188	100	7	2	5	2	7	11	14	19	16	11	7

SOURCE: IDAHO DEPARTMENT OF HEALTH AND WELFARE, BUREAU OF VITAL RECORDS AND HEALTH STATISTICS, DIVISION OF PUBLIC HEALTH, DATA PROVIDED ON AUGUST 26, 2020
NOTE: DATA HAVE BEEN AGGREGATED OVER A THREE-YEAR PERIOD

Figure 151. Accidental Deaths by Age Group and Ethnicity, Idaho: 2016-2018

Direct quotes from the Profile Data Book:

- From 2016-2018, there were 2,611 accidental deaths in Idaho, 7 percent of which were Hispanic. The rate of accidental death varied by age and ethnicity. Hispanics were twice as likely as non-Hispanics to die of an accident under the age of 25. Non-Hispanics were three times as likely as Hispanics to die of an accident after turning 65. Motor vehicle accidents accounted for a large percentage of accidental deaths: 58 percent of Hispanic deaths and 28 percent of non-Hispanic deaths.
- In 2018, Idaho's overall Hispanic poverty rate was 21 percent, compared to 11 percent among non-Hispanics. Rates were even higher among the state's Hispanic children under age 18, with 29 percent living in poverty.
- Overall, youth in Idaho report significant rates of substance use. More than a quarter said they currently drink alcohol; 23 percent reported that they currently smoke tobacco in some form; and 17 percent currently use marijuana. Almost one-quarter say they had been offered, sold, or given an illegal drug on school property. Hispanic and non-Hispanic youth are similar on almost all behaviors related to substance use, with the

exceptions of using electronic vapor products (57 percent of Hispanic youth compared to 46 percent of non-Hispanic) and trying marijuana before age 13 (8 percent of Hispanic youth compared to 4 percent of non-Hispanics). Early use of substances is a risk for prolonged and heavy use in the future.

- The Migrant Education Program (MEP) is a federally funded, supplemental program for the children of migrant agricultural workers. Here, we report the number of children who receive MEP services. The number of children who are eligible for the program is higher, but not known. In 2019-2020, Idaho's MEP served approximately 4,800 migrant students, an increase of 34 percent from 2015-2016. MEP serves children and youth from birth through high school: 18 percent of those served are age 5 or younger and not yet in kindergarten, and 48 percent are in grades K-6. An additional 280 students were identified as migrant students who should have been in school but were not.
- In the 2019-20 school year, nearly 22,000 Idaho students participated in the English Learner (EL) program. These students made up about 7 percent of total K-12 enrollment, and 81 percent spoke Spanish as their native language. At least one-third of all students in four districts were EL students: Wendell (37 percent), Aberdeen (37 percent), Heritage Community Charter (36 percent), and Wilder (33 percent). In each of these four districts, Hispanic students made up at least 60 percent of total enrollment.
- Idaho's Hispanic high school graduation rate in the 2017-18 school year was 76 percent, compared to 81 percent among all students. Compared to four years earlier, the Hispanic graduation rate increased six percentage points, compared to four points among all students.

Idaho Data: Canyon County Crash Data and Vulnerability Indexes

Nampa and Caldwell (Canyon County) – Fatal and Injury Crash per 1,000 – 6.8 and 5.9 (mean 5.2 for pop over 40,000)
SVI: Socioeconomic, household characteristic, Racial Ethnic Minority Status, Housing Type/Transportation

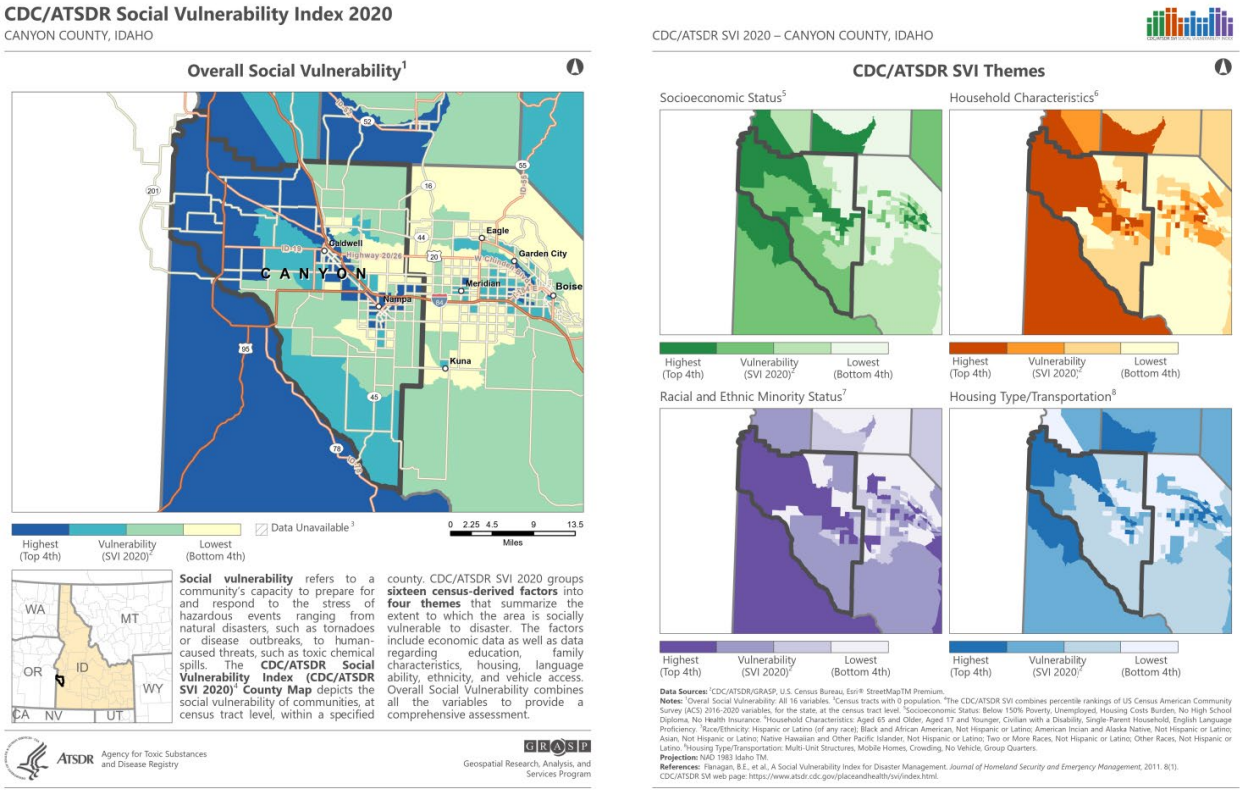


Figure 152. 2020 Social Vulnerability Index for Canyon County

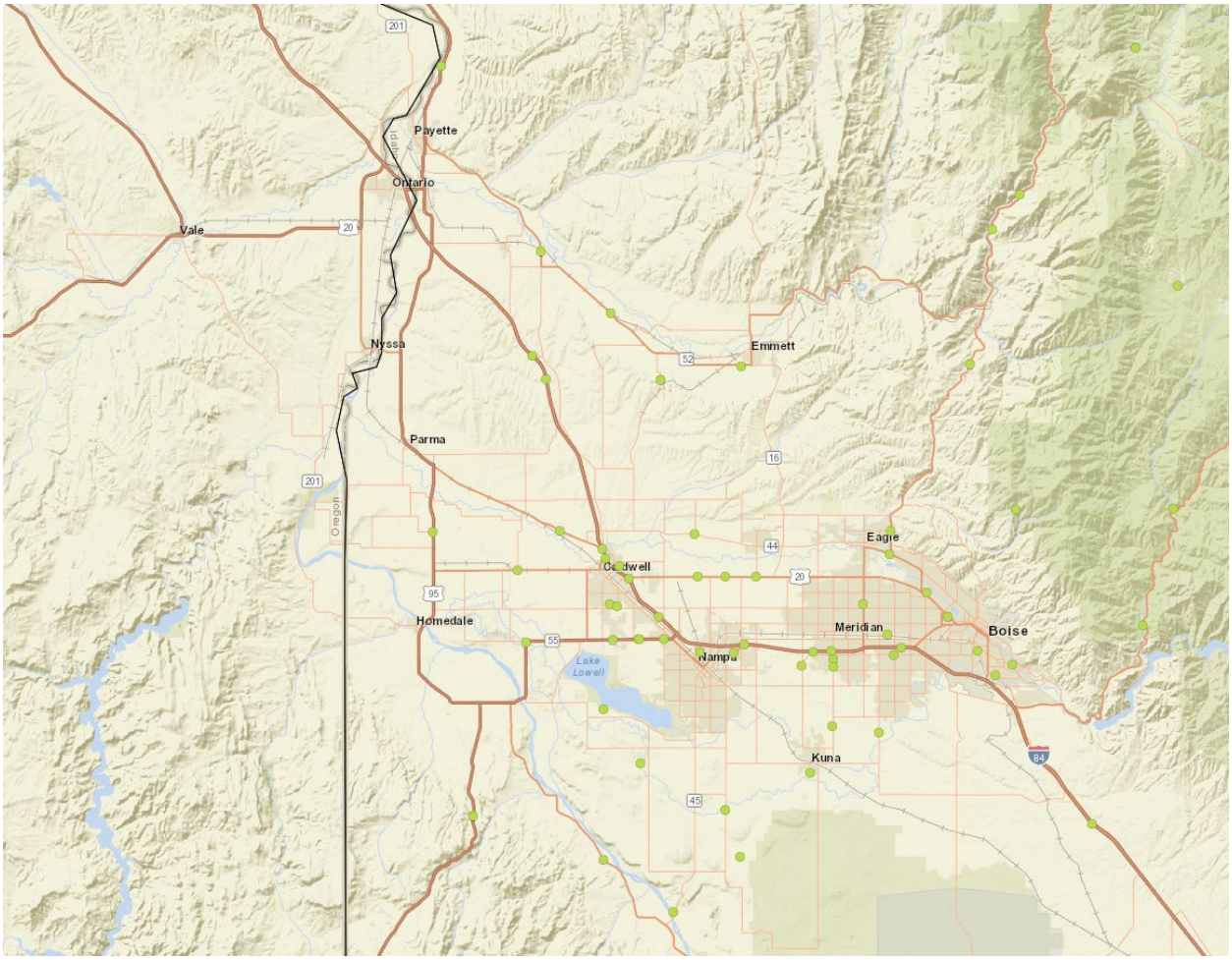


Figure 153. NHTSA NCSA Crash Data Fatalities 2021

Canyon County: High – The number of impaired fatalities was 1.9 times greater than the average county.

