

STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2023



prepared for
Governor Michael Dunleavy

prepared by
The Department of Transportation and Public Facilities
Alaska Highway Safety Office
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State of Alaska Highway Safety Annual Report

Federal Fiscal Year 2023

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Acronym Guide

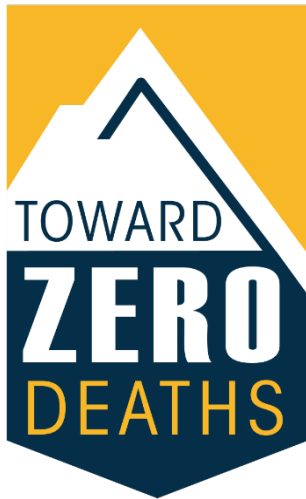
ACS	Alaska Court System
ADH	Anchorage Department of Health
AHSO	Alaska Highway Safety Office
AKPHL	Alaska State Public Health Laboratory
APD	Anchorage Policy Department
AR	Annual Report
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ATR	Alaska Trauma Registry
ATV	All-Terrain Vehicles
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CPS	Child Passenger Safety
CPST	Child Passenger Safety Training
CIOT	Click It or Ticket
DOT&PF	Department of Transportation and Public Facilities
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GDL	Graduated Driver License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IIJA	Infrastructure Investment and Jobs Act
KPD	Kodiak Police Department
LEL	Law Enforcement Liaison
mph	Miles Per Hour
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OPUS	Occupant Protection Use Survey
OUI	Operating Under the Influence
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIRIS	Spatially Integrated Roadway Information System
SKKP	Safe Kids Kenai Peninsula
STSI	State Traffic Safety Information
SUV	Sport Utility Vehicle
TraCS	Traffic and Criminal Software
VMT	Vehicle Miles Traveled
VRU	Vulnerable Road User

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2023 serves as the State's assessment of the FFY2023 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP that identifies current highway safety problems, defines performance targets, and measures and describes safety programs and projects that will be implemented to address highway safety concerns and achieve the safety performance targets. The AR reviews the yearly progress on implementing Alaska's HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill—Fixing America's Surface Transportation (FAST) Act and most recently under the Infrastructure Investment and Jobs Act (IIJA) in 2021.

The AHSO administers the Federal funds distributed to State, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle related deaths and serious injuries through implementation of programs and projects that address driver behavior and improvements in the traffic records systems.

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Although grant funded in-person activities remained slow to come back to pre-COVID-19 levels, some promising trends are developing. Most notably, Alaska saw alcohol-impaired fatalities decline 27 percent from 22 in 2021 to 16 in 2022; pedestrian fatalities decline 19 percent from 16 in 2021 to 13 in 2022; and speeding-related fatalities fell four percent from 27 in 2021 to 26 in 2022. The AHSO thanks our local, State, and Federal partners for their commitment to our mission and is grateful for their support.



In 2023, the AHSO and our safety partners continued to work toward our shared goal of Towards Zero Deaths—Everyone Counts on Alaska's Roadways through joint implementation of the HSP and Alaska's Strategic Highway Safety Plan (SHSP).

Our Mission

The AHSO is committed to enhancing the health and well-being of the State's citizens and visitors through a comprehensive statewide behavioral safety program. Any loss of life or injury sustained in a traffic crash is unacceptable and preventable. The AHSO embraces, and actively promotes, the State's Toward Zero Deaths—Everyone Counts on Alaska's Roadways campaign in collaboration with its partners.

1.0 Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the Alaska Highway Safety Annual Report (AR) containing adequate project and system-specific information to demonstrate measurable progress using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing National Highway Traffic Safety Administration (NHTSA)-funded highway safety projects in Alaska. The AHSO also is responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for NHTSA. The Department of Transportation and Public Facilities' (DOT&PF) Transportation Data Services Office maintains the Spatially Integrated Roadway Information System (SIRIS), a suite of three systems which include the Crash Data System (fatality and injury data), Roadway Data System, and the Traffic Monitoring Systems.

The performance goals and measures reported in the AR are from Alaska's Federal Fiscal Year (FFY) 2023 Highway Safety Plan (HSP). Fatality data are complete through 2021. Previous years' data have been revised, where necessary. If available, 2022 and 2023 data are noted, although any data included in figures and tables which are preliminary are identified as such and subject to change.

Traffic fatalities in Alaska increased from 67 in 2021 to 82 in 2022. The AHSO is committed to implementing and revising safety projects, as needed, to move the trend back towards reductions in the number of fatalities and maintain the long-term downward trend in the number of serious injuries.

Table 1.1 compares the fatality rates per 100 Million Vehicle Miles Traveled (MVMT) between Alaska and the United States (U.S.) from 2012 through 2023, and Table 1.2 compares 2021 fatalities and fatality rates among the NHTSA Region 10 States. At the time of reporting, 2022 fatality rates were not available for comparison with other States.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.17	1.43
2018	1.14	1.46
2019	1.11	1.14
2020	1.34	1.21
2021	1.37	1.16
2022	1.35	1.46
2023	1.25	0.77

Source: NHTSA FARS for 2012–2021 data. NHTSA FARS for 2022, 2023 U.S. fatality rate (early estimates). Alaska CARE for 2022 and 2023 Alaska fatality rate which are preliminary, subject to change, and were accurate as of December 1, 2023.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2021 Fatalities	2021 Fatality Rate (per 100 MVMT)	2022 Fatalities	2022 Fatality Rate (per 100 MVMT)
Alaska	67	1.16	82	1.46
Idaho	271	1.4	N/A	N/A
Oregon	599	1.63	N/A	N/A
Montana	239	1.77	N/A	N/A
Washington	670	1.16	N/A	N/A

Source: NHTSA State Traffic Safety Information (STSI) for 2021 data. Alaska CARE for 2022 data, which is preliminary, subject to change, and was accurate as of December 1, 2023.

1.2 Key Accomplishments

In FFY2023:

- Observational seat belt rate remained over 90 percent for the seventh straight year, reaching an all-time high of 95.2 percent in 2023.
- Alcohol-impaired fatalities dropped from 22 in 2021 to 16 in 2022.
- Pedestrian fatalities dropped from 16 in 2021 to 13 in 2022.
- Speeding-related fatalities dropped from 27 in 2021 to 26 in 2022.
- The percentage of Alaskans who responded in a survey that they always or often read or text message while driving remained a relatively low three percent in 2023.
- Nearly three out of four Alaskans (76 percent) knew there are safety zones posted on highways in Alaska. Of those who knew of the safety zones, 40 percent said safety has improved in these areas.
- 4,373 grant-funded speeding citations were issued in FFY2023.

1.3 Priorities

The seven priorities identified in Alaska’s FFY2023 HSP are consistent with the strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Safe Road Users (pedestrians and bicycles; young drivers and older drivers; motorcycles; all-purpose vehicles and snowmachines; dangerous driving; impaired driving, occupant protection); Safe Roads and Safe Speeds (roadways; speed management); Safe Vehicles (vehicle safety); Post-Crash Care (emergency response; traffic records). Each emphasis area has strategies and actions to address traffic action through enforcement, education, engineering, and emergency medical service efforts. The seven AHSO priorities include:

1. **Impaired Driving**—In 2022, the number of alcohol-impaired fatalities involving a driver with a Blood Alcohol Concentration (BAC) of 0.08 or above dropped to 16 from 22 in 2021, a 27 percent reduction. However, NHTSA has yet to release the final 2023 FARS numbers, which uses an imputation model to determine the number of alcohol impaired related fatalities, so the preliminary number is subject to change.

In 2023, the Anchorage Police Department’s (APD) Impaired Driving Team continued to be fully operational and contributed to 690 Driving Under the Influence (DUI) arrests written on grant-funded time.

2. **Occupant Protection**—Unrestrained passenger vehicle fatalities increased in 2022 to 20 from 13 in 2021, an increase of 54 percent. Alaska is anticipating a reduction in unrestrained fatalities due, in part, to the observed seat belt usage rate staying above 90 percent over the last seven years and reaching a record high of 95.2 percent in 2023. Grant-funded seat belt citations fell 44 percent in 2023 over 2022, which might be attributed to the record high seat belt usage rate in 2023 (95.2 percent). However, 2021 was the highest number ever issued on grant funded time.
3. **Speeding**—The downward trend in speeding related fatalities continued in 2022, these fatalities dropped four percent to 26 compared to 27 fatalities in 2021. In FFY2022, 4,157 speeding citations were issued during grant-funded activity across the State. Much of these grant-funded enforcement citations can be attributed to APD and Alaska State Troopers’ (AST) speed-focused enforcement efforts. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement could result in a continued reduction in speeding fatalities. Table 1.3 shows the fluctuations in speeding-related fatalities and serious injuries between 2013 and 2023.

Table 1.3 Fatalities and Serious Injuries Involving Speeding

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Speeding Fatalities	22	18	22	36	26	42	29	23	27	26	8
Speeding Serious Injuries ¹	107	76	89	108	75	87	74	72	67	60	16
Speeding Fatalities as a Percent of All Fatalities	43%	25%	34%	43%	33%	53%	43%	36%	40%	32%	15%
Speeding Serious Injuries as a Percent of All Serious Injuries	31%	24%	26%	27%	21%	26%	25%	24%	30%	24%	12%

Source: NHTSA/STSI for fatality data and Alaska DOT&PF for serious injury data.

¹ Serious Injury data represents the most current data. 2023 data is very preliminary and is subject to change.

4. **Motorcycle Safety**—In 2022, Alaska recorded eight motorcycle fatalities, which is an increase from six in 2021. Of the eight fatalities in 2022, half of them were unhelmeted. The AHSO continues to work with their communications and sports marketing contractors to identify additional educational outreach strategies to address motorcycle fatalities and motorist awareness of motorcycles.
5. **Pedestrian and Bicycle Safety**—Pedestrian and bicyclist fatalities continued to be an area of concern in 2022. Pedestrian fatalities decreased from 16 in 2021 to 13 in 2022. In 2022, Alaska had two bicyclist fatalities, remained flat since 2019. Fatalities involving pedestrians and bicyclists accounted for 18 percent of all motor vehicle-related fatalities in 2022, this is a decrease from 27 percent of all fatalities in 2021. The 2023-2027 Alaska SHSP now includes Vulnerable Road User (VRU) safety assessment which identifies high-risk areas involving pedestrian and bicycle fatalities and serious injuries, and develops a program of strategies to address VRU safety. AHSO will continue to focus on more of these crashes occurring on the identified high-risk corridors and intersections, focusing on the strategies listed in the VRU assessment report.

6. **Novice Drivers**—Nationally, novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen driver does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 States, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. Alaskan novice drivers under 20 years old involved in fatal crashes grew from seven in 2021 to 11 in 2022, more than 55 percent increase from the past year.
7. **Traffic Records**—Traffic records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2022, Alaska developed a new Traffic Records Strategic Plan to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track the progress of traffic safety countermeasure implementation. In 2022, 2020 crash data was linked with injury surveillance data sets including Emergency Medical Services, and Emergency Department (through the Health Facilities Discharge dataset) and citation data through the Department of Public Safety in the Anchorage area. The improvements achieved include an improvement in the percentage of cases linked between crash and Alaskan Trauma Registry (ATR) cases from 80.41 percent in the Baseline period to 81.06 percent of cases linked by March 31, 2022, for the current period. This shows an increase in integration between the crash and ATR records in the state expected to improve in future years.

1.4 Progress in Achieving Performance Targets

The results of Alaska's progress in meeting the state's targets for the core performance measures identified in the FFY2022 and 2023 HSPs based on available data at the time of reporting is provided in Table 1.4.