Idaho Data: Canyon County Crash Data and Vulnerability Indexes

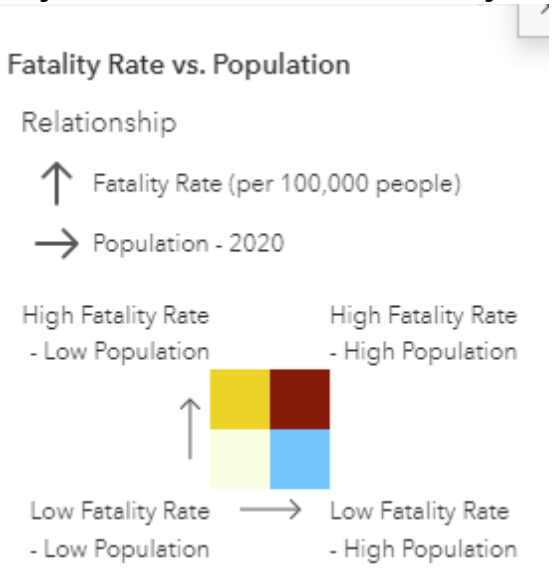


Figure 154. Fatality Rate vs. Population Index

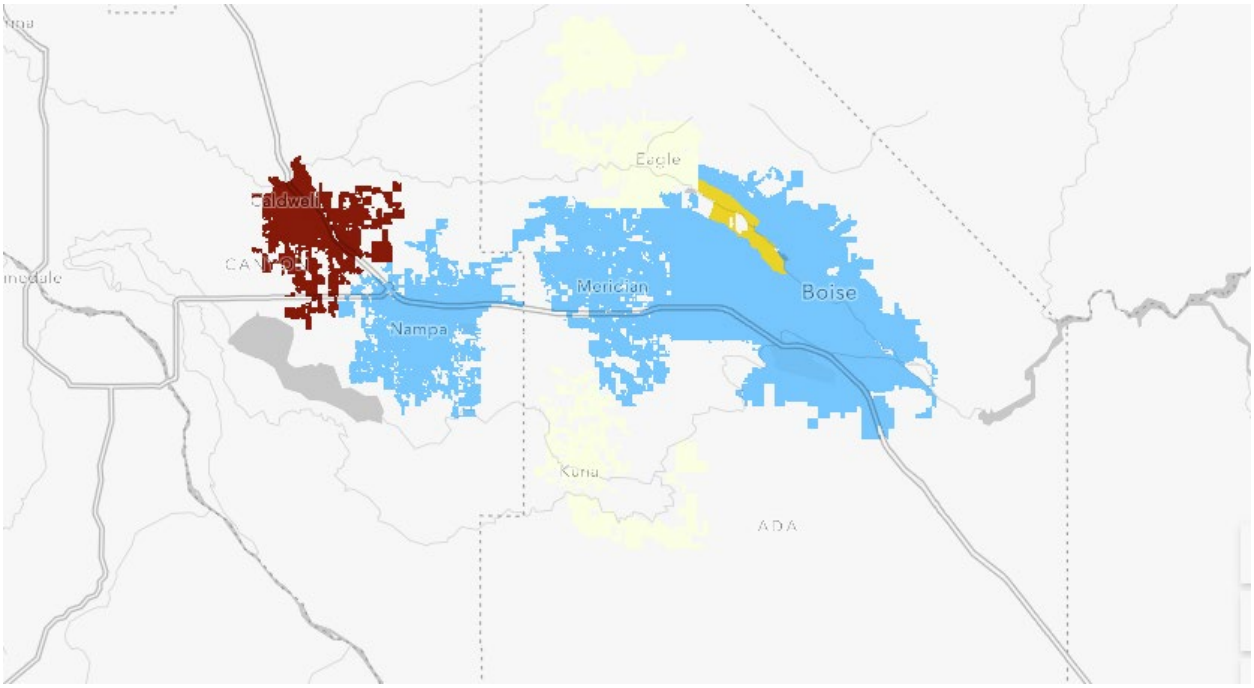
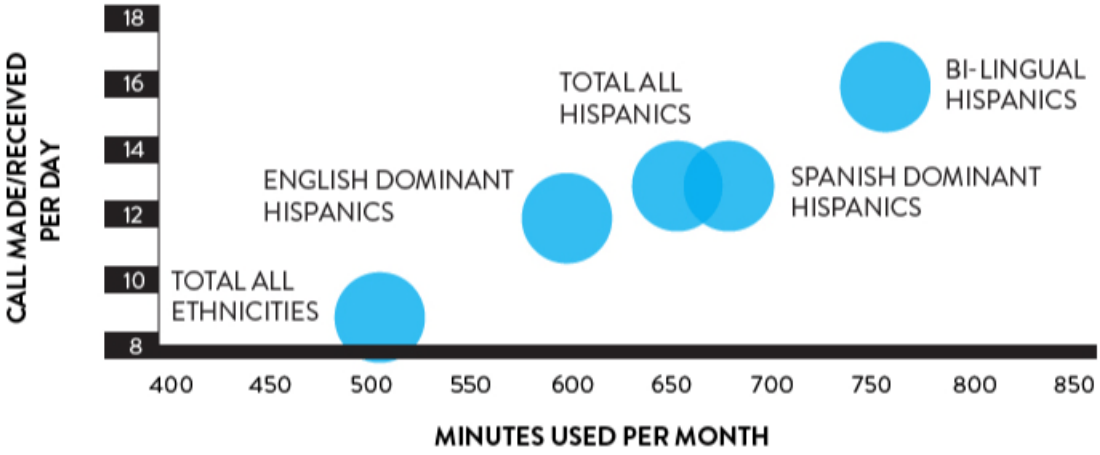


Figure 155. 2021 Fatality Rate vs. Population*

**Our Nation's Roadway Safety Crisis (arcgis.com)*

National Data: Hispanic use of mobile devices

Nationally, bilingual Hispanics are considered super users of mobile devices, utilizing and sharing digital media more than other ethnicities.



Source: Nielsen Mobile Insights, Q2 2015 Mobile Multicultural Insights Report

Figure 156. Mobile Multicultural Insights

National Data: Text Message Intervention

A 6-week text-message program on seat belt use among young adults showed an improved baseline for seat belt usage.

Findings: In this randomized clinical trial that included 218 young adults who reported not always using a seat belt over the past two weeks at baseline, the proportion reporting always wearing a seat belt at six weeks was 41 percent in the intervention group vs. 20 percent in the assessment control group, a significant difference.

https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2796570

National Data: National Institute on Alcohol Abuse and Alcoholism: Underage Drinking

While youth drink less often than adults drink, when they do drink, they consume more alcohol. Alcohol use increases throughout adolescence. And while historically males drank more alcohol than females, that is now reversed. Females now report both more drinking than males and more binge drinking episodes (classified as more than four drinks at a single time for females).

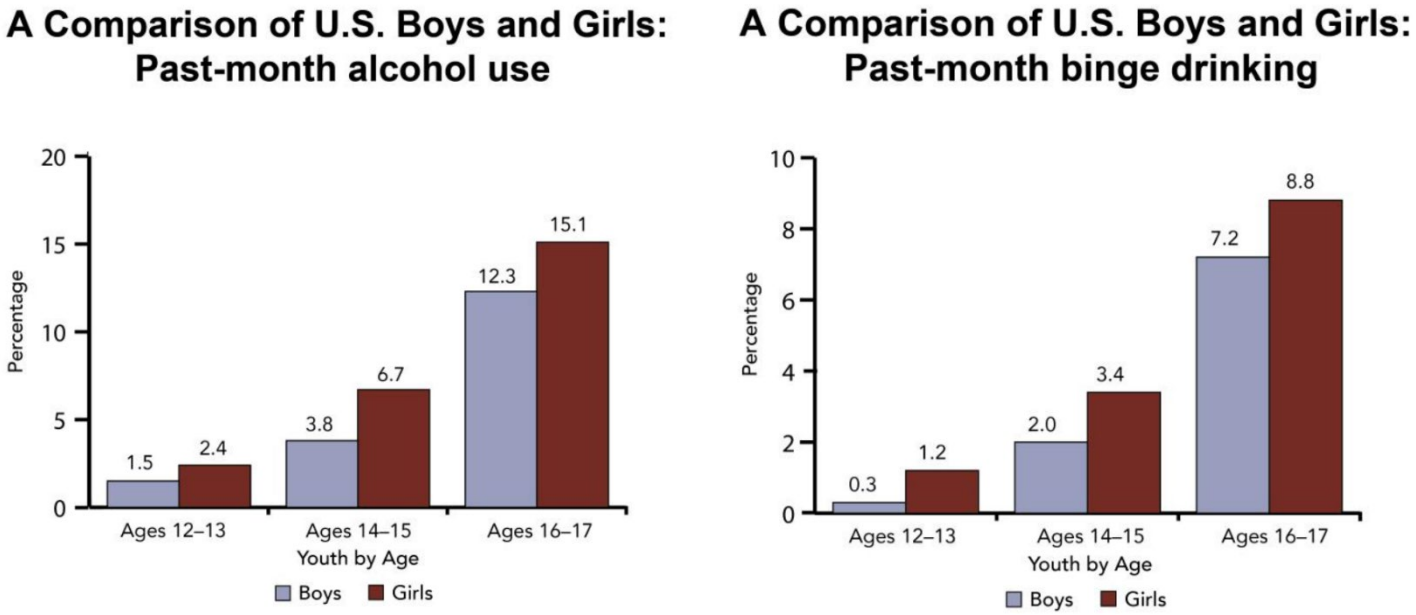


Figure 157. 2021 National Survey on Drug Use and Health Data*

** NSDUH-2-21-DS0001*

National Data: Transportation Risk Behaviors Among High School Students – Youth Risk Behavior Survey, United States, 2019. MMWR (cdc.gov)

Alcohol transportation risk factors for teens

The CDC reports that riding with an impaired driver was higher among Hispanic students or students with lower grades. Driving after drinking alcohol was higher among students who were older, male, Hispanic, or had lower grades.

Non-alcohol transportation risk factors for teens

Texting while driving was higher among older students and White students.

The prevalence of inconsistent seat belt use was higher among students who were younger, Black or had lower grades.

Youth Risk Behavior Survey Data Summary & Trends Report: 2011-2021 (cdc.gov)

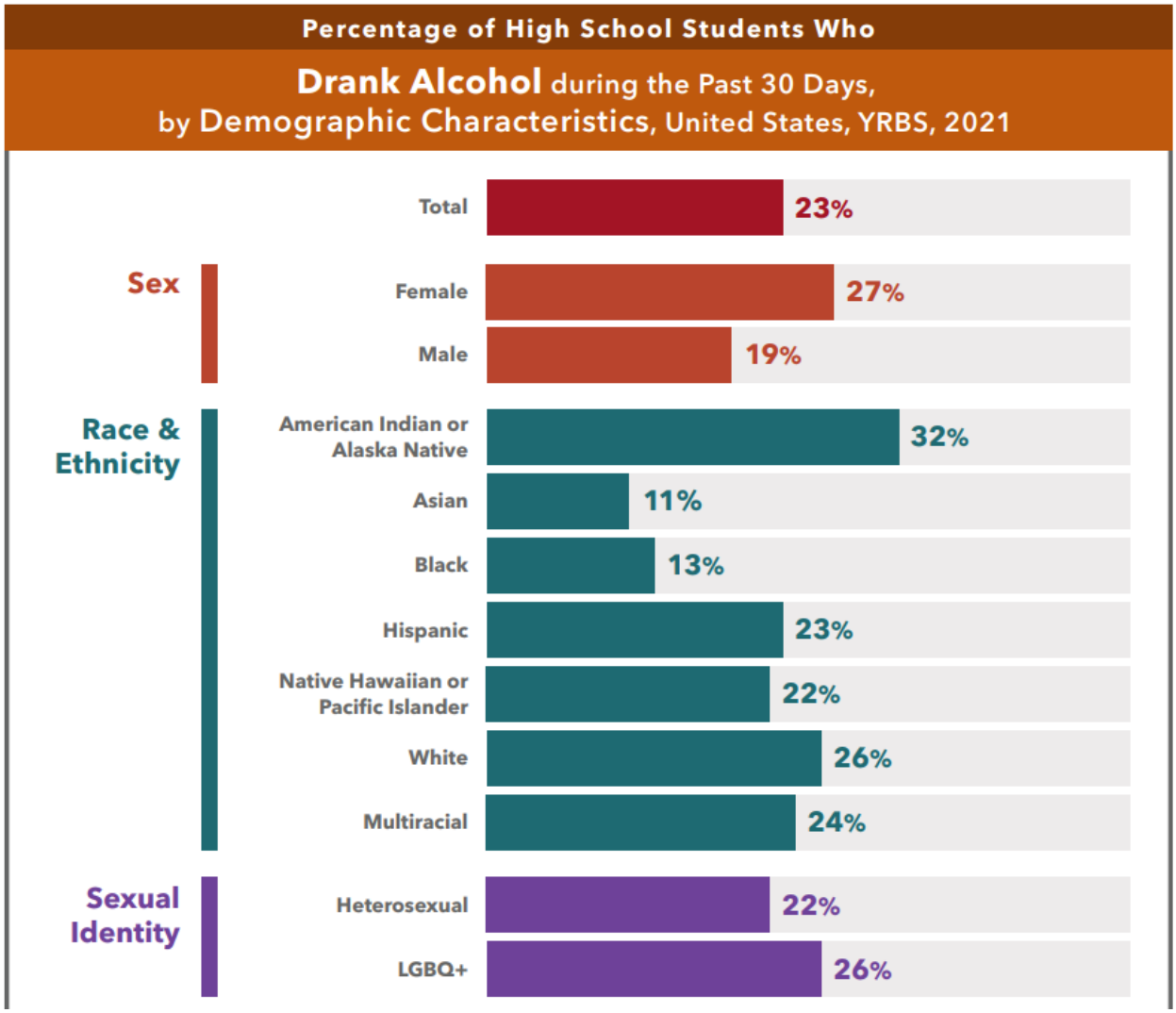


Figure 158. High School Student Alcohol Consumption Data by Demographics

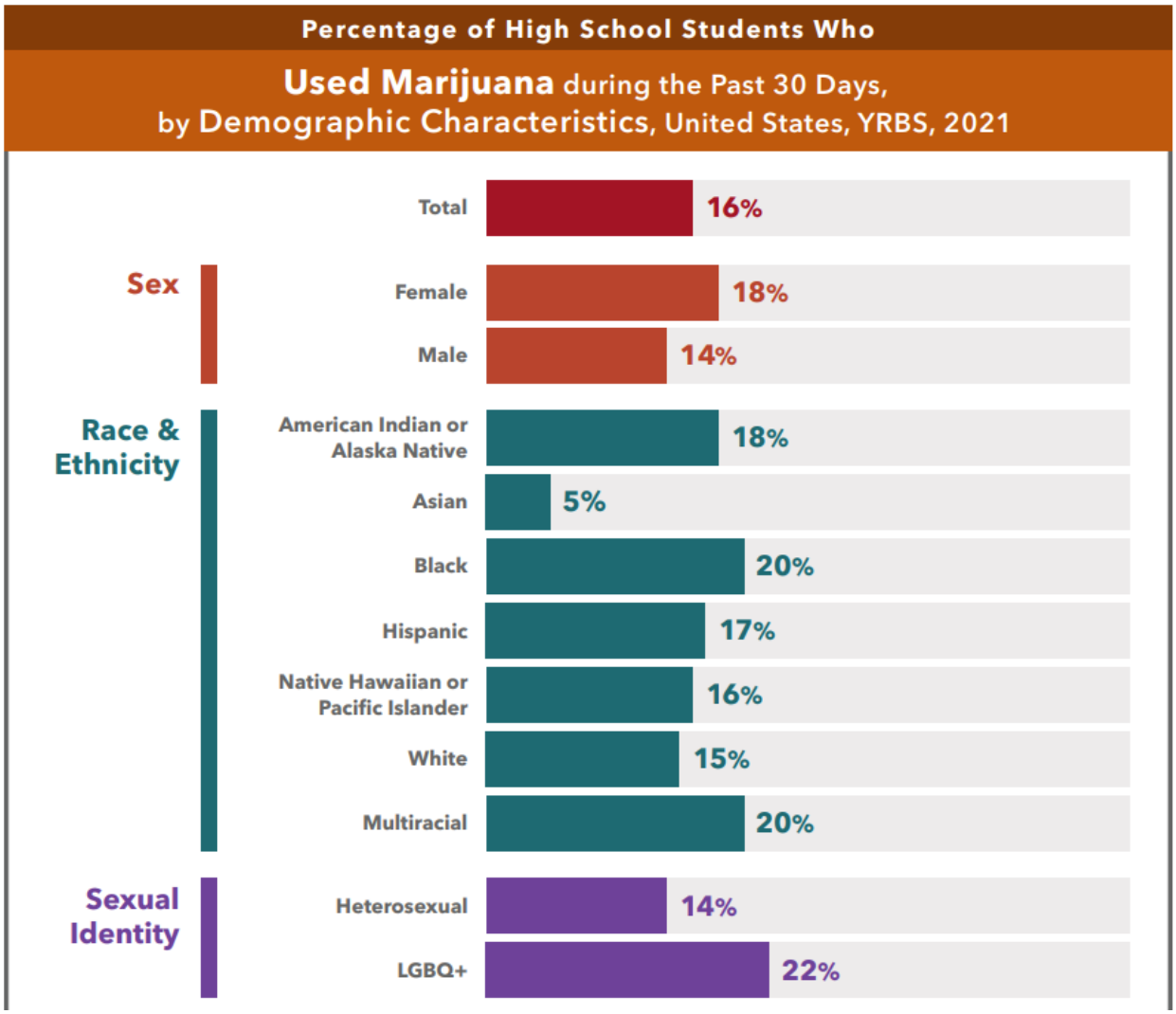


Figure 159. High School Student Marijuana Use Data by Demographics

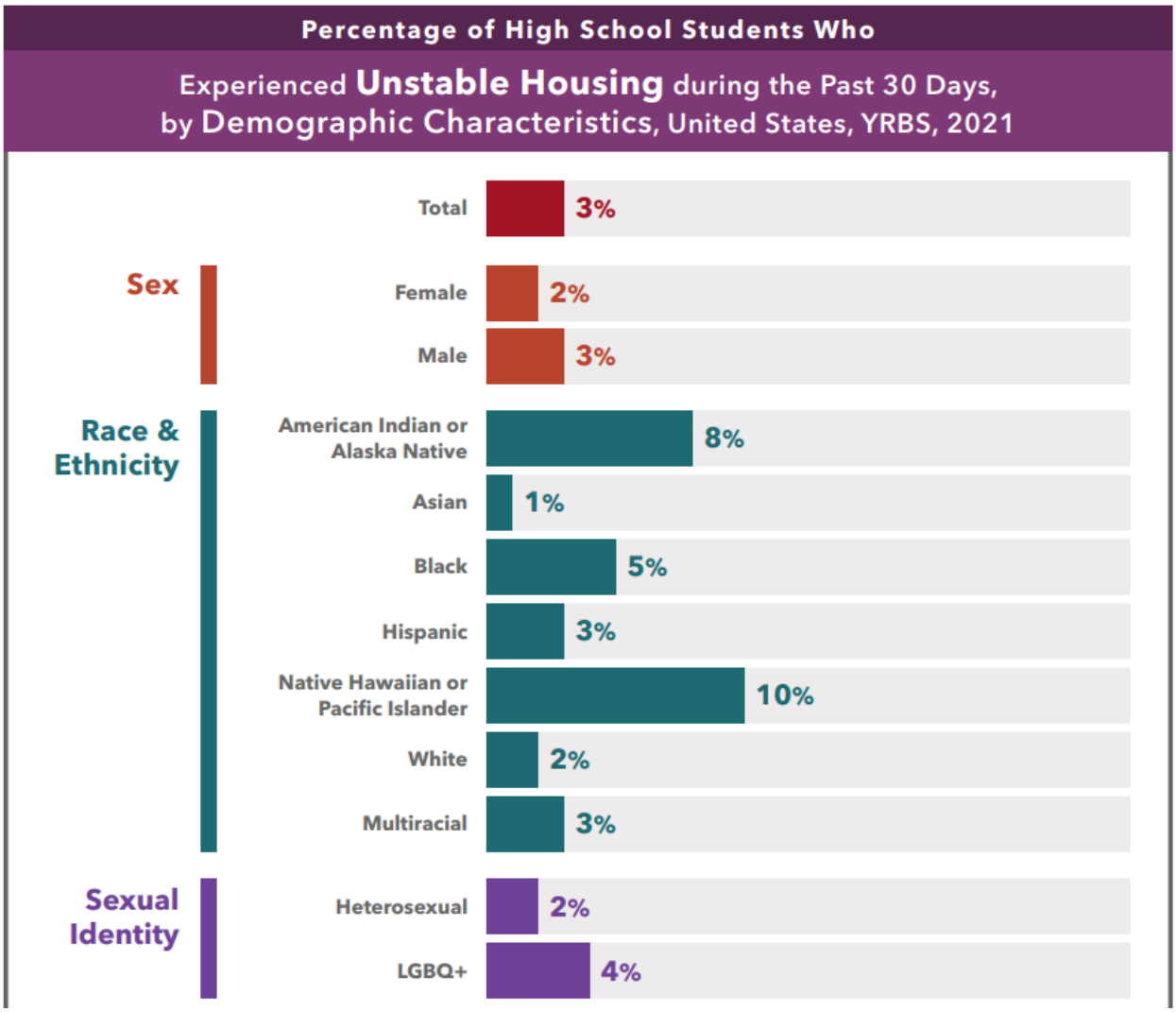


Figure 160. High School Student Unstable Housing Data by Demographics

Behavioral Analysis

While no single cause has been established for teens' risk-taking behaviors, adolescents are especially reward seeking. This may be due to heightened reward sensations from dopamine production delivered at higher rates in teens than children or adults experience.

Sensation-seeking behavior is a statistically significant predictor of alcohol-impaired driving behaviors in young adults. A unique adolescent response to reward prediction errors - PMC (nih.gov)

Teens who exhibit risky behavior may have experienced:

- Family dysfunction, possibly including childhood abuse
- Depression
- Violent behavior
- Dysfunctional friendship behavior

Preventing, Reducing, and Mitigating Risky Behaviors in Teens

We can help set our teens up for successful decision making. Encouraging relationship building within families and with supportive adults sets the foundation for teens. Mitigating factors for dangerous risk taking in teens include:

- Close parent relationship
- School connectedness, including parent involvement in schools
- Positive health care
- Being proficient in academics
- Sense of autonomy

Finding ways for teens to build confidence through healthy risk taking – like mountain biking, skiing, or giving speeches – can create the resilience and self-confidence needed in real-time decision making. Teens often lack the confidence, maturity, and experience needed to quickly assess risk and make wise decisions. They seek the thrill and unexpected outcomes that risk delivers. Finding ways to fulfill that sensory-seeking behavior while building maturity and experience is an important balance for parents and community support systems of teens.