Table 1.4 Alaska Performance Measure Tracker

Performance Measure	FFY2023					FFY2022			
	Target Period	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23 Progress Results	On Track to Meet FFY23 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY22 HSP	Data Source ^{1/} FFY22 Final Results	Met FFY22 Target Y/N
C-1) Total Traffic Fatalities	5 year	2019–2023	70	2019–2023 STATE 66	Y	2018–2022	70	2018–2022 STATE 72	N
C-2) Serious Injuries in Traffic Crashes	5 year	2019–2023	325	2019–2023 STATE 240	Y	2018–2022	325	2018–2022 STATE 280	Y
C-3) Fatalities/VMT	5 year	2019–2023	1.3	2019–2023 STATE 1.148	Y	2018–2022	1.30	2018–2022 STATE 1.286	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FFY23 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019–2023	21	2019–2023 STATE 15	Y	2018–2022	21	2018–2022 STATE 18	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019–2023	21	2019–2023 STATE 15	Y	2018–2022	23	2018–2022 STATE 20	Y
C-6) Speeding-Related Fatalities	5 year	2019–2023	29	2019–2023 STATE 23	Y	2018–2022	29	2018–2022 STATE 29	Y
C-7) Motorcyclist Fatalities	5 year	2019–2023	6	2019–2023 STATE 6	Y	2018–2022	7	2018–2022 STATE 7	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019–2023	2	2019–2023 STATE 2	Y	2018–2022	2	2018–2022 STATE 3	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019–2023	9	2019–2023 STATE 9	Y	2018–2022	8	2018–2022 STATE 9	N

Performance Measure	FFY2023					FFY2022			
	Target Period	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23 Progress Results	On Track to Meet FFY23 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY22 HSP	Data Source ^{1/} FFY22 Final Results	Met FFY22 Target Y/N
C-10) Pedestrian Fatalities	5 year	2019–2023	11	2019–2023 STATE 12	N	2018–2022	11	2018–2022 STATE 12	N
C-11) Bicyclist Fatalities	5 year	2019–2023	0	2019–2023 STATE 2	N	2018–2022	0	2018–2022 STATE 2	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	93%	2023 State survey 95.2%	Y	2022	94%	2022 State survey 91.5%	N
Distracted driving. Increase perceived risk of being involved in a collision if texting while driving. Non-core target.	Annual	2023	77%	2023 Attitudinal Survey 71%	N	2022	80%	2022 Attitudinal Survey 73%	N

Source: Alaska CARE System

¹ 2022 and 2023 fatality data were not available from FARS and only incomplete data was available from the Alaska CARE System for progress evaluation for 2022 and 2023 so all targets for meeting FFY22 and FFY23 targets are preliminary estimates and subject to change.

NOTE: At the time of reporting, 2023 data is preliminary and subject to change as the data continues to come in and cleaned for accuracy. Data used in the analysis was accurate as of December 1, 2023. Previous years' data have been revised, where necessary.

At the time of reporting, it appears that Alaska achieved its performance targets for fatalities, fatality rate, and serious injuries for 2022 and 2023. However, due to the lack of FARS data for these years and the preliminary and incomplete data for 2023, these numbers and target attainment should be taken lightly. The preliminary 2019–2023 five-year average fatal number of 66 exceeded the 2023 target of 70 fatalities or fewer. It also appears based on this preliminary data that Alaska exceeded its FFY2023 fatal VMT target of 1.300, 2019–2023 average, and achieved 1.148 for the reporting period.



When reviewing Alaska's average annual change in fatalities from 2021 to 2022 (a more complete and accurate data set than 2023 data available at this time), the State has seen a reduction in alcohol-impaired fatalities, pedestrian fatalities and speeding-related fatalities. Based on the percent change from 2021 to 2022, Alaska saw a 27 percent reduction in alcohol-impaired fatalities, a 19 percent reduction in pedestrian fatalities, and four percent reduction in speeding-related fatalities. Alaska,

however, has seen a 14 to 26 percent increase in total fatalities, serious injuries, and fatalities VMT increase from 2021 to 2022. The State has made great strides in increasing the observed seat belt rate and reached an all-time high of 95.18 percent. Agencies continued to struggle with staffing issues in FFY2023, which impacted agency participation in high-visibility occupant protection, impaired driving, and speed enforcement. The AHSO is confident that with everything gradually going back to the pre-pandemic situation, participation by law enforcement in these programs will increase substantially.

As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next HSP to address how it did not meet these performance targets. The AHSO has had an active Alaska Law Enforcement Liaison (LEL) for more than a year now. It is anticipated in the coming year additional law enforcement agencies will begin to participate in mobilizations as well as begin reporting crash reports electronically. Alaska will continue to use a sports marketing contractor to reach greater audiences across the State on safe driving behaviors and tailor messaging based on the latest research gained from the annual telephone survey. The AHSO is now overseeing the implementation of Alaska's latest SHSP in 2023. The revised SHSP adopted the Safe System Approach and has reorganized the emphasis areas, focus areas, and added new actions to address safety in Alaska. One of the largest changes in the 2023 SHSP is the incorporation of the VRU assessment, as an appendix, which provides a new intensive focus for addressing crashes involving pedestrians and bicyclists. The AHSO believes the VRU assessment will help the state eliminate the bicycle and pedestrian fatalities and improve safety for such road users by executing the following actions from the assessment in 2024 and beyond:

- Review existing state and municipality administrative codes, policies, and manuals to identify gaps and update them as needed to include pedestrians, bicyclists, and other active transportation users,
- Leverage the Safe Routes to School program to revitalize and expand Alaska's infrastructure and non-infrastructure projects offered under the program and coordinate with school districts,

- Develop model language and fact sheets for statewide “stop for pedestrians in crosswalks” and “no right turn on red” policies.
- Develop and evaluate the effectiveness of comprehensive education campaigns targeting pedestrians, bicyclists, and other active transportation users in Alaskan communities on topics including “rules of the road” and using helmets, high visibility gear, and other protective equipment.

Adjustments to the HSP will also include additional law enforcement agencies working NHTSA-funded programs. The AHSO is working with their LEL to bring on additional law enforcement agencies to participate in mobilization campaigns. With all these efforts, the AHSO believes more performance targets will be met in the future for making improvements in occupant protection as well as distracted and impaired driving. Specifically regarding distracted driving, the AHSO will be involved in the following actions from the SHSP to address distracted driving:

- Investigate solutions to improve the collection and quality of data of aggressive, distracted, and drowsy driving,
- Conduct public education and awareness campaign to demonstrate negative impacts of distracted driving, model safe driving behaviors, and encourage vehicle passengers to speak up with witnessing dangerous driving behaviors,
- Conduct comprehensive education campaigns about aggressive, distracted, and drowsy driving, while continuing statewide, high-visibility enforcement (HVE) and saturation enforcement in active school zones, safety corridors, and work zones.

2.0 Performance Data—Alaska 2017 to 2023

2.1 Crash Statistics Summary

In Alaska, fatalities resulting from motor vehicle related crashes grew from 67 in 2021 to 82 in 2022. Details on Alaska's highway safety trends between 2017 and 2023 are provided in Table 2.1.

Figure 2.1 through Figure 2.15 illustrate selected performance measures shown in Table 2.1. Fatality and serious injury data are through 2023; the 2022 and 2023 fatality data are from the Alaska CARE system. The percentage change shows a comparison between 2021 and 2022 instead of 2022 and 2023 because the 2023 is incomplete. The AHSO believes that comparing between 2022 and incomplete data from 2023 would give a false sense of improvement as 2023 data is considerably lower than what it will eventually end up being. Previous years' data have been revised, where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

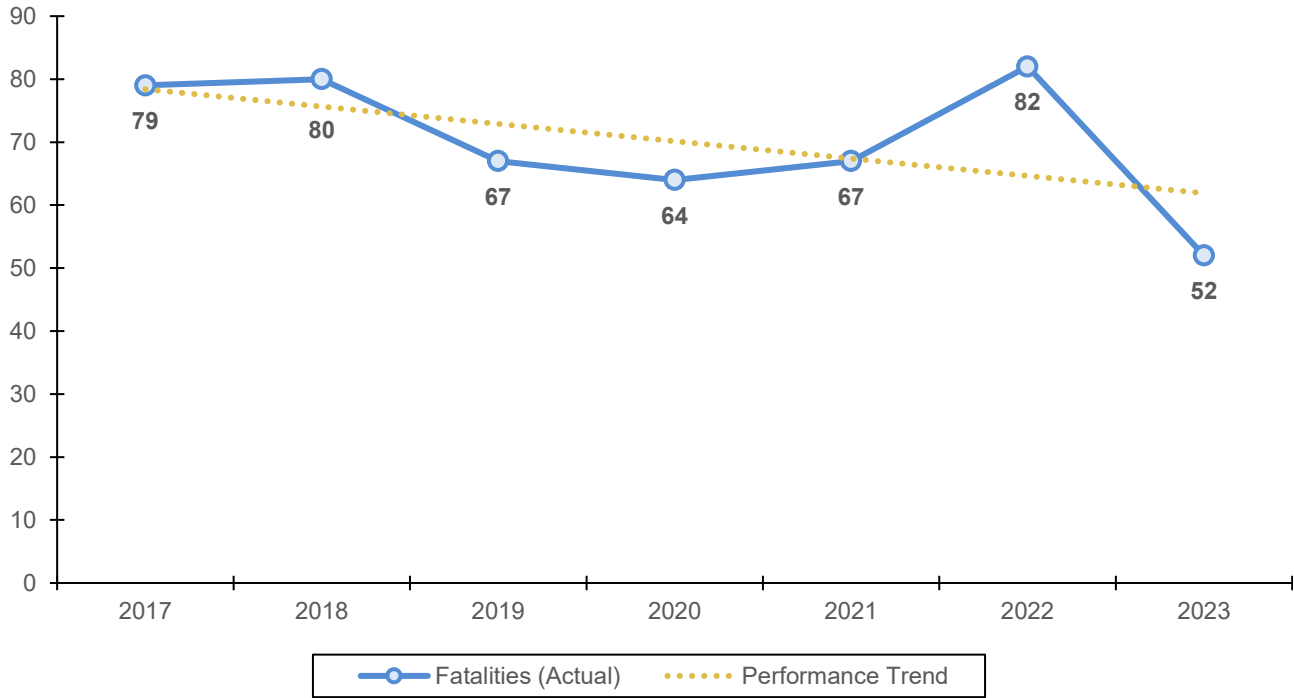
Table 2.1 Alaska Traffic Safety Trends, 2017 to 2023

Crash Data/Trends	2017	2018	2019	2020	2021	2022	2023	Percent Change 2021–2022
Fatalities (Actual)	79	80	67	64	67	82	52	22%
Fatalities per 100 MVMT	1.43	1.46	1.14	1.21	1.16	1.46	0.77	26%
Serious Injuries	353	331	293	306	220	250	129	14%
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	23	27	21	15	22	16	2	-27%
Unrestrained Passenger Vehicle Fatalities	17	20	22	14	13	20	8	54%
Speeding-Related Fatalities	26	42	29	23	27	26	8	-4%
Motorcyclist Fatalities	6	12	6	4	6	8	6	33%
Unhelmeted Motorcyclist Fatalities	3	5	2	2	2	4	1	100%
Young Driver (20 or under) Involved in Fatal Crash	6	8	10	10	7	11	5	57%
Pedestrian Fatalities	14	14	6	13	16	13	10	-19%
Bicyclist Fatalities	1	0	2	2	2	2	0	0%
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	90.1%	91.6%	94.1%	94.1%	91.7%	91.5%	95.2%	0%
Seatbelt Citations Issued During Grant- Funded Events	1,232	1,107	1,561	301	1,607	1,082	605	-44% ¹
DUI Arrests Made During Grant-Funded Events	156	769	870	621	664	804	690	-14% ¹
Speeding Citations Issued During Grant- Funded Events	966	3,497	6,886	7,263	4,404	4,157	4,373	5% ¹

Source: NHTSA STSI/FARS; CARE 2022, 2023 numbers are preliminary and subject to change and were accurate as of December 1, 2023.