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Engagement Outcome Report: Collaborating with IHSAA on Teen Traffic Safety Outreach Opportunities

Community Identification with Key Audience
Teen drivers aged 14-19 in high schools across Idaho.

Partner
OHS began a partnership with Idaho High School Activities Association (IHSAA) in 2022. The IHSAA hosts students from their respective districts who come together for one day to learn from leaders in their communities and gain skills and knowledge to bring back to their high schools to share with their peers.

Starting Engagement Goal
Collaborate with students on messaging, marketing, and peer-to-peer engagement opportunities* for the teen driving program area.

Funding
Paid with State Funds: $29,412

Countermeasures
- Behavioral Safety Education
- Education and Outreach

Outreach Strategy
OHS met with IHSAA's Student Advisory Council (SAC) in November 2022 to collaborate with students on messaging, marketing, and peer-to-peer engagement opportunities* for the teen driving program area.

The SAC is a diverse group of students who participate in interscholastic athletics/activities and are focused on providing education and leadership through open and honest communication with all member school students, administrators, and coaches. The committee serves as a liaison between students, administrators, the IHSAA Staff and Board of Directors.

The council is comprised of 22 students representing both public and private schools from across the state. Each region of the state is represented by members of this group. The diverse geography of the council ensures that both urban and rural perspectives are included in this group. Students were juniors and seniors at the time of this outreach. For more information, please reach out to ohsweb@itd.idaho.gov.

OHS, their marketing agency of record, and students met at the IHSAA offices in Boise. The location, time, setting, and discussion questions were planned for the student community. We met on November 3, 2022, between 11:00 a.m. and 2:00 p.m. at the IHSAA building that included ADA accessibility measures for visitors, staff, and students, including access ramps and handicap parking spaces. Students from various demographics were included, representing varying income brackets, ethnicities, and regional residences. At-risk community members were also included.

Discussion and feedback were gathered through notes from this focus group. Meeting notes are on file at OHS. Open-ended questions included:

- What driving messages matter most to you?
- What's the best way to reach you and your peers (online, at school, in public)?
- What opportunities are there at your schools to spread safe driving messages?
- What mediums do you have at school that students interact with frequently (assembly stunt, HS sports team, etc.)?
- Are there any other programs at your school that share important messages?

Outcomes

Students shared detailed feedback on ways to reach teen drivers with traffic safety messaging. In general, the teens felt discussions held in person, when possible, are the best way to communicate with teens. They also noted that teens listen more to their peers than their parents.

After the initial meeting with the SAC, OHS and its partners collaborated on safety messaging to share at schools throughout the state. In April, SAC members hosted seven leadership summits across Idaho with the theme of "Step Up and Lead." An OHS staff member was present at each workshop to talk about making safe, smart choices on the road.

Methods to reach teens in schools

The teen participants suggested the following methods:

- Announcements in homeroom and advisory classes
  - Video or verbal
- Assemblies or speakers
  - Announcement
  - Conduct simulation about drunk driving and seat belts on-site
  - Law Enforcement
  - Guest speakers about winter safety (example: snowplows)
- Posters around schools
- Basketball games with video boards
- Principal's emails
- Note that school newspapers are not read (do not use)

Activities for future summits

Teen participants shared what they would like to happen at future summits:

- Play a video (video could include stats about teen driving and first-hand experiences from other teens)
- Send video back to each school in their districts
- Speaker attend the IHSAA summit; they also suggested students should speak and share personal experiences
- Bring banners to the summits with messaging
- Pledges for students to sign

- Hand out bracelets, stickers, lanyards, etc.

Subsequent Leadership Summits occurred at the following locations:

- District I - April 20, 2023 – Lake City High School, Coeur d'Alene
- District II – April 13, 2023 – Lewiston High School, Lewiston
- District III West – April 27, 2023 - Vallivue High School, Caldwell
- District III East – April 28, 2023 - Timberline High School, Boise
- District IV – April 24, 2023 – Kimberly High School, Kimberly
- District V – April 25, 2023 – Pocatello High School, Pocatello
- District VI – April 26, 2023 – Hillcrest High School, Idaho Falls

Feedback Influence

Feedback from this outreach activity was directly incorporated into marketing and outreach tactic strategies for teen drivers. OHS incorporated ideas for in-person events, peer-led engagements, posters, videos, pledges, and assemblies into our overarching strategies. (See **Page 202, Teen Traffic Safety**)

Ongoing Marketing and Engagement Opportunities with IHSAA

- Create a video with teens on first-hand experience
    - Teens left contact information if they wanted to be included in a possible video
- Create teen-specific bracelets, stickers, lanyards
- Create new posters for schools with a focus on teen driving and have the students distribute them to their own schools
- Send radio traffic reads or safety messaging to the schools to be read during announcements or included in principal emails
- Schedule engagement for drunk driving simulation with seat belt use component
- Gather survey data from this cohort for surveys on freshmen girls and impaired driving/passenger risks (see starting goals) and distribute information through 9th-grade sports physicals

Ongoing Engagement Goal

Collaborate with students on messaging, marketing, and peer-to-peer engagement opportunities* for the teen driving program area.

**https://www.ghsa.org/resources/Peer-to-Peer19*

Additional Outreach Activities

Impaired Driving Outreach

- **Sports Marketing and Outreach –** OHS utilizes sports marketing to reach a broad audience of fans, in conjunction with universities, high schools, and professional teams (Boise Hawks, Idaho Falls Chukars). Campaigns vary depending on the teams and current OHS initiatives. Using sports marketing allows OHS to have consistent outreach all year. In addition to in-venue marketing, these partnerships also allow OHS to have onsite activations where staff can interact with the public to talk about seat belt safety, impaired driving, and distracted driving.
- **D3 Safety Days –** During Idaho Transportation Department District 3 Employee Safety Days we provide information regarding dangers of impaired driving. Employees are invited to play a game.
- **Mothers Against Drunk Driving** – Each year we partner with the Idaho MADD chapter to provide engagement to college-aged students and football supporters at the home football games for Boise State University, Idaho State University and the University of Idaho. Students are encouraged to pledge to find sober rides home.

Child Passenger Safety Outreach

- **Child Passenger Safety Instructors and Technicians** – Each year through our Child Passenger Safety Program when a class is offered, OHS is invited to speak to the new CPS technicians about highway safety by providing statistics and access to crash dashboards. OHS also welcomes the technicians as advocates for highway safety each time they check a seat or talk to parents. OHS seeks feedback from the technicians in the field as they engage with the community.
- **Child Passenger Safety Liaisons -** Idaho has 8 CPS liaisons. There is one liaison for each of the 7 Idaho Health Districts and one for the Tribal Nations. The liaisons work with and engage the community by visiting with pre-approved CPS check site locations to help with coordinating seat check events which are open to the public. Liaisons also work closely with underserved groups who serve children; groups include refugee centers, foster parent providers, daycares, Title 1 grade schools, hospital delivery, emergency and pediatrics, and rural communities. The liaisons provide education and seats to all those who demonstrate the need.
- **Boise Hawks Baseball-o-ween** – OHS partnered with the Idaho Hawks for a trick-or-treating event which included demonstration for proper child passenger safety seat installation, proper seating of child in the chair, and materials. This event is free to the public and draws in a large crowd of children under the age of 12 which is the age all children should be seated in the rear seat of the vehicles.

Motorcycle Safety Outreach-

- **Idaho Coalition for Motorcycle Safety** – OHS partnered with the Idaho Coalition of Motorcycle Safety on two motorcycle safety rallies during the month of May, in honor of Motorcycle Safety Month. The Boise rally had about 150 participants. Messages were shared in remembrance of motorcyclists killed in crashes during the previous year.
- **AAA, High Desert Harley Davidson, Idaho Star, ICMS** – OHS worked with these groups to hold a joint media event in early May as a kickoff to Motorcycle Safety Month. A representative from each, along with OHS, shared safety tips to motorists in a news release sent statewide, as well as to local reporters during an in-person media availability. The news coverage was well received.
- **Idaho State Police** – OHS is partnering with Idaho State Police for two motorcycle safety training rallies in Idaho this summer. Our office funded advertising for the Shiny Side Up Rally in Eastern Idaho in June and will provide educational materials for participants of the Rubber Side Down Rally in North Idaho in July. These events provide free rider safety training to attendees and share safety reminders to drivers.

Bicycle/Pedestrian Outreach

- **Treasure Valley Safe Routes to School** – OHS has developed a positive partnership with Treasure Valley Safe Routes to School and often supports the organization during bike rodeo skills training at local elementary schools. In April OHS volunteered at a bike rodeo at Whittier Elementary School in Boise. Bicycle safety lessons were taught to 200 students in grades 4th – 6th so they are more comfortable sharing the road with other bicyclists, pedestrians, and drivers. In September OHS supported Treasure Valley Safe Routes to School at another bike rodeo at Shadow Hills Elementary School in Boise. Video footage and photographs were captured to help Treasure Valley Safe Routes to School promote their program and bicycle safety to others.
- **Treefort Music Festival** – OHS partnered with Treefort Music Festival to hold two bike rodeos at Kidfort. About 100 children ages 3 to 12 attended the skills training event with their parents and family members too. Bike lights and safety coloring books were distributed to participants. These bike rodeos received positive feedback from Treefort organizers and attendees. Treasure Valley Safe Routes to School, Boise Police, and OHS all partnered to organize and manage this event in March.
- **Boise Bicycle Project** – OHS supported the Boise Bicycle Project's Holiday Kids Bike Giveaway in December. More than 500 children from low income, underserved families received bicycles in time for Christmas. OHS had a booth at the giveaway event where all 500 children came to receive and test out their new bike. There were approximately 1,500 attendees. OHS gave bike lights, safety coloring books, and other bicycle safety materials to participants.
- **National Federation of the Blind** – OHS attended the National Federation of the Blind's Cycle for Independence bike race in Boise this May. Bike lights and other bicycle safety materials were distributed to attendees. More than 300 people participated in the race and OHS discussed safety concerns with about 30 adults living in the Treasure Valley. Several had concerns about crossing an Eagle intersection by bike or while walking.

OHS has plans to work with ITD District 3 staff and Eagle Police this summer to create a PSA and other educational materials about sharing the road safely at this intersection.