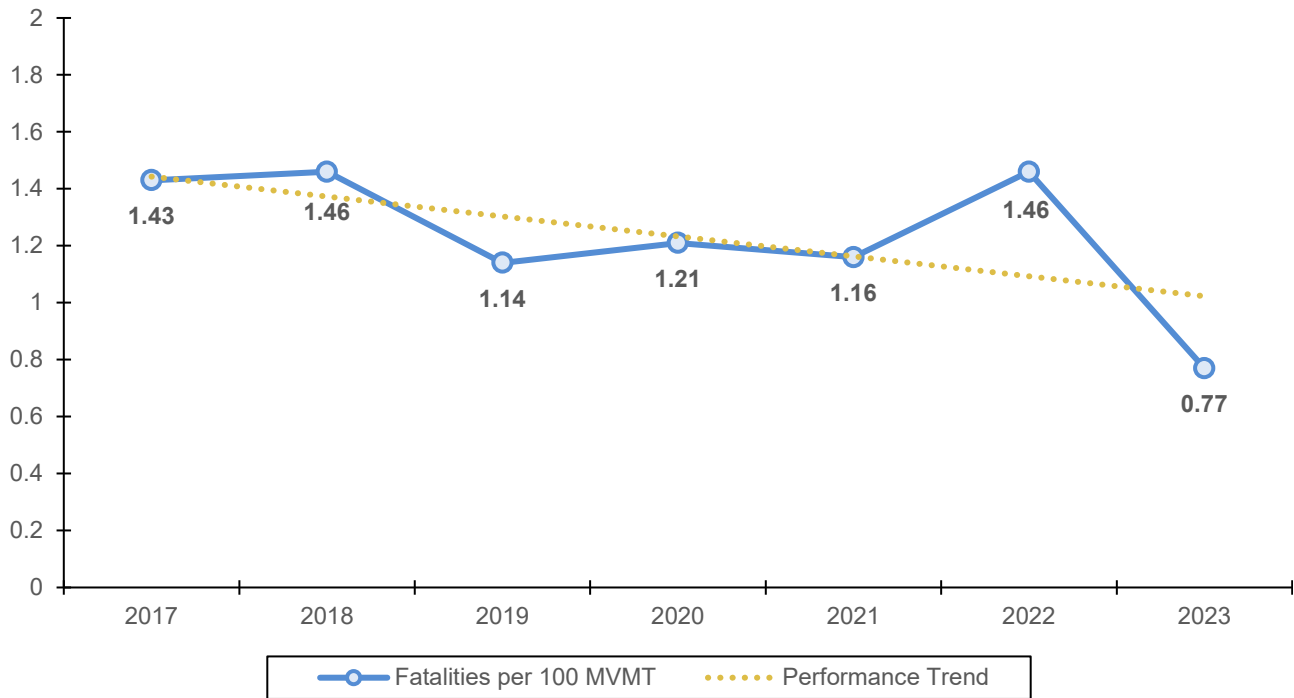
¹ Since 2023 grant funded citations are final, the percentage change indicates the percent change in citations from 2022 to 2023.

Figure 2.1 Statewide Fatalities



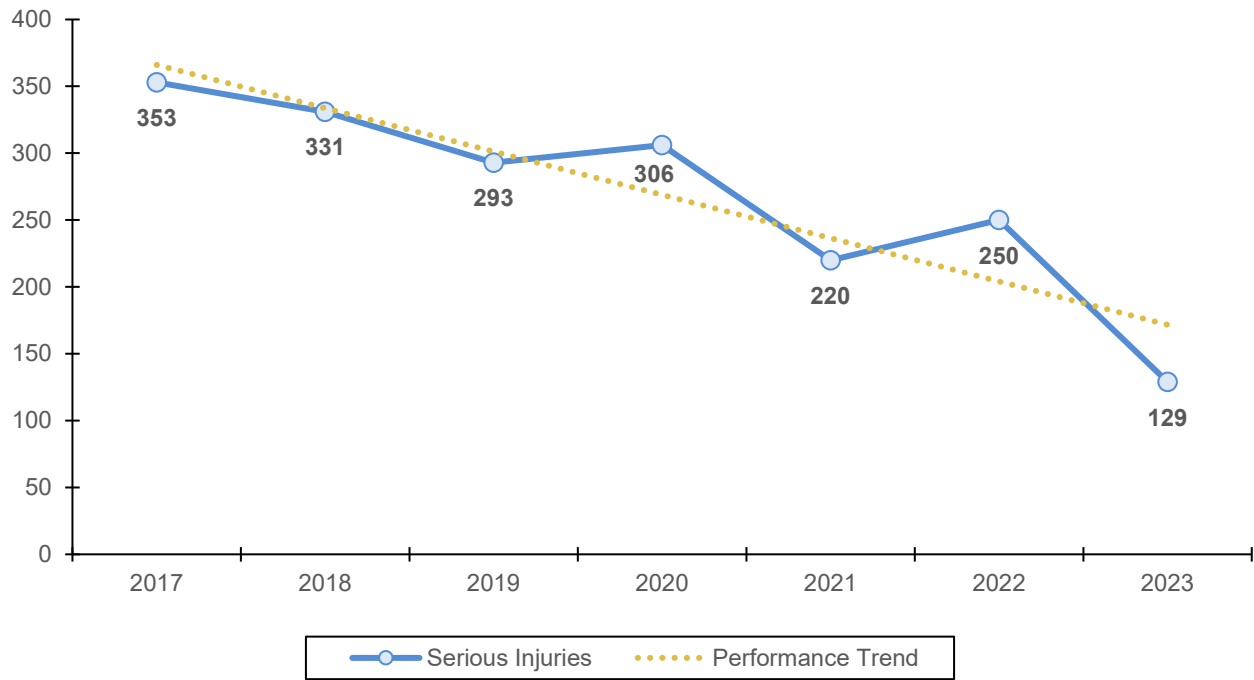
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.2 Statewide Fatality Rate



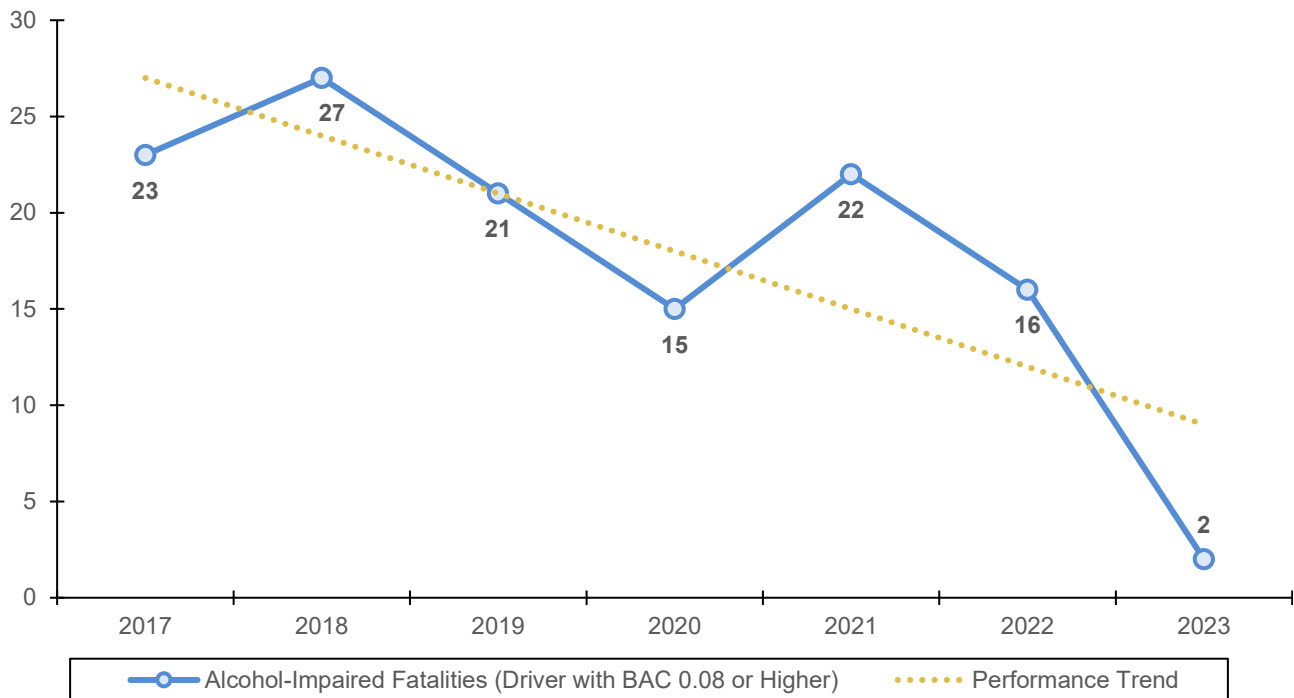
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.3 Statewide Serious Injuries



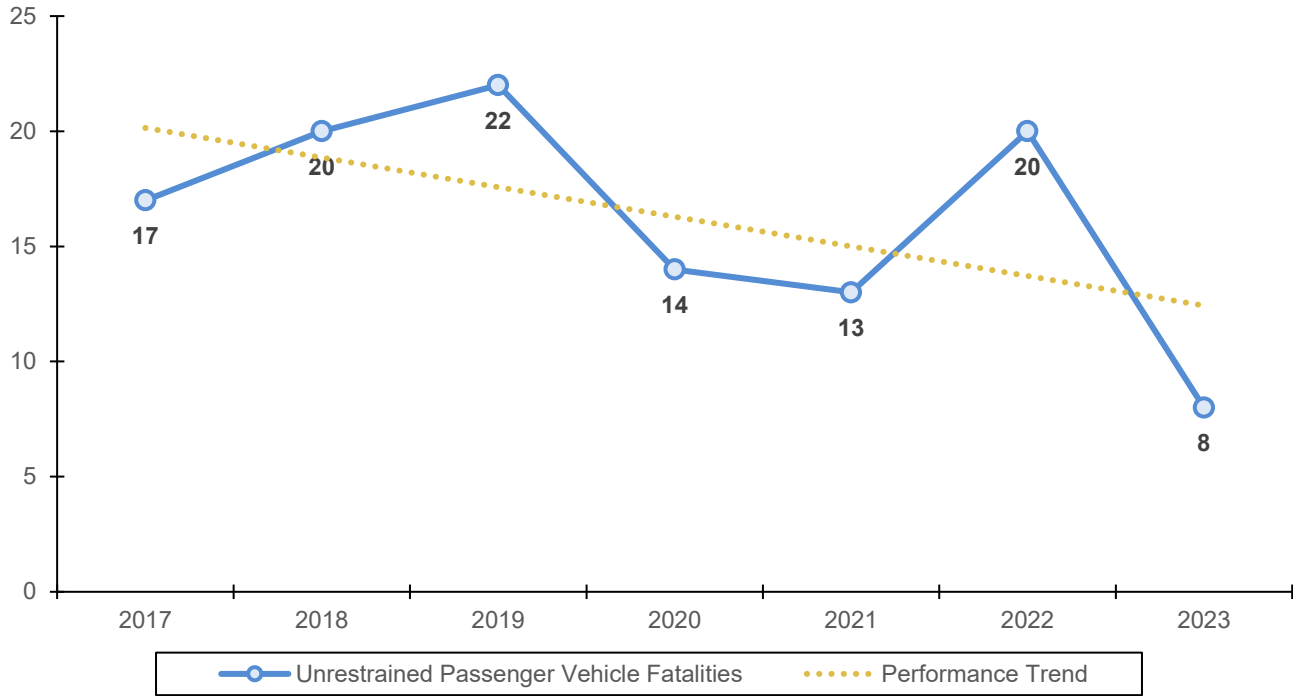
Source: Accessed December 1, 2023, using the Alaska CARE database. Serious injury numbers are subject to change.

Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC



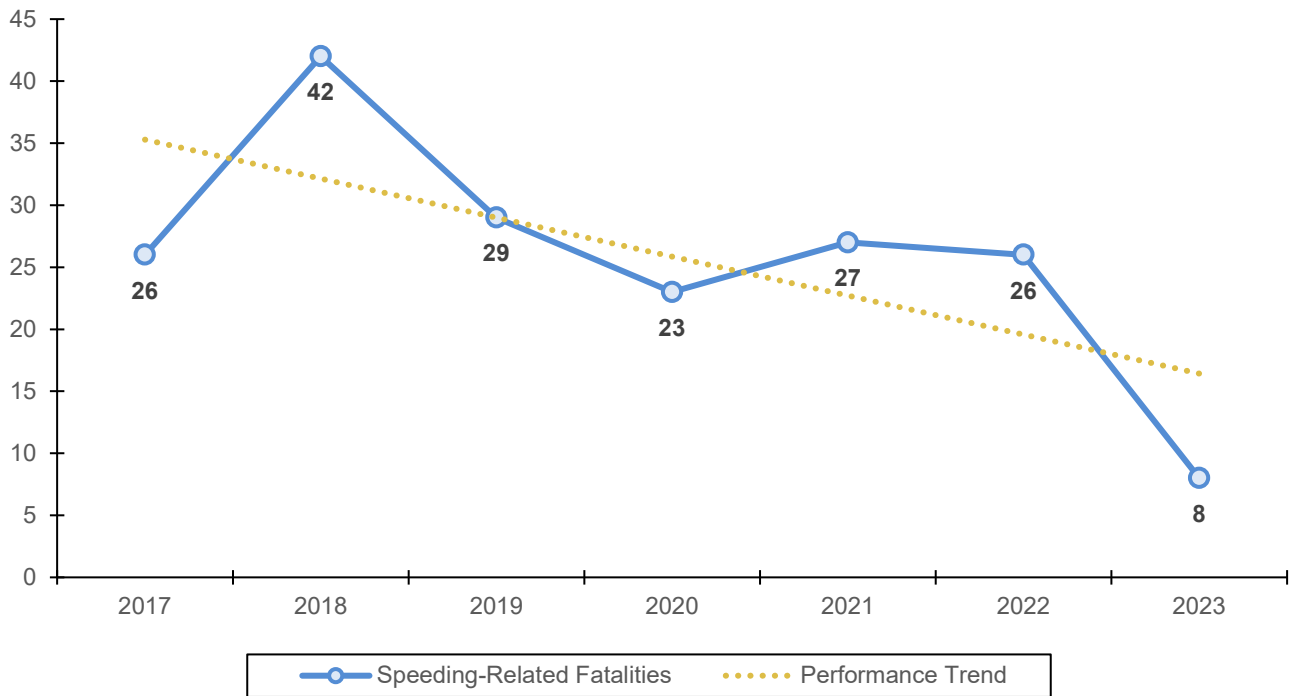
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



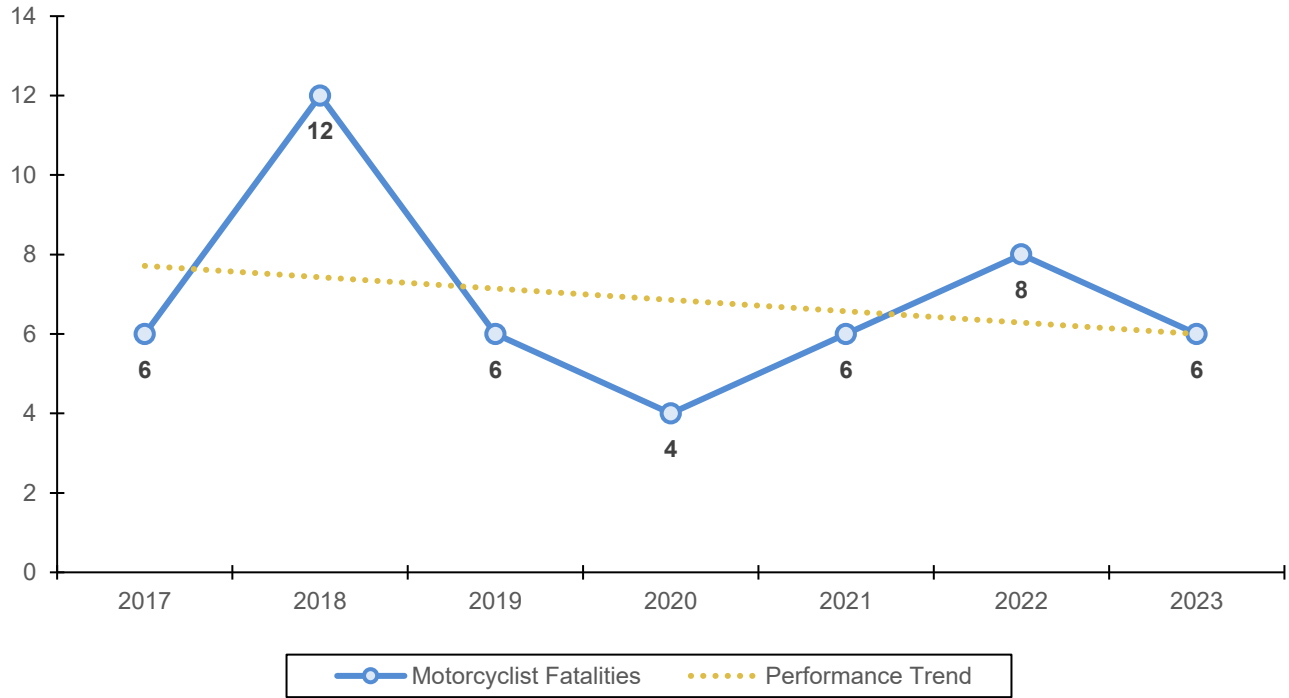
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.6 Speeding-Related Fatalities



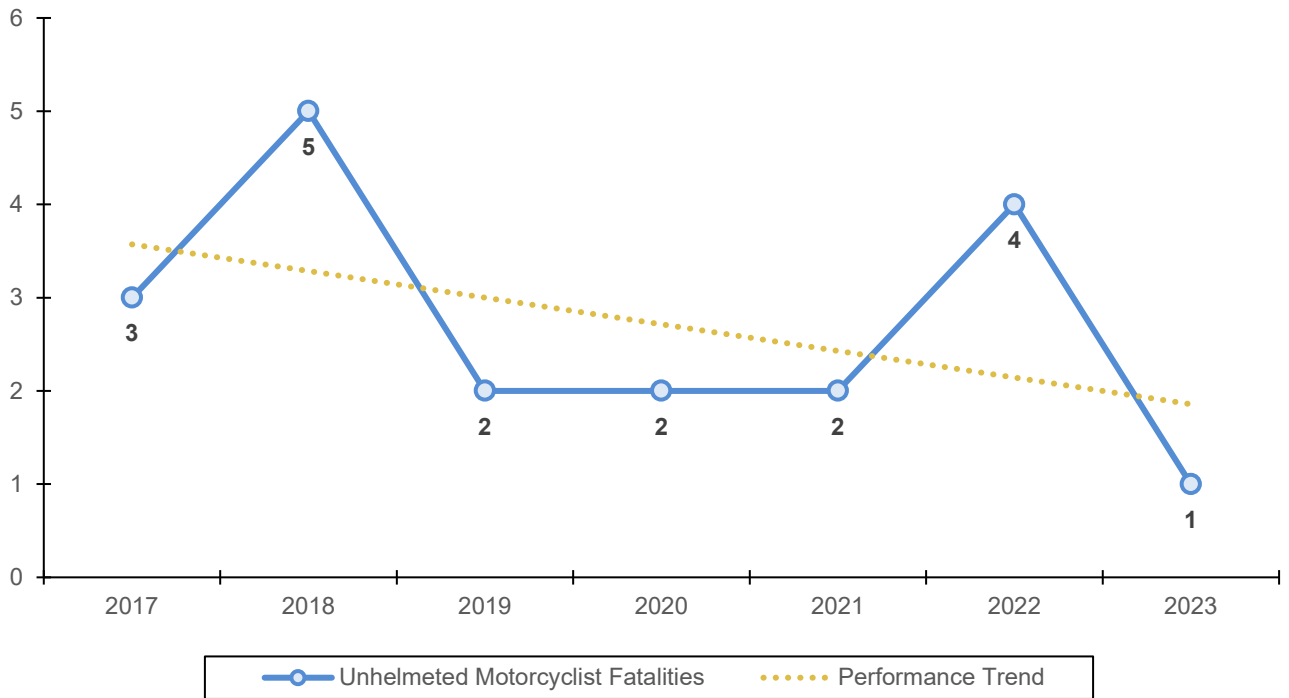
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.7 Motorcycle Fatalities



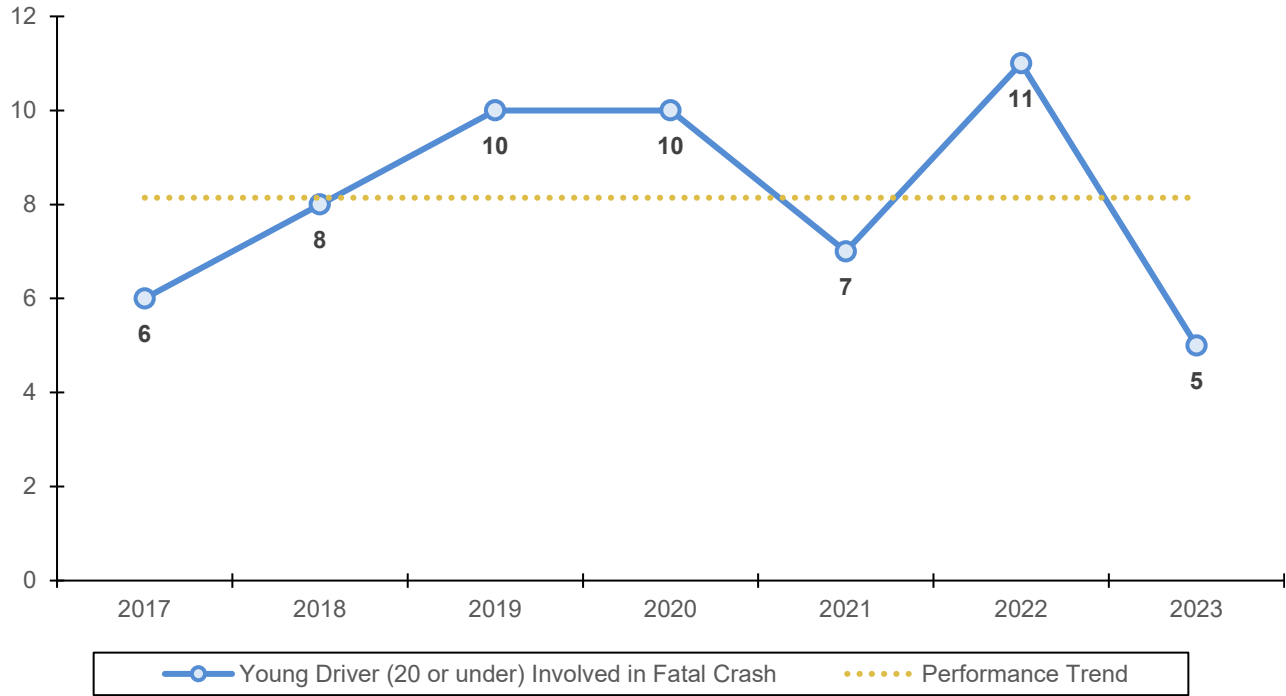
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.8 Unhelmeted Motorcycle Fatalities



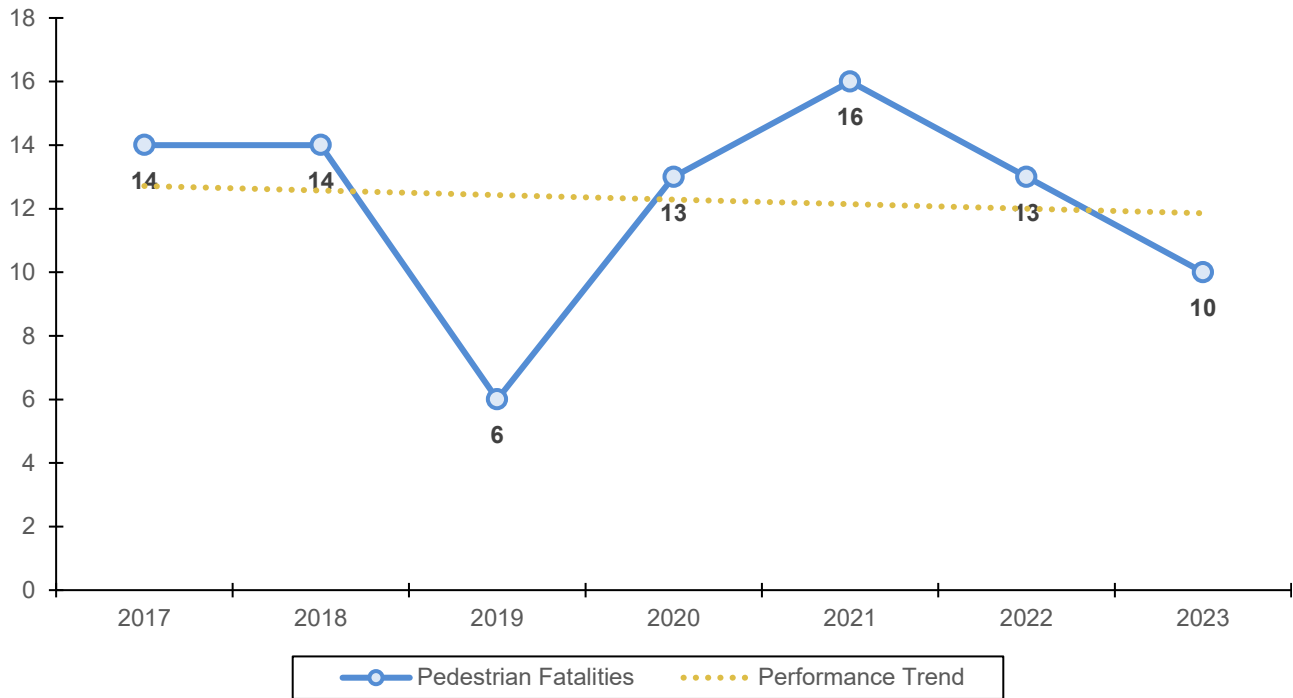
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