Teen Traffic Safety Outreach

- **Borah High School** – OHS engaged with 200 students at Borah High School in Boise during a career fair in May. OHS participated in the event along with ITD Human Resources employees. Students took part in impaired driving simulation and received safety materials like bike lights, engaged driving rings, and seat belt reminder bracelets.
- **IHSAA (Idaho High School Activities Association)** – This is a new partnership, started in 2022. OHS assists with their Student Advisory Council (SAC) Leadership Summits, where students from all over their respective districts come together for one day to learn from leaders in their communities and gain skills and knowledge to bring back to their high schools. Please see **Page 250,** the **Engagement Outcome Report: Collaborating with IHSAA on Teen Traffic Safety Outreach Opportunities** within the **Public Participation and Engagement** section of this plan.
- **Students Against Destructive Decisions (SADD), Inc.** – Another new partnership, this new grantee is working to revive SADD chapters in high schools across the state. OHS attended the Idaho Drug-Free Youth (IDFY) *Lip Sync Battle* with SADD to form new partnerships with organizations focused on youth safety. The position of Statewide Coordinator is currently posted for hire. OHS has connected SADD and IDFY to partner on youth advisory boards in the coming year.
- **State Department of Education** – OHS has a strong partnership with the State Department of Education, specifically the Driver's Education program. OHS has a role on the Idaho Driver's Education Advisory Council (IDEAC) and had a booth and presented at the Public Driver's Education Conference in April 2023.
- **One Stone High School** – An alternative high school, One Stone is a community-focused, project-based high school that focuses on growth, not grades. A group of One Stone high school students selected OHS's presentation on the issue of distracted driving in Idaho as one of its problems for which to develop a solution. One Stone students interviewed community members about their observations regarding distracted driving on the road, and then worked on a solution to education the public about the problem.
- **Middleton High School Wellness Fair** – This event hosted multiple agencies committed to youth safety and wellness. The first portion of the fair was for Middleton High School students. After a couple of hours, the fair was opened up to the community to attend. OHS had a booth where students and citizens could learn about traffic safety in Idaho.
- **Alliance Highway Safety** – This partnership has allowed OHS to expand its reach! Alliance Highway Safety attended multiple football games, cheer competitions, and other sporting events on behalf of Idaho's OHS to spread the work about distracted driving, encourage youth to try out their distracted driving simulator, and ask young drivers to sign a pledge to wear their seat belts.
- **COMPASS Charter School Presentation** – COMPASS Charter School invited OHS to present to a driver's education class about safe driving. OHS used the Idaho Crash Safe

Routes to School Dashboard to show crashes in the area and talk to students about what they can do to be safe, engaged drivers.

- **Seat Belt Kickoff** – OHS partnered with local and state law enforcement agencies to do a press event educating the public on the importance of wearing seat belts and information regarding the upcoming seat belt mobilization just before the holidays.
- **Idaho Battle of the Belts Scholarship Competition** – OHS, in partnership with State Farm, presented the *Idaho Battle of the Belts* Scholarship Competition for its ninth year, soliciting high school students for PSAs in the areas of billboard, radio, video, and social media; students were also allowed to do community events in place of a PSA. This year, there were 26 applicants. Three were awarded college scholarships.
- **Meridian Youth Advisory Council Leadership Summit** – OHS presented to approximately 100 teens from the Treasure Valley on messaging for safe driving. The students participated in a workshop where they designed their own 30 second radio PSAs using data provided to them during the presentation. OHS also had a booth at this event to talk with teens in between breakout sessions.
- **COSSA Alternative High School** – OHS was invited to present at this very rural high school in Homedale for its Safety Day. Students started out their day learning about EMS roles in car crashes and OHS later presented some information on engaged driving practices in rural Idaho, as well as played a game with the students called *Teen Feud* (a la *Family Feud*).

Multiple Focus Areas

- **Western Idaho Fair** – OHS shares a booth with ITD's DMV every year at the Western Idaho Fair, which brings in over 250,000 people annually. At the booth, OHS staff and partners educate fairgoers on the importance of wearing seat belts by using a Barbie car and raw eggs, with one egg "buckled" in and one unrestrained, crashing the car into a wall. Drivers and passengers viewing the way the restrained egg stays safely in the Barbie car and the unrestrained egg is "injured." Adults and children alike are educated by this demonstration. OHS Staff and partners also use a Fatal Vision Goggles set, simulating the vision of an impaired driver and allowing drivers to experience the challenge of maintaining balance while walking a line with impaired vision. This event allows OHS staff and partners to communicate with many drivers on Idaho's roads. Educational materials are distributed, and members of the community can communicate directly with OHS staff their concerns about safety on Idaho's roadways.
- **Middle School Spring Fling Safety Days** – OHS staff met with middle school students at each of the West Ada School District middle schools during the annual Spring Fling Safety Days. At these events our team talks to students about bicycle and pedestrian safety, engaged driving, and the importance of buckling up. Participants receive educational materials including bike lights.
- **100 Deadliest Days Kickoff Event** – OHS, the Boise Towne Square Mall, and Treasure Valley law enforcement agencies teamed up to spread awareness of the 100 Deadliest Days with a news conference and wrecked-vehicle display. Employees with OHS and Boise Police spoke about the danger to drivers during the 100 Deadliest Days, and a

Caldwell police officer shared a personal story about the tragic crash caused by a distracted driver that took the life of his young daughter. A car involved in a speeding-related crash in Boise was on display outside the main entrance of the Boise Towne Square Mall for two weekends in May as a visual reminder of the dangers of speeding. Boise police officers were also present throughout the weekends to talk to mall customers who had questions about the display, and Alliance Highway Safety had a booth to engage with young drivers.

- **Shift Idaho Open Houses** – OHS is currently holding community open houses in each of ITD's six districts. These are informal drop-in style gatherings open to any community member who would like to learn more about our office's efforts, as well as discuss traffic safety concerns in their neighborhood and form solutions together. The public open houses are held from 4:00 – 6:00 p.m. so attendees can easily visit after work and are located at our ITD district offices in ADA accessible meeting rooms or areas outside of the building. Comment forms are provided for attendees to fill out with their concerns and contact information, and an online survey was also created for those who cannot attend in-person. Open house invitations are sent to community organizations and nonprofits, state agencies, school districts, law enforcement agencies, city council members and mayors, county commissioners, tribal leaders, and other transportation industry representatives in each ITD district. The open houses are also advertised publicly via social media, the ITD website, and local news media. OHS also encourages ITD staff in each of the department's six districts to help us increase community engagement in rural areas statewide. Through these open houses we are meeting ITD staff and gaining at least one "OHS safety advocate" in each district within the next fiscal year.
- **AASHTOWare Crash Dashboards** – Collection and analysis of crash data is a critical function of OHS, and we work to make this data accessible to stakeholders and the public. Through our partnership with AASHTOWare Safety and Numetric, our public-facing Crash Data Dashboard shows crash trends and data divided into sections to better facilitate searches for specific information. Dashboard use is increasing quarterly. We have 97 average users a week, up from 67 a week in early 2023. Increasing use of this data by partners and the public increases crash education and can lead to awareness and positive change.
- **Road Safety Audits** – ITD, LHTAC, FHWA and local transportation agencies conduct road safety audits on intersections or road sections. These audits are conducted over a two- or three-day period. The team, usually consisting of 4 to 7 members, will go to the location and drive it during different times, including after dark. They will also interview the stakeholders/owners of the roads to get a better understanding of the perceived problems. The RSA team will discuss issues amongst themselves and develop a report that includes suggested safety countermeasures, including behavior countermeasures. The suggestions will include low, medium and high-cost suggestions.

Funding

FFY 2024-2026 Funding Plan

The following table contains the proposed budget per program area for FFY 2024-2026. See the **Countermeasure Strategy for Programming Funds** section of this plan to review countermeasures for each program area.

Table 40. 2024 Proposed Budget per Program Area

PROGRAM AREA AS IDENTIFIED BY 3HSP	FUNDING SOURCE	BUDGET	402	405
2024				
Community Traffic Safety Program (PM)(CP)	402	$1,400,000.00	$1,400,000.00	
Distracted Driving (DD)	402, 405e	$280,000.00	$280,000.00	TBD
Impaired Driving (AL)	402, 405d	$1,897,700.00	$339,200.00	$1,558,500.00
Motorcycle Safety (MC)	402, 405f	$78,000.00	$34,000.00	$44,000.00
Non-motorized (Pedestrian and Bicyclist) (PS)	402	$50,000.00	$50,000.00	
Occupant Protection (OP)	402, 405b	$865,000.00	$437,500.00	$427,500.00
Planning and Administration with Program Management (PA) 18%	402, 405b, 405d	$795,000.00	$615,000.00	$180,000.00
Traffic Enforcement Services (PT)	402	$2,569,500.00	$2,569,500.00	
Traffic Records (TR)	402, 405c	$1,340,000.00	$494,000.00	$846,000.00
Roadside Death Prevention (RS)	405h	$25,000.00	$25,000.00	TBD
Teen Traffic Safety (TSP)	402	$335,200.00	$335,200.00	
Emergency Medical Services (EM)	402	$25,000.00	$25,000.00	
2024 TOTAL BUDGET		**$9,660,400.00**	**$6,604,400.00**	**$3,056,000.00**
2025				
Community Traffic Safety Program (PM)(CP)	402	$1,421,000.00	$1,421,000.00	
Distracted Driving (DD)	402, 405e	$284,200.00	$284,200.00	TBD
Impaired Driving (AL)	402, 405d	$1,926,165.50	$344,288.00	$1,581,877.50
Motorcycle Safety (MC)	402, 405f	$79,170.00	$34,510.00	$44,660.00

PROGRAM AREA AS IDENTIFIED BY 3HSP	FUNDING SOURCE	BUDGET	402	405
Non-motorized (Pedestrian and Bicyclist) (PS)	402	$50,750.00	$50,750.00	
Occupant Protection (OP)	402, 405b	$877,975.00	$444,062.50	$433,912.50
Planning and Administration with Program Management (PA)18%	402, 405b, 405d	$806,925.00	$624,225.00	$182,700.00
Traffic Enforcement Services (PT)	402	$2,608,042.50	$2,608,042.50	
Traffic Records (TR)	402, 405c	$1,360,100.00	$501,410.00	$858,690.00
Roadside Death Prevention (RS)	405h	$25,375.00	$25,375.00	TBD
Teen Traffic Safety (TSP)	402	$340,228.00	$340,228.00	
Emergency Medical Services (EM)	402	$25,375.00	$25,375.00	
2025 TOTAL BUDGET		**$9,805,306.00**	**$6,703,466.00**	**$3,101,840.00**
2026				
Community Traffic Safety Program	402	$1,442,315.00	$1,442,315.00	
Distracted Driving	402, 405e	$288,463.00	$288,463.00	TBD
Impaired Driving	402, 405d	$1,955,057.98	$349,452.32	$1,605,605.66
Motorcycle Safety	402, 405f	$80,357.55	$35,027.65	$45,329.90
Non-motorized (Pedestrian and Bicyclist)	402	$51,511.25	$51,511.25	$0.00
Occupant Protection	402, 405b	$891,144.63	$450,723.44	$440,421.19
Planning and Administration with Program Management	402, 405b, 405d	$819,028.88	$633,588.38	$185,440.50
Traffic Enforcement Services	402	$2,647,163.14	$2,647,163.14	$0.00
Traffic Records	402, 405c	$1,380,501.50	$508,931.15	$871,570.35
Roadside Death Prevention	405h	$25,755.63	$25,755.63	TBD
Teen Traffic Safety	402	$345,331.42	$345,331.42	$0.00
Emergency Medical Services	402	$25,755.63	$25,755.63	$0.00
2026 TOTAL BUDGET		**$9,952,385.59**	**$6,804,017.99**	**$3,148,367.60**