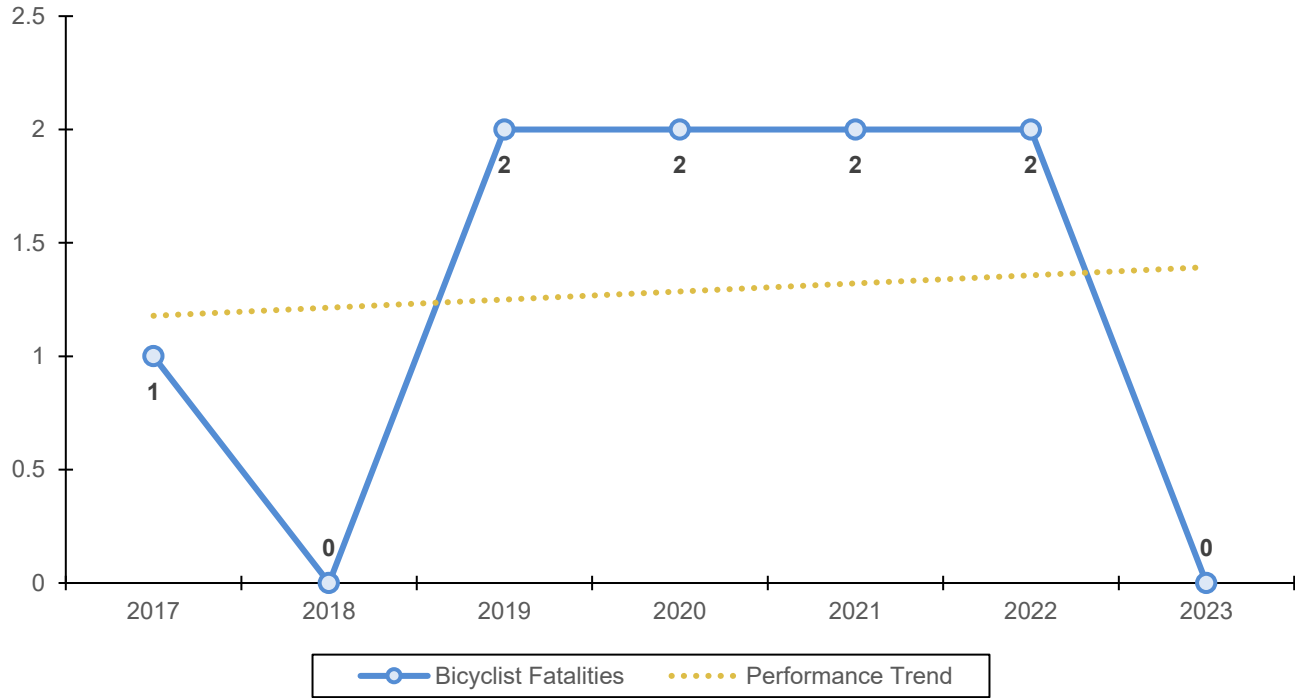
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.10 Pedestrian Fatalities



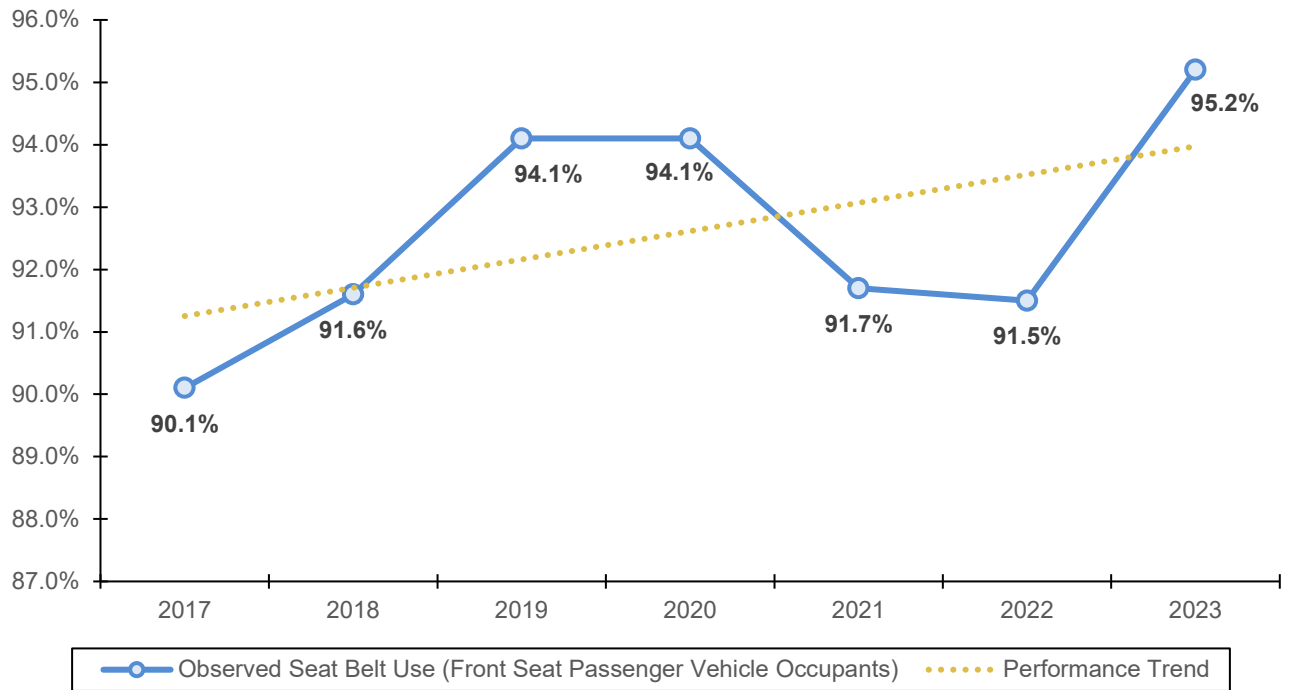
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.11 Bicyclist Fatalities



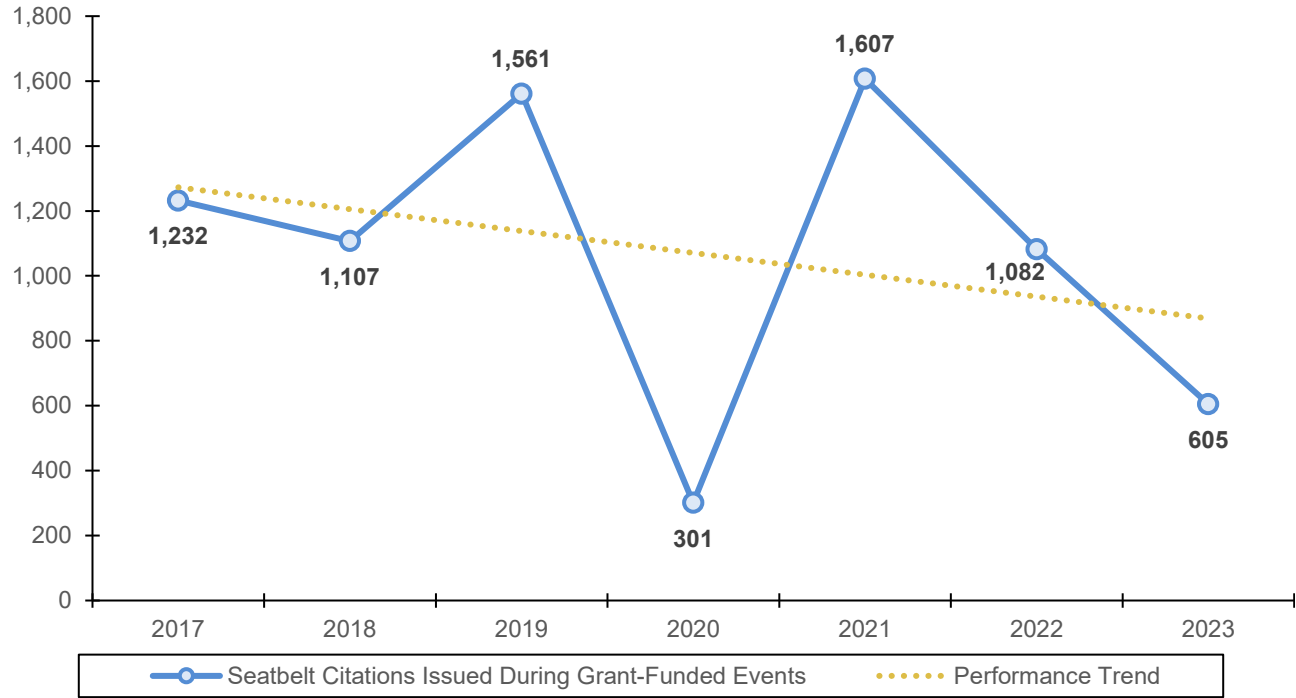
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.12 Observed Belt use for Passenger Vehicles



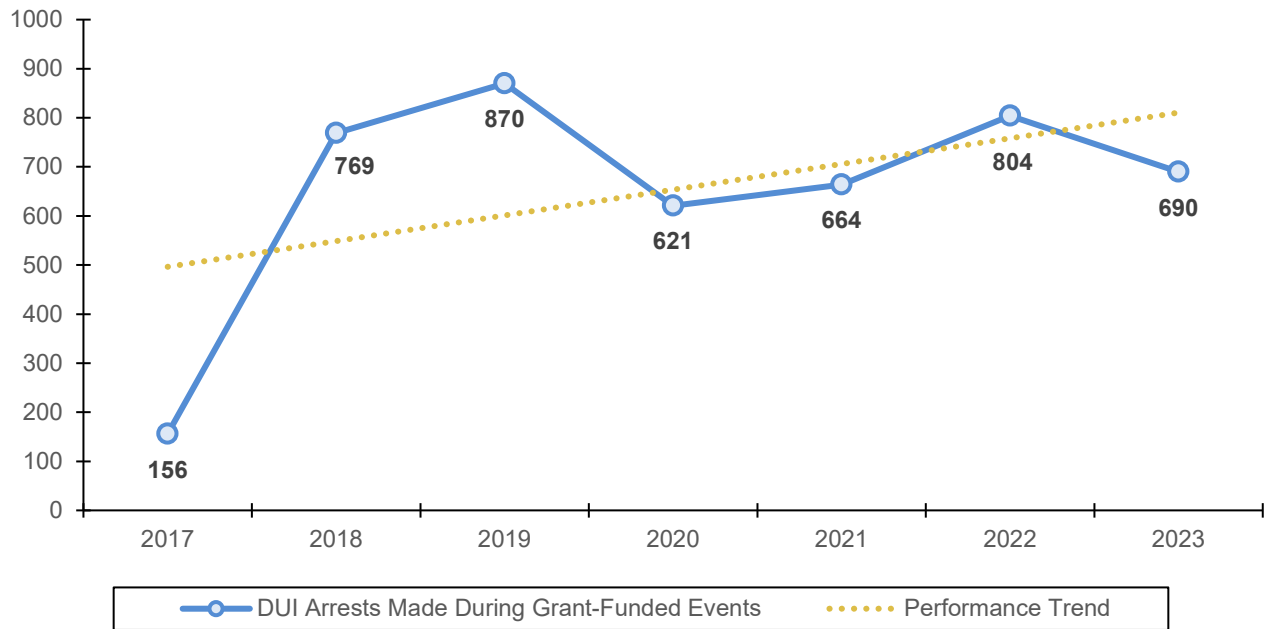
Source: Annual Seat Belt Observational Survey. Due to COVID-19, no observational seat belt survey was conducted in 2020; number shown is the observed rate from 2019 for 2020.