Appendix

Appendix A: Definitions

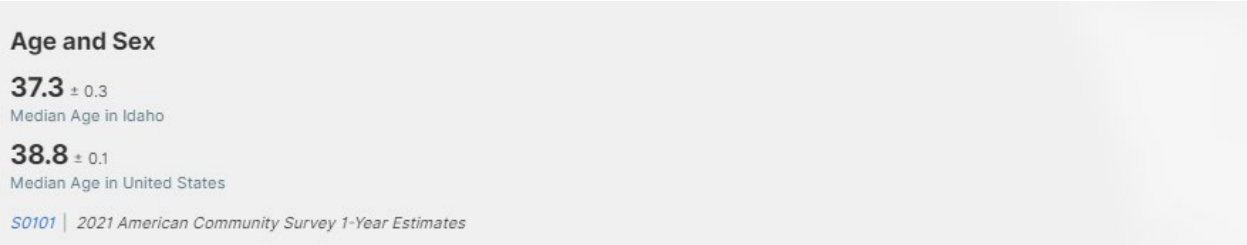
ALS:	Automatic License Suspension
Agency Grant Manager:	The individual that will be responsible for the day-to-day grant activities and reporting.
Authorized Official:	Legal signatory of the organization.
BAA:	Buy America Act
BIL:	Bipartisan Infrastructure Law
Budget Category:	Grouping of budgetary expenses such as personnel costs, commodities, etc.
CFDA:	Catalog of Federal Domestic Assistance provides a full listing of all federal programs available to state and local governments (including the District of Columbia); federally recognized Indian tribal governments; territories (and possessions) of the United States; domestic public, quasi- public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals
CFR:	A codification of the general and permanent rules published in the Federal Register by the Executive department and agencies of the federal government.
CPS:	Child Passenger Safety
CPSTI:	Child Passenger Safety Training Instructor
CVSP:	Commercial Vehicle Safety Program
Consumable Expenditures:	i.e., Equipment
Contract Services:	Education or training
Direct Cost Expenditures:	i.e., Conference fees
DMV:	Department of Motor Vehicles
EEO:	Equal Employment Opportunity
Equipment:	Equipment includes: 1) Nonexpendable property with a useful life of two years or more and costing $2,000 or more per unit; 2) Major equipment has the same life expectancy but a value of $5,000 or more per unit
FARS:	Fatality Analysis Reporting System
FFATA:	Federal Funding Accountability Transparency Act

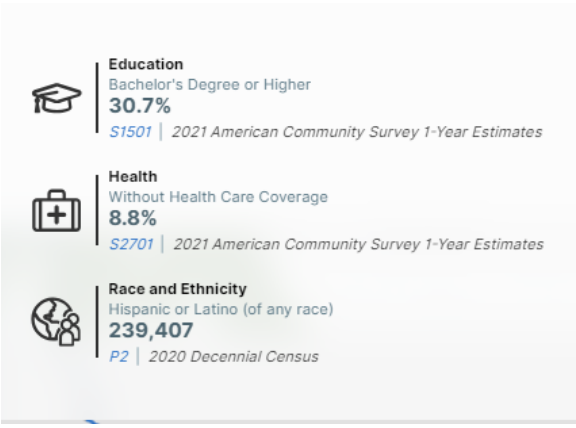
FFY:	Federal Fiscal Year; runs October 1st through September 30th
FHWA:	Federal Highway Administration
FMCSA:	Federal Motor Carrier Safety Administration
Grant Manager:	Individual within a local or state agency responsible for the administration of the OHS-approved grant within the agency
Grant Officer/ Program Manager:	Individual within OHS responsible for the administration of grant and statewide traffic safety programs
Grantee:	The recipient of approved grant funds
Grantor:	OHS is the granting agency for federal highway safety grant funds
Hard Costs:	Costs that are directly related to a project, i.e.: equipment, “brick and mortar”
HSM:	Highway Safety Manager
Hold Harmless:	A clause in the contract or agreement used as a release of liability that protects one party from injury or damage by another party
HSP:	Highway Safety Plan, prepared annually to include all approved grant funded traffic safety activities
HVE:	High Visibility Enforcement
IHSAA:	Idaho High School Activities Association
ITD:	Idaho Transportation Department
ITSC:	Idaho Traffic Safety Commission; established by state code to provide local input, direction and review to OHS, and provide recommendations for highway safety mitigation and activities
LEL:	Law Enforcement Liaison
LOI:	Letter of Intent; grant application form from sub-grantee after Request for Proposal notification
NHTSA:	National Highway Traffic Safety Administration
OHS:	Idaho Transportation Department – Office of Highway Safety
Payroll Verification:	Documentation, which verifies an employee, was paid for the time claimed on the reimbursement claim
Property Record (ITD-668):	Documentation of equipment status, serial number, grant name and location of grantor.
Quarterly Report:	Quarterly progress report submitted by grantor outlining grant activities completed

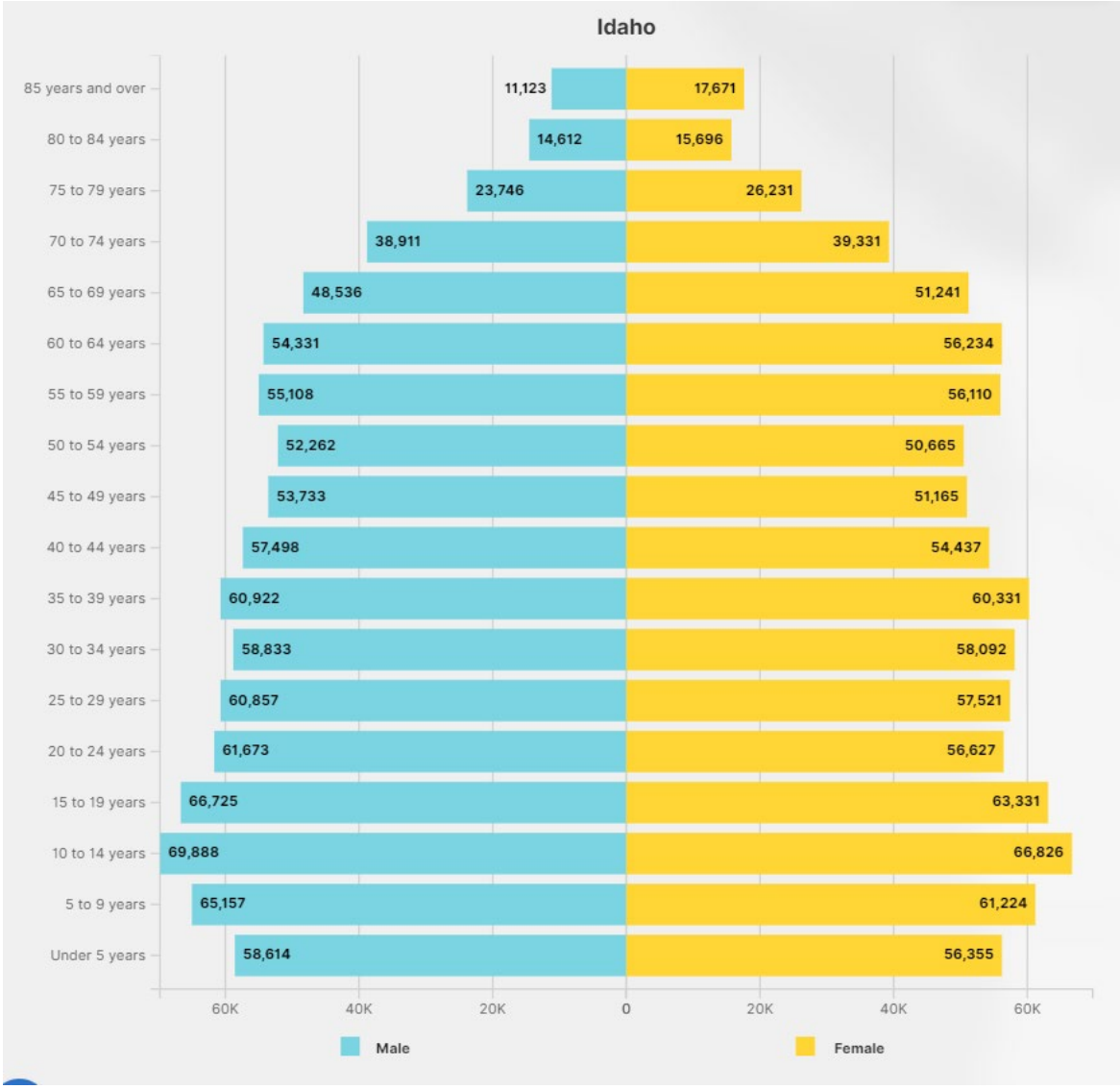
Reimbursement Claim (ITD 669):	Expenditure verification document submitted by grantor for reimbursement with federal funds
RA:	Risk Assessment; completed prior to pre-grant conference
RFA:	Request for Application; document used to provide annual notification of fund availability
SADD:	Students Against Destructive Decisions
SAM:	System for Award Management (to maintain current Central Contractor Registration, CCR)
SHSP:	Strategic Highway Safety Plan
SIDC:	State Impaired Driving Coordinator
Single Audit:	Agency-wide financial state and federal award audit of a non-federal entity that expends $750,000 or more in federal funds in one year
STEM:	Science, Technology, Engineering & Math
STEP:	Strategic Traffic Enforcement Plan
Sub-grantee:	State and local governments receiving highway safety grants from OHS
Suspension and Disbarment:	Excludes an agency from doing business with the federal government.
TEGPA:	Traffic Enforcement Grant Project Agreement
Title VI Report:	Report submitted by sub-grantee outlining the agency's employment composition, goals accomplished and complaints of discrimination
TSC:	Traffic Safety Culture
TSRP:	Traffic Safety Resource Prosecutor
UEI:	Unique Entity Identifier

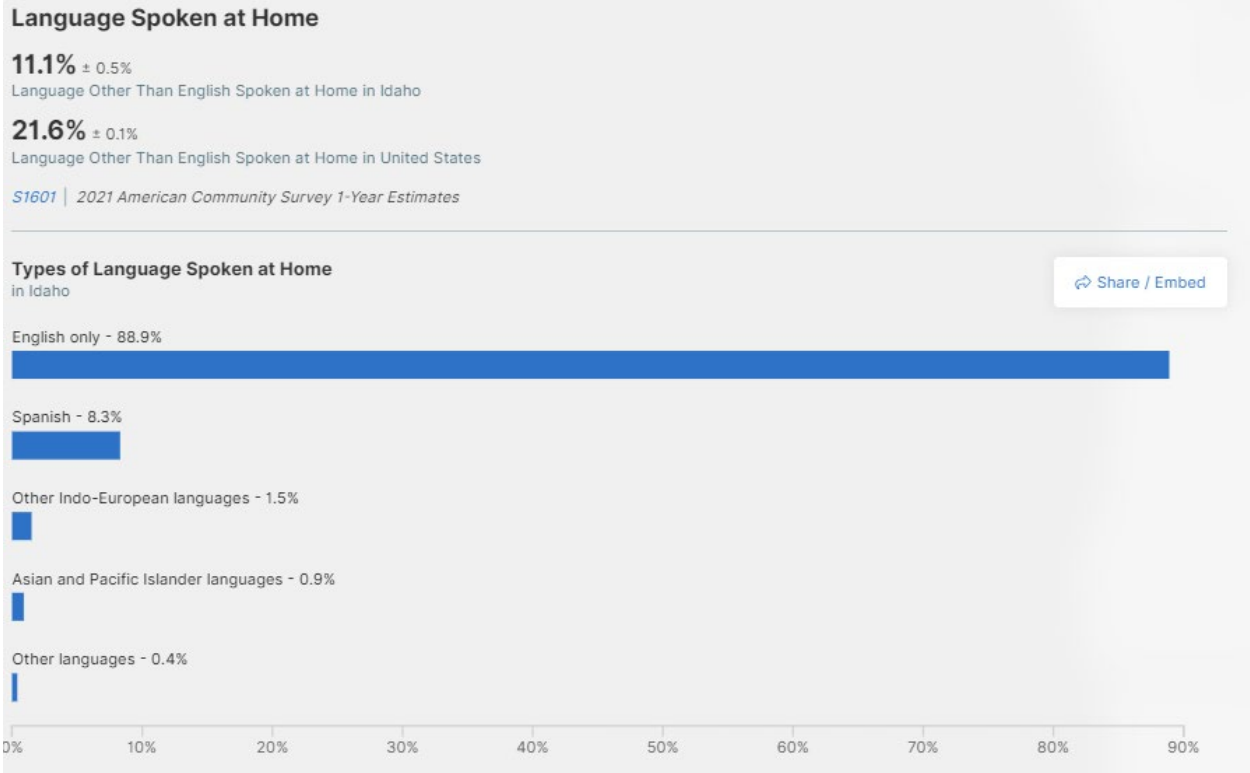
Appendix B: Idaho Sociodemographic and Geospatial Data