Figure 2.13 Seatbelt Citations Issued During Grant-Funded Events



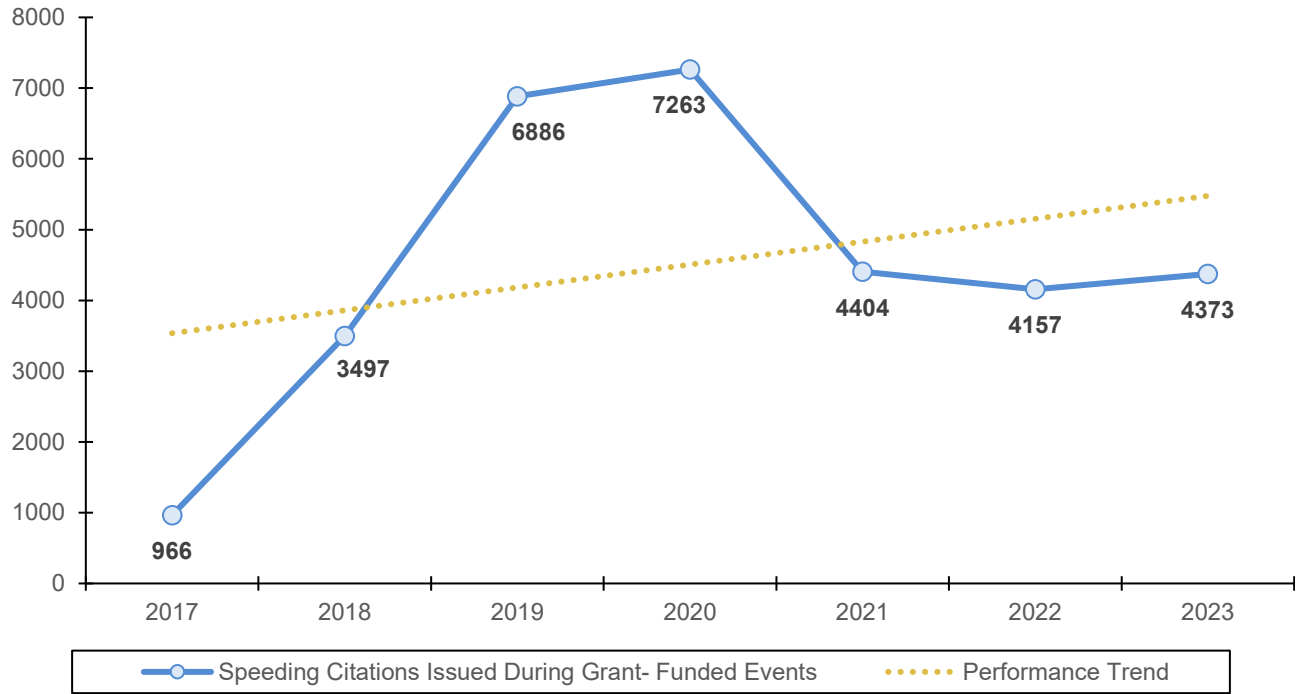
Source: AHSO.

Figure 2.14 DUI Arrests Made During Grant-Funded Events



Source: AHSO.

Figure 2.15 Speeding Citations Issued During Grant-Funded Events



Source: AHSO.

3.0 Program Areas

3.1 Evidence-Based Enforcement Program Activities

In FFY2023, the AHSO continued to support and implement evidence-based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the program areas below. In FFY2023, seven law enforcement agencies participated in the May Click It or Ticket (CIOT). The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components: data-driven problem identification, implementation of evidence-based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY2023 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, evidence-based strategies they would deploy, and how they would track their progress. All prospective grantee applications were vetted and scored on their evidence-based approach. FFY2023 grantees also were required to submit a year-end report of the project activities, as well as the goals and objectives they set for the year.

Lastly, to ensure these law enforcement projects remained nimble with the ability to adjust to any situation, various tracking mechanisms were utilized to provide program managers and law enforcement managers with quick insights into the progress of each project. Consistent contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, emails, and press events. Progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times worked, and the number of tickets issued. This monitoring allowed for subtle or major adjustments by each grantee throughout the year, if needed, to improve traffic safety enforcement in Alaska.

3.2 Compilation of Enforcement Activity Results

In FFY2023, seven agencies participated in the national mobilizations and quarterly High-Visibility Enforcement (HVE) activity at high-risk times. All of the FFY2023 NHTSA-funded law enforcement activities resulted in:

- 605 seat belt citations.
- 690 impaired driving arrests.
- 4,373 speeding citations.

The performance targets, FFY2023 results, and project descriptions for the seven program areas addressed in the HSP are described in the following Sections 3.3 to 3.9. Similar information is provided for Paid Media (3.10) and Planning and Administration (3.11) activities.

3.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the AHSO as it is a preventable crime. Legalization of marijuana in the State has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in alcohol-impaired fatalities. Alcohol alone was a factor in 32 percent of Alaska's traffic fatalities in 2021, which came down to 20 percent in 2022.

Performance Target

1. Reduce alcohol impaired driving fatalities 9 percent from 23 (2016–2020 rolling average) to 21 (2019–2023 rolling average) by 2023.

Projects and Funding

The FFY2023 HSP included impaired driving projects to address the above performance target and reduce impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Preliminary 2023 data indicate Alaska will meet the target of 21 alcohol-impaired-related fatalities or fewer in 2023 for the five- year target period of 2019–2023. According to the early estimates, Alaska saw a significant drop in alcohol-impaired-related fatalities in 2023, dropping to 2 from 16 in 2022. Alaska also met the 2022 target (based on 2018–2022) of maintaining alcohol-impaired-related fatalities at 23 or lower. During FFY2023, seven agencies participated in the national mobilizations and quarterly HVE activity at high-risk times. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of Drug Recognition Experts (DRE) in the State, which dropped to 29 in 2023 from 36 in 2021. Alaska plans to continue these efforts to continue its recent target setting performance.

The FFY2023 telephone survey indicated that nearly two-thirds (63 percent) of Alaskan drivers think they are very likely or likely to be arrested for driving after drinking (Figure 4.2). This is a slight increase from 62 percent noted by respondents in the 2019 survey.



Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-23-01-FA(A))

Project Description: The AHSO utilized 405d funds for law enforcement agencies to participate in HVE efforts on impaired driving initiatives in FFY2023. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and six local police departments (Anchorage, Juneau, Soldotna, Wasilla, Kenai, and Palmer) to conduct data-driven enforcement operations in areas of high risk for impaired driving crashes in coordination with the national mobilizations. The results of their collective work in FFY2023 resulted in 690 DUI arrests. Officers have not been signing up for all of the overtime enforcement hours that the agencies requested. The AHSO plans to utilize the LEL moving forward to encourage law enforcement officers to sign up for available HVE overtime and straight time hours.

Budgeted: \$250,000.00

Expended: \$116,848.25

Project Title: Statewide LEL—Impaired Driving (402 PT-23-06-BL(E))

Project Description: Funds were not available during FFY2023 for regional LEL Traffic Safety program, however several agencies showed interest in participating in national and state traffic safety programs. The LEL reached out to several LEA's in the region to discuss community events unique to locations, equipment needs and provide encouragement to apply for enforcement grants through AHSO. During the time period, the Alaska SHSP 2023–2027 was updated to embrace Safe System Approach based on coordination between AHSO and traffic safety partners throughout Alaska. AHSO planned to present the SHSP to LE leadership at the Alaska Law Enforcement Executive Development. The LEL also attended the Highway Safety Office Administration and Regional LEL meeting, Life Savers Annual Conference in April and a few other meetings with the LE executive, Impaired Driving and Occupant Protection Drive Force and the Alaska AHSO Grantee meeting. LEL will continue their effort to obtain an approved budget for the LEL program, develop a guide/manual for the program, and continue participation in the implementation of the SHSP.

Budgeted: \$78,200

Expended: \$71,451.59

Project Title: DPS Statewide DRE (405d M5X-23-01-BL(A))

Project Description: In FFY2023, 18 percent of DUI incidents were identified as drug related. This is a significant increase compared to FFY2022 at 10 percent and FFY2021 at 1 percent. Of the project's 13 goals, 8 were met, and the remaining 5 were not met or partially met. During 2023, a statewide DRE in-service training was held to include arranging for two national speakers to present their respective areas of expertise. Five Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were conducted in urban and rural Alaskan communities. The Alaska DRE Coordinator attended the Western State DRE Coordinator meeting held in April in Denver, and 13 individuals from four different agencies attended the 29th Annual DRE conference. Two DREs completed their instructor certification training, and five applicants attended a DRE certification school in Riverside, California in May 2023. During Q2, a project revision was approved to reallocate funding to allow for three additional applicants (in total eight applicants) to attend DRE certification school in the Lower 48. The project revision removed the objective of performance measure eight to utilize the funding to send three additional members to attend initial DRE training.

Budgeted: \$290,000.00

Expended: \$91,920.31

Project Title: AK DPS Toxicology Services (402 AL-23-01-BL(A))

Project Description: In FFY2019, the Alaska Public Health Laboratory (AKPHL) was tasked with clearing the Driving Under the Influence of Drugs (DUID) toxicology testing backlog. In FFY2023, the AKPHL received 755 DUID cases and 151 cases were carried over from the previous grant year. A total of 810 cases were tested and reported during the grant year. Cases were submitted to AKPHL from 30 law enforcement agencies across the State, spanning from Southeast, Southcentral, Southwest/Aleutian Peninsula, Interior, Y-K Delta and Northwest regions. More than 85 subpoenas for expert witness testimony were received during the grant year. Of the five goals established for FFY2023, three were met, one was met as of Q3, and one was work in progress. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved in FFY2023.

Budgeted: \$240,000.00

Expended: \$240,000.00

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (405D BIL M5X-23-01-BL(C) and 164 ENFAL-23-00-BL(A))

Project Description: The APD's Impaired Driving Enforcement Unit (IDEU) began in FFY2017. In FFY2023, the unit conducted 4,689 traffic stops, in which 6,684 citizens were contacted. During these stops, the team made 565 misdemeanor Operating Under the Influence (OUI) arrests and 46 felony OUI arrests, issued 2,786 citations for various traffic offenses, performed 29 DRE evaluations and 857 drivers Standardized Field Sobriety Testing (SFST) evaluations. In addition, 611 OUI were processed and 181 blood search warrants issued. IDEU accounted for 39 percent of the overall total APD arrests (1,559). In FFY2023, there were 24 traffic fatalities in APD's jurisdiction, of which seven were OUI related and three were during IDEU enforcement hours. Moving forward more focus is going towards reducing the fatality numbers during IDEU shift hours.

Budgeted: \$1,699,000.00

Expended: \$1,145,908.61

Project Title: Fairbanks DUI Traffic Enforcement (405d M5X-23-01-BL(B))

Project Description: This project was intended to target suspected impaired drivers in the Fairbanks area. In FFY2023, the Fairbanks Police Department was unable to find an officer to work on the program, so no activity occurred. The goal of reaching 110 alcohol impaired arrests was not met due to not having a dedicated traffic Enforcement Officer for the grant performance period.

Budgeted: \$114,000.00

Expended: \$0.00

3.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 95.18 percent in 2023. Due to COVID-19, no observational seat belt survey was conducted in 2020, and the 2021, 2022 and 2023 surveys showed that Alaska's observed seat belt rate stayed above 90 percent at 91.7 percent, 91.5 percent, and 95.2 percent, respectively. According to the 2023 statewide phone survey, respondents indicated they use their seatbelt "always" or "often" 95 percent of the time, same as the previous year, but one point lower than 2021. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 90 percent of the time. In addition, 25 percent of respondents believed they are "very likely" or "likely" to receive a seatbelt ticket for not wearing one.



Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions five percent from 22 (2016–2020 rolling average) to 21 (2019–2023 rolling average) by 2023.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 2021 rate of 91.7 percent to 93 percent by 2023.

Projects and Funding

The FFY2023 HSP included occupant protection projects to make progress towards reducing unrestrained injuries, fatalities, and achieving the observed seat belt use performance target (93 percent). Funds spent on occupant protection-related communication efforts are described in more detail in Section 3.10—Paid Media. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska did not meet the FFY2022 target of seat belt usage rate, but the state saw a sharp increase from 2022 observed seat belt use rate of 91.5 percent to 95.2 percent in 2023, the historical highest since 2004 and met the observed seat belt use rate target of FFY2023. The AHSO plans to engage with additional law enforcement agencies in FFY2024 and 2025 to seek their participation in occupant protection HVE efforts to keep the safety belt usage rate this high. Preliminary data suggests Alaska will meet its FFY2023



target of reducing unrestrained fatalities to 21 or less based on the 2019–2023 target years. Moreover, the five-year average in 2022 (2018–2022) also met the 2022 target of 21 or less unrestrained fatalities. In FFY2023, 605 seat belt citations were issued during grant-funded activity. The record highest seat belt usage rate in 2023 may have caused a 44 percent reduction in seat belt citation in 2023 compared to 2022.

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M1X-23-04-FA(A) and 405b SUP M1X-23-00-SP(A))

Project Description: The State is required to evaluate the impact of its programs aimed at increasing seat belt use by conducting an annual observational survey of driver and front seat outboard passenger belt use per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Alaska's seat belt use observational survey methodology was redesigned in FFY2017 and approved by NHTSA. The design allows capture of demographic data to help target the occupant protection programs and measure performance. The 2022 OPUS was completed in compliance with NHTSA's protocols and the observed seat belt use rate was 95.18 percent.

Budgeted: \$40,000.00

Expended: \$40,280.06

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-23-06-BL(A))

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Palmer, Valdez, Whittier, Soldotna, and Wasilla) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the CIOT mobilization in November 2022 and May 2023, as well as State blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement that occurred throughout the year focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's previous annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY2023, these law enforcement agencies contributed to the 605 occupant protection citations written on grant-funded time in the State.

Budgeted: \$175,000.00

Expended: \$129,745.65

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1X-23-04-FA(C))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the Child Passenger Safety (CPS) component of the State's Occupant Protection Strategic Plan. During FFY2023, SKKP participated in all of the pre-covid activities that returned, as well as a few new ones. The program met and exceeded the goals in all areas. The results of SKKP's efforts were 17 car seat events, 586 car seat checks, 112 new car seats distributed, and successfully educated over 2,500 children and 2,300 adults in the communities of Soldotna, Kenai, Sterling, Anchor Point, Homer, Anchorage, Seward, Moose Pass, Bear Creek, Nikiski and Funny River. In addition, SKKP trained and certified 13 new car seat technicians and re-certified nine expiring CPS technicians.

Budgeted: \$38,868.00

Expended: \$38,867.84

Project Title: Fairbanks Safe Rider Program (405b M1X-23-04-FA(D))

Project Description: In support of the CPS component of the State's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program coordinated, trained, supported certification, mentored CPS technicians in the region, hosted CPS events, attended conference, and conducted earned media opportunities to educate the public. During FFY2023, there was increase in community events (i.e., FT WWT FD, Chena Goldstream Fire & Rescue Open House, Fyndout Free Clinic (AAA grant), Volunteer's in Policing-Youth Safety Day, Eielson Fire Emergency Services Open House, Bassett Army Community Hospital-Arctic Family Symposium and Fairbanks Native Association) for the first post pandemic summer season. Program staff received accreditation for teaching hybrid curriculum and assisted teaching a hybrid course for statewide students, as well as attended Lifesaver national conference in April. They provided education to 619 caregivers during in-hospital patient rounding. Additionally, it took 19 CPS technicians during community events to provide CPS education to 217 caregivers. They received a new car seat trailer to transport car seats, booster seats and checkup event supplies for community events.

Budgeted: \$129,324.00**Expended:** \$104,904.23**Project Title: Statewide CPS Coordinator (405b M1X-23-04-FA(A)) and Co-Coordinator (405b M1X-23-04-FA(B))**

Project Description: This project funded the statewide CPS Coordinator and Co—Coordinator who functioned as extensions of the AHSO. The coordinators oversaw the CPS (technician, instructor, and inspection station) database and monitored the recertification rate; scheduled training (certification, recertification, or special topics); compiled an event calendar and assisted with the CPS content of the AHSO website; provided support to the AHSO in developing educational materials; and provided support to the AHSO with car seat checks, occupant protection communications and other activities, as needed. In FFY2023, the coordinators instructed at five of eight child passenger safety training (CPST) courses in Alaska, assisted keeping CPS technicians recertified with a recertification rate of 51.42 percent, provided 2,500 updated and customized CPS Rack Cards to Safe Kids Alaska and the Fairbanks Safe Rider Program, and mailed packages of safety educational materials to law enforcement. During the time period, the Co-Coordinator and staff attended the national Kids in Motion (KIM) conference, conducted CPST certification courses and supported CPS program development in rural communities, held community CPS checkup events, submitted a proposal for CPS program mentorship and training support to Alaska Regional Hospital.

Budgeted: \$80,000.00 (\$40,000.00 each)**Expended:** \$68,932.75 (Coordinator \$39,662.02 and Co—Coordinator \$29,270.73)

Project Title: Older Drivers (CarFit) (402 SA-23-19-BL(C))

Project Description: This older driver project, administered by the Center for Safe Alaskans, trained two new staff members to serve as CarFit technicians and event coordinators during FFY2023. The American Occupational Therapy Association restarted CarFit in October 2022, and after collaborating with the national CarFit coordinator, a CarFit training in Alaska was completed 5/19-5/20/23. An occupational therapy student was added to the Safe Alaskans CarFit team and supported CarFit events. The program conducted five CarFit educational events and carried out 30 CarFit checks, although fell short of the year end goal (40 checkups, eight educational events) due to staffing limitations and challenges with driver-serving organizations in Anchorage. The staff started planning for developing a retrospective pre-post survey to assess CarFit participants' knowledge change. Safe Alaskans achieved engagement with 1,304 people through older driver campaign posts on its social media accounts, including Facebook and Instagram. They were also featured in a newscast in June about an CarFit event shared on all Safe Alaskans social media channels.

Budgeted: \$56,600.00

Expended: \$58,947.53

Project Title: AIPC (Center for Safe Alaskans) Child Passenger Safety (402 SA-23-19-BL (B))

Project Description: The Center for Safe Alaskan's CPS program is evidence-based and focused on education programs for low seat belt (car seat and booster seat) users. During FFY2023, this project distributed 336 car seats and booster seats statewide, hosted nine public car seat checkup events and inspected 459 car seats by car seat technicians. Safe Alaskans also conducted 22 virtual and in-person presentations to various groups, against the goal of 24. Staffing difficulties affected their ability to meet this goal. FFY2023 has seen an increase in certification courses from FFY2022, including two hybrid certification courses, the first in the state. Safe Alaskans CPS Instructor participated in five National Child Passenger Safety Technician Trainings as an instructor.

Budgeted: \$203,304.00

Expended: \$175,039.34

Project Title: Mat-Su Child Passenger Safety Program (405b M1X-23-04-FA(F))

Project Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program was to coordinate and mentor CPS technicians in the region, conduct community car seat safety checks at least once a month, host and partner with schools and other agencies on CPS events (e.g., car seat check events, inspections, seat distribution), distribute CPS brochures and calendars of seat checks, provide CPS education to parents and family members at the Mat-Su Medical Center Birthing Center and community events, reach out to and track foster parents attending seat check events, and implement earned media opportunities to educate the public. The project did not incur an expense in 2023 as this position has remained unfilled.

Budgeted: \$23,163.00

Expended: \$0

3.5 Speeding

Problem Statement

Alaska has seen its speeding-related fatalities fall in recent years from the 2018 10-year high of 42 speeding-related fatalities to 26 in 2022 and 8 in 2023 (preliminary data). Speeding-related serious injuries have trended down in recent years too, moving from 87 in 2018 to 60 in 2022, and 16 in 2023 (preliminary data).

Performance Target

1. Reduce speeding-related fatalities by seven percent from 31 (2016–2020 rolling average) to 29 (2019–2023 rolling average) by 2023.

Projects and Funding

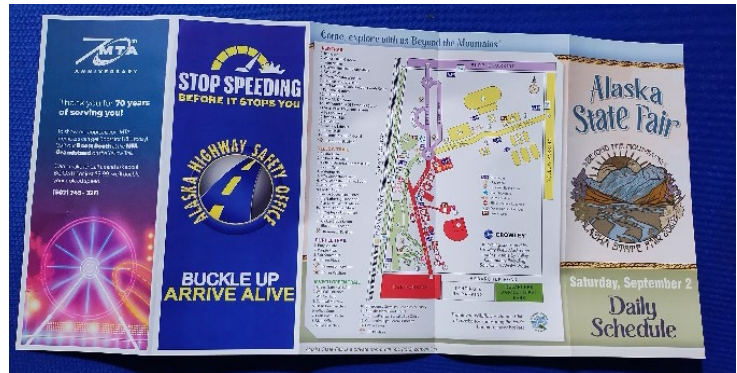
The FFY2023 HSP outlined a number of strategies to address speeding-related crashes and achieve the performance target. The AHSO awarded a substantial grant to the AST to conduct data-driven, HVE operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. The AHSO once again awarded a speed enforcement grant to the APD. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

During the time of reporting, the preliminary 2023 data indicates Alaska will meet the FFY2023 target of 29 or lower for the 2019–2023 FARS average. Alaska also met the FFY2022 speeding-related fatalities target. A review of the number of grant-funded speeding citations found a dramatic increase over the last several years. Over 4,300 speeding citations were given on grant funded time in 2023, a 5 percent increase from 2022. With continued focus on speeding enforcement in recent years, the AHSO believes the recent drop in speeding fatalities and serious injuries may be showing the enforcement efforts are having an impact.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 PT-23-06-BL(B))



Project Description: During FFY2023, the Troopers around the state worked the “speed enforcement” campaigns utilizing Kustom Signal Raptor RP-1 radars. This included enforcement in and around Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Palmer-Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Fairbanks (Parks Highway South), Kenai Peninsula and Seward. The Troopers issued a total of 5,044 speeding citations. Compared to FFY2022, AST showed a decrease of 928 citations issued, not meeting AST’s 12 percent performance measure goal for FFY2023 largely due to trooper transfer, retirements, low recruitment. However, the troopers worked a total of 548.5 overtime hours in FFY2023, an increase of 189.75 hours (35 percent) as compared to FFY2022. In 2023, 33 fatal collisions were investigated by Troopers, while there were 39 in FFY2022. AST met the FFY2023 performance measure goal to reduce fatal collisions by 12 percent.

Budgeted: \$484,000.00

Expended: \$73,239.30

Project Title: Anchorage Police Department Glenn Hwy and Minnesota Drive Speed HVE Enforcement (402 PT-23-06-BL(C))

Project Description: The Glenn Highway and Minnesota Drive Speed HVE project was conducted to reduce the number of speed-related fatalities within the Municipality of Anchorage. The APD conducted 1,473.5 hours of speed enforcement on the Glenn Highway at random times of the day and various days of the week. During that time, 3,406 traffic stops were made, and 2,605 speeding citations were issued. An additional 927 citations were issued for various other violations and 22 arrests were made, 12 of which were for DUI. The first performance measure was to reduce the speed related fatalities in APD’s jurisdiction. From 2019 to 2020, there was a slight increase in speed related fatalities of four (up from three in 2019). The other two performance measures were based on the annual phone survey and were set up to seek a reduction in the respondents who admittedly speed more than 35 miles per hour (mph) in a 30 mph zone or more than 70 mph in a 65 mph zone. Both performance measure goals only had a slight change in responses.

Budgeted: \$192,702.00

Expended: \$192,523.75

3.6 Motorcycle Safety

Problem Statement

In 2023, six motorcycle fatalities accounted for nearly 12 percent of all fatalities in Alaska. This was a slight increase from the percent (10 percent) of motorcycle fatalities in 2022. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2023 was one, up from four in 2022. In 2022, Alaska recorded 25,664 registered motorcycles, which represents 3.2 percent of all registered motor vehicles in the State.