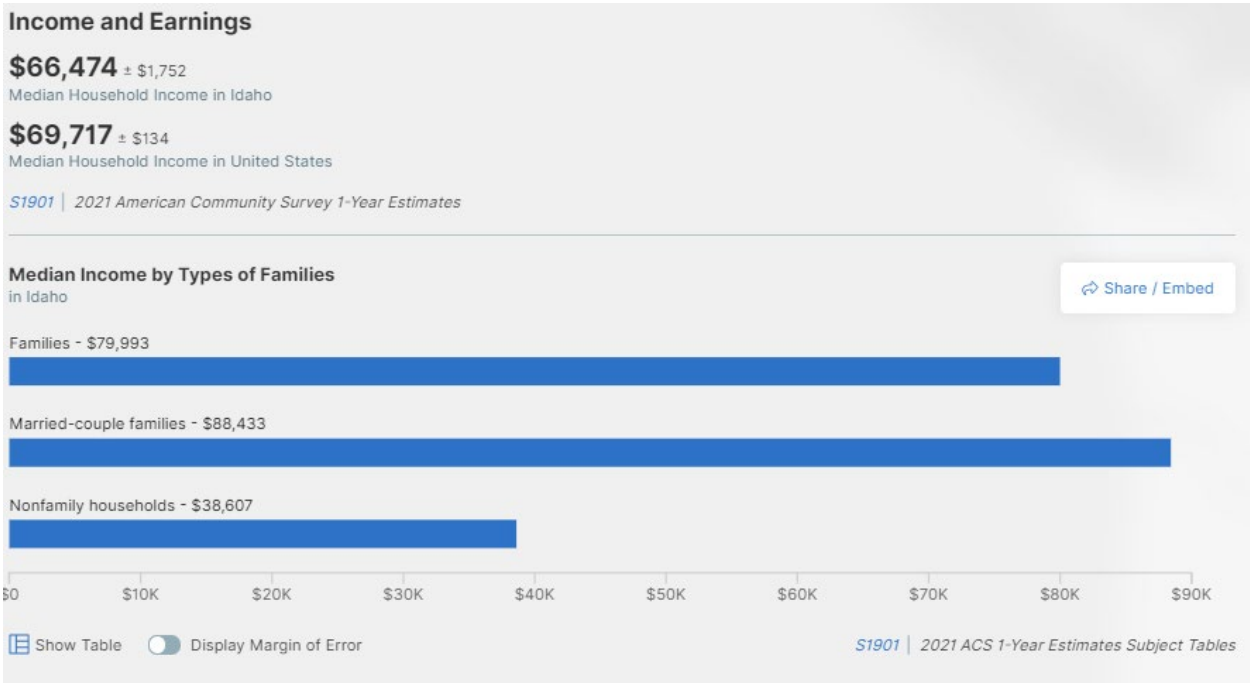
Idaho data exported from the American Community Survey: https://www.census.gov/programs-surveys/acs/






Idaho
85 years and over
80 to 84 years
75 to 79 years
70 to 74 years
65 to 69 years
60 to 64 years
55 to 59 years
50 to 54 years
45 to 49 years
40 to 44 years
35 to 39 years
30 to 34 years
25 to 29 years
20 to 24 years
15 to 19 years
10 to 14 years
5 to 9 years
Under 5 years
11,123
17,671
14,612
15,696
23,746
26,231
38,911
39,331
48,536
51,241
54,331
56,234
55,108
56,110
52,262
50,665
53,733
51,165
57,498
54,437
60,922
60,331
58,833
58,092
60,857
57,521
61,673
56,627
66,725
63,331
69,888
66,826
65,157
61,224
58,614
56,355
60K
40K
20K
0
20K
40K
60K
Male
Female


Language Spoken at Home
11.1% ± 0.5%
Language Other Than English Spoken at Home in Idaho
21.6% ± 0.1%
Language Other Than English Spoken at Home in United States
S1601 | 2021 American Community Survey 1-Year Estimates
Types of Language Spoken at Home
in Idaho
Share / Embed
English only - 88.9%
Spanish - 8.3%
Other Indo-European languages - 1.5%
Asian and Pacific Islander languages - 0.9%
Other languages - 0.4%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%


Income and Earnings
$66,474 ± $1,752
Median Household Income in Idaho
$69,717 ± $134
Median Household Income in United States
S1901 | 2021 American Community Survey 1-Year Estimates
Median Income by Types of Families
in Idaho
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Families - $79,993
Married-couple families - $88,433
Nonfamily households - $38,607
$0
$10K
$20K
$30K
$40K
$50K
$60K
$70K
$80K
$90K
Show Table
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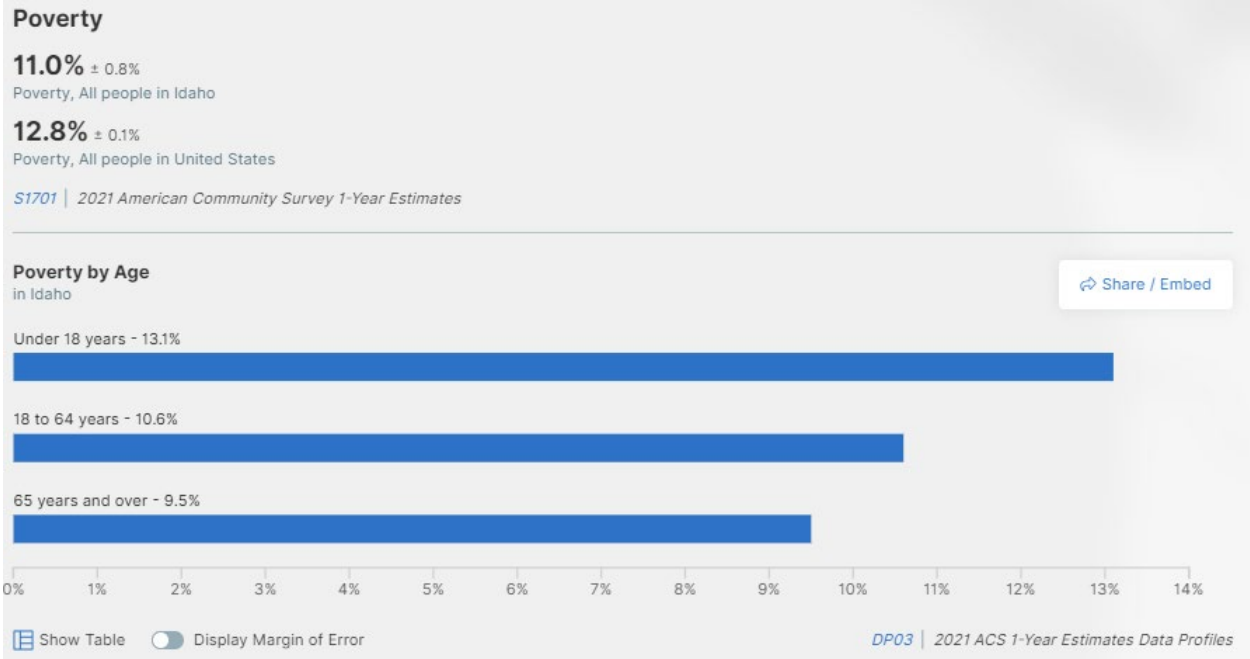
S1901 | 2021 ACS 1-Year Estimates Subject Tables


Poverty
11.0% ± 0.8%
Poverty, All people in Idaho
12.8% ± 0.1%
Poverty, All people in United States
S1701 | 2021 American Community Survey 1-Year Estimates
Poverty by Age
in Idaho
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Under 18 years - 13.1%
18 to 64 years - 10.6%
65 years and over - 9.5%
0%
1%
2%
3%
4%
5%
6%
7%
8%
9%
10%
11%
12%
13%
14%
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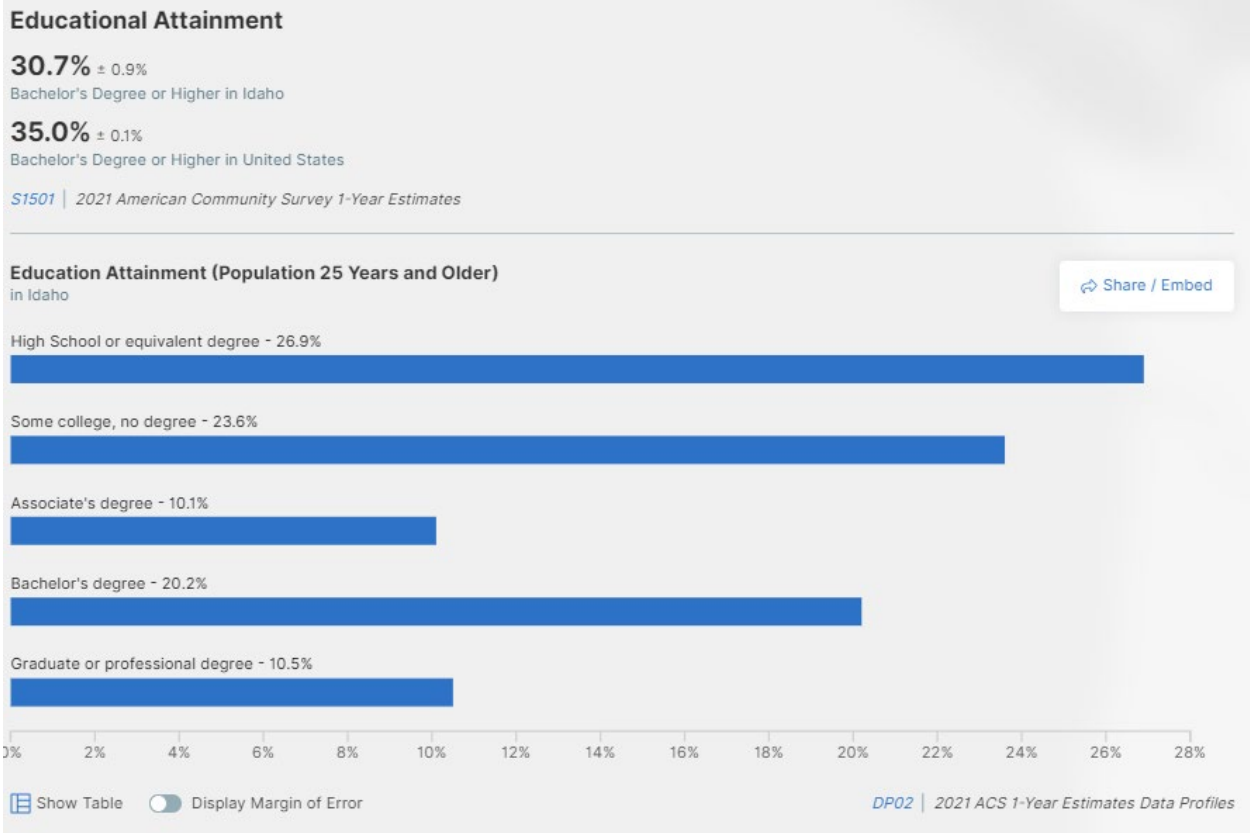
DP03 | 2021 ACS 1-Year Estimates Data Profiles


Educational Attainment
30.7% ± 0.9%
Bachelor's Degree or Higher in Idaho
35.0% ± 0.1%
Bachelor's Degree or Higher in United States
S1501 | 2021 American Community Survey 1-Year Estimates
Education Attainment (Population 25 Years and Older)
in Idaho
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High School or equivalent degree - 26.9%
Some college, no degree - 23.6%
Associate's degree - 10.1%
Bachelor's degree - 20.2%
Graduate or professional degree - 10.5%
2%
4%
6%
8%
10%
12%
14%
16%
18%
20%
22%
24%
26%
28%
Show Table
Display Margin of Error
DP02 | 2021 ACS 1-Year Estimates Data Profiles

Commuting

21.6 ± 0.5
Average travel time to work (in minutes) in Idaho

25.6 ± 0.1
Average travel time to work (in minutes) in United States

S0801 | *2021 American Community Survey 1-Year Estimates*

Means of Transportation to Work (Workers 16 Years and Over)
in Idaho

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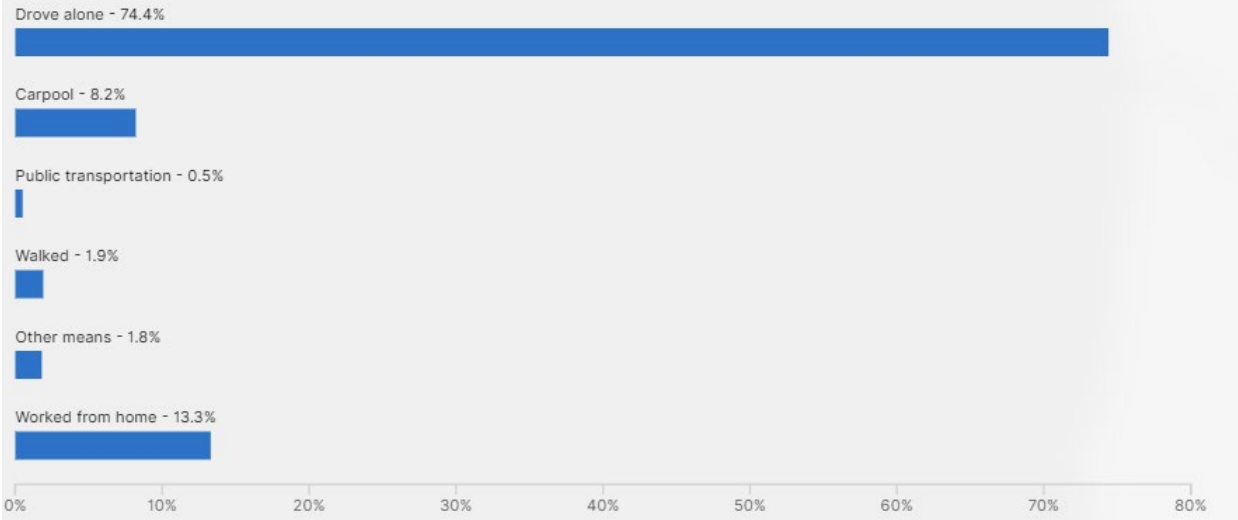

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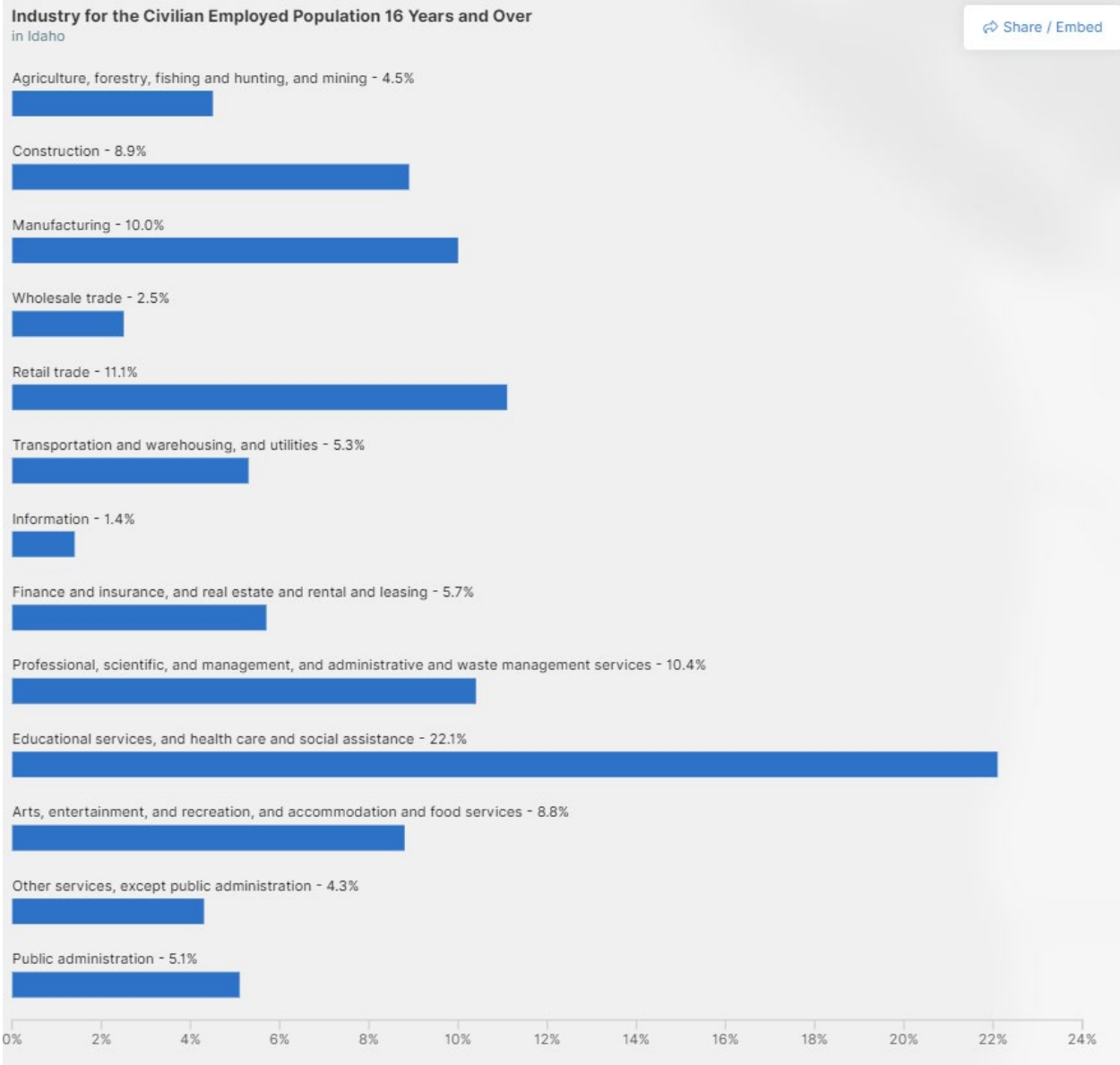
DP03 | *2021 ACS 1-Year Estimates Data Profiles*

Employment and Labor Force Status

60.7% ± 0.6%
Employment Rate in Idaho

58.6% ± 0.1%
Employment Rate in United States

DP03 | *2021 American Community Survey 1-Year Estimates*


Industry for the Civilian Employed Population 16 Years and Over
in Idaho
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Agriculture, forestry, fishing and hunting, and mining - 4.5%
Construction - 8.9%
Manufacturing - 10.0%
Wholesale trade - 2.5%
Retail trade - 11.1%
Transportation and warehousing, and utilities - 5.3%
Information - 1.4%
Finance and insurance, and real estate and rental and leasing - 5.7%
Professional, scientific, and management, and administrative and waste management services - 10.4%
Educational services, and health care and social assistance - 22.1%
Arts, entertainment, and recreation, and accommodation and food services - 8.8%
Other services, except public administration - 4.3%
Public administration - 5.1%
0%
2%
4%
6%
8%
10%
12%
14%
16%
18%
20%
22%
24%


Homeownership Rate
71.9% ± 1.0%
Homeownership Rate in Idaho
65.4% ± 0.1%
Homeownership Rate in United States
DP04 | 2021 American Community Survey 1-Year Estimates

Children

24.7% ± 0.1%
Under 18 years old in Idaho

22.1% ± 0.1%
Under 18 years old in United States

DP05 | 2021 American Community Survey 1-Year Estimates

Children Under 18 by Age Range
in Idaho

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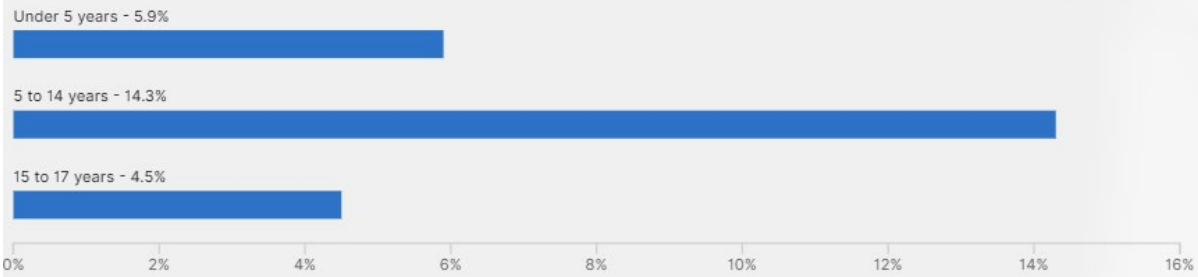

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S0101 | 2021 ACS 1-Year Estimates Subject Tables

Disability

13.9% ± 0.5%
Disabled Population in Idaho

13.0% ± 0.1%
Disabled Population in United States

S1810 | 2021 American Community Survey 1-Year Estimates

Types of Disabilities
in Idaho

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