Performance Targets

1. Reduce motorcyclist fatalities by 14 percent from seven (2016–2020 rolling average) to six (2019–2023 rolling average) by 2023.
2. Reduce unhelmeted, motorcyclist fatalities 33 percent from three (2016–2020 rolling average) to two (2019–2023 rolling average) by 2023.

Projects and Funding

A component of the Special Events and Sports Marketing campaign supported motorcycle safety efforts.

Performance Results

At the time of this report, preliminary 2023 data suggests that Alaska will meet its target of six or fewer motorcycle fatalities for FFY2023. Preliminary data also indicate Alaska will meet the FFY2023 target of two or less unhelmeted fatalities for the 2019–2023 target years. Over the last seven years, motorcycle related fatalities fluctuated in Alaska which dropped from 12 fatalities in 2018 to four in 2020, increased again in 2022 to eight and then dropped in 2023 to six. However, the overall trend line in the last seven years is still trending downwards. The AHSO plans to continue its educational efforts on the advantages of helmet use while riding into FFY2024.



Project Descriptions

The paid media buys are detailed in Section 3.11.

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2023, pedestrians and bicyclists accounted for 19 percent of all fatalities on Alaska's roadways, down from 27 percent in 2021. From 2019 to 2022, bicyclist fatalities remained flat at two and came down to zero fatality in 2023. Pedestrian fatalities fluctuated from 2019 to 2023 averaging 12 fatalities a year.

Performance Targets

1. Reduce pedestrian fatalities by eight percent from 12 (2016–2020 rolling average) to 11 (2019–2023 rolling average) by 2023.
2. Reduce bicyclist fatalities 100 percent from one (2016–2020 rolling average) to zero (2019–2023 rolling average) by 2023.

Performance Results

At the time of this report, the preliminary 2023 data for bicycle and pedestrian performance targets indicate Alaska will not meet either of the targets. From 2019 to 2022, bicyclist fatalities remained flat at two, which

dropped to zero fatality in 2023. Pedestrian fatalities fluctuated from 2019 to 2023, averaging 12 fatalities a year. Unfortunately, the FFY2022 target for pedestrian and bicycle fatalities were not met either. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus, increasing exposure to being involved in traffic crashes. For FFY2024, the AHSO will seek additional opportunities in education and enforcement tailored toward bicyclists and pedestrians and plans to incorporate items identified in the SHSP VRU Safety Assessment in 2023 as outlined in 23 U.S.C. 148(l). Some of the requirements of the VRU Safety Assessment that will be conducted include overview of VRU safety performance; summary of quantitative analysis and identification of demographics and high-risk areas; summary of consultation with stakeholders in identified high-risk areas, identification of programs, projects, and strategies to reduce safety risks for VRUs in high-risk areas; and development of a VRU Safety Assessment that will be designed under the Safe System Approach.

Project Descriptions

Project Title: Center for Safe Alaskans Walk Safe, Bike Safe (402 PS-23-05-BL(A))

Project Description: In FFY2023, the Center for Safe Alaskans staff distributed 23,917 conspicuity items statewide. The staff exceeded the performance measure 2 goal by distributing 416 conspicuity items and educational handouts at car seat checks. To increase the use of conspicuity items, observations were done in Q2 at Downtown Hope Center and Complex Care after reflective tape distribution events in Q1. These observations showed increased conspicuity use (initially at five percent, up to 15 percent, against the goal of 20 percent). The staff also conducted pre- and post-observational surveys at Inlet View Elementary before and after their bike bus events on 4/25/23 and 5/5/23. No significant change in helmet use was found in this observation, and the initial helmet use was observed in over 90 percent of the surveyed children. In FFY2023, they also exceeded the baseline goal in Q1 with a social media reach of 41,771 regarding bike and pedestrian safety.

Budgeted: \$110,080.00

Expended: \$104,012.08

3.8 Novice Drivers

Problem Statement

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the State's Graduated Driver License (GDL) program, teens may obtain a learner's or instruction permit at the age of 14 with parental consent. This increases Alaskan teens' exposure to crashes. Alaska recorded a significant decline in young driver fatalities from ten in 2020 to seven in 2021, increased again to 11 in 2022, and then dropped back to five in 2023. This resulted in a flat trend line over the last seven years.

Performance Targets

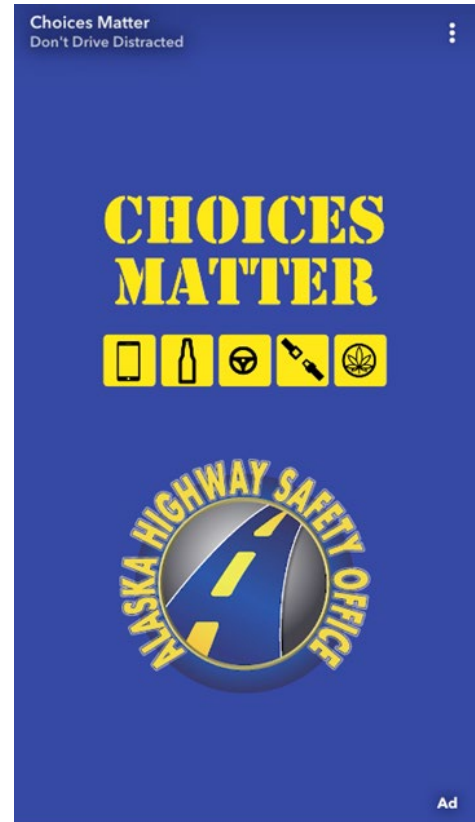
1. Reduce drivers age 20 and younger involved in fatal crashes by ten percent from ten (2016–2020 rolling average) to nine (2019–2023 rolling average) by 2023.

Projects and Funding

The FFY2023 HSP included one novice driver safety project to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2023 novice driver data were preliminary but it does seem to indicate Alaska will achieve the target of nine young driver fatalities or less for FFY2023 based on the 2019–2023 target years. Alaska did not meet the 2022 target of having eight or less young driver fatalities based on 2018–2022 data. Over the previous five years (2019–2023), novice driver fatalities have mostly remained between eight and 11 and dropped to five in 2023, according to the early estimates.



Project Descriptions

Project Title: Young Driver Safety (402 SA-23-19 (A))

Project Description: The Center for Safe Alaskans ran a social media teen safe driving campaign during Teen Driving Week (October 2022) using Alaskan youth-created messaging. The campaign included short videos on pedestrian safety, speeding, texting and driving, mindfulness and driving, and underage drinking and driving. In April 2023, they ran another paid campaign on Facebook and Instagram to promote teen driver safety, which had an overall reach of 18,760 and an engagement of 229. 40 youth participated in mindfulness practice. In Q3, ten of those participants engaged in a five-minute mindfulness practice and saw improvement in focus and attention while watching a driving scene. Results are still being analyzed and initial results showed improved driving scores and increased level of mindfulness. In September, Safe Alaskans was able to reach an audience of 15,168 with GDL messaging, along with a quiz featured on the Safe Alaskan's website that tests your current knowledge about GDL and how to get a provisional license. 36 participants completed the quiz, 20 of them were parents or caregivers of teen drivers, and 16 were teen drivers or future drivers. They also conducted an online survey of 119 randomly selected parents of 14–18-year-olds in Anchorage. Compared to the past two years, the results show an improvement in knowledge regarding the minimum age at which an adolescent can obtain a provisional and learner's permit license in Alaska, the number of hours of supervised drive time a teen with a learner's permit needs to complete in order to apply for a provisional license and the hours between which a provisionally licensed driver is not permitted to drive.

Budgeted: \$152,021.00

Expended: \$113,463.27

3.9 Distracted Drivers

Problem Statement

Alaska bans all motorists from texting while driving. The state's texting while driving law, which became effective July 1, 2016, reduced the texting-while-driving penalty in cases that do not involve physical injury or death to another person. Under the current law, texting while driving will result in a citation punishable by a \$500 fine, with no threat of jail time. The new law does not change the penalties if a texting-related crash results in injury—the violation escalates to a felony, the maximum fine is \$50,000, and the maximum prison sentence is five years. Serious injury crashes carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison.



The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual attitudinal telephone survey, as crash data on distracted driving is unreliable. A component of the survey asks citizens on their opinions of distracted driving in the state that creates a solid quantifiable data metric for tracking motorists' behavioral attitudes and actions towards distracted driving in the state.

Performance Target

1. Increase perceived risk of being involved in a collision if texting while driving from 74 percent (2021 attitudinal survey result for those who responded “likely” or “very likely”) to 77 percent by 2023.

Projects and Funding

The FFY2023 HSP included a number of distracted driver safety projects to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

The 2023 attitudinal survey indicated that 71 percent of respondents responded “likely” or “very likely” as their perceived risk of being involved in a collision if texting while driving. Although this performance metric failed to reach the target of 77 percent in FFY2023, this same survey question showed a decrease in the percentage of people who noted “unlikely” or “very unlikely” from eight percent in 2021 to six percent in 2023. The AHSO plans to work with the communications contractor to review in more detail the responses to the telephone survey questions regarding distracted driving and develop new distracted driving messaging and methods of message delivery to the public for the FFY2024 HSP.

3.10 Traffic Records

Problem Statement

Timely, accurate, complete, uniform, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska’s roadway system. An assessment of Alaska’s traffic records system was completed in 2022, and a new five-year traffic records strategic plan was developed by the Alaska Traffic Records Coordinating Committee (ATRCC); of which AHSO is a member. The plan calls for ongoing coordination among all stakeholders in support of initiatives and projects that improve the quality of the State’s traffic records systems.

Performance Targets

The performance targets (referred to as objectives in the five-year traffic records strategic plan), which directly relate to activity in the FFY2023 HSP, include the following:

- **2.3**—Improve the timeliness of the Citation/Adjudication Data System.
- **3.1**—Improve the accuracy of Crash Records Data System records.
- **3.4**—Improve the accuracy of the Citation/ Adjudication Data System data.
- **4.1**—Improve the completeness of the Crash Records Data System data.
- **4.3**—Improve the completeness of the Citation/Adjudication Data System data.
- **5.2**—Improve the uniformity of the Citation/Adjudication Data System.

Projects and Funding

The FFY2023 HSP included traffic records projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in FFY2023 served to improve the timeliness, accuracy, completeness, uniformity, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded, which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system.

Project Descriptions

Project Title: Anchorage Crash and Injury Surveillance Data Linkage (405c-M3DA-23-00-FA(C))

Project Description: This project marked the transition from proof of concept, through prototype, to developmental implementation. This accomplishment signaled achievement of the Project's main and most essential goal—linkage of trauma registry data to appropriate crash records. In FFY2023, 2021 Alaska Trauma Registry (ATR) data were linked to Anchorage 12-200 crash reports. The linked dataset was cleaned up to make analyses easier and more robust. There were challenges in accessing other data sets to add in, and they are working with Nathan Belz at the University of Alaska Fairbanks to learn about the attempts to link rural crash reports with rural injury data. This might be an opportunity for the ATRCC to educate data owners about the value and legitimacy of linking de-identified data. Additional work will continue such as, cleaning up the linked data set, adding citation data and requesting 2022 data.

Budgeted: \$104,917.00

Expended: \$104,806.05

Project Title: Crash Data Entry Services (405c M3DA-23-00-FA(B))

Project Description: The AHSO awarded a contract to Axion Data to reduce the current crash data backlog at DOT&PF for FFY2022 and 2023. At the time of reporting, the backlog has been resolved with all of 2018, 2019, 2020, 2021, and 2022 crashes entered, and the entry of 2023/24 crashes is underway, in total they processed approximately 12,373 crash reports. Data entered is now being checked for errors and duplicates by the Crash Data Manager and Crash Data Research Analyst.

Budgeted: \$248,170

Expended: \$63,377.69

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-23-00-FA(A))

Project Description: AHSO continues to pay the license and maintenance fees for TraCS, Easy Street Draw, Incident Tool Locator, and other license and maintenance fees, as required by State and local law enforcement agencies. Funding these fees ensures agencies currently using the TraCS Suite of programs continue to do so for crash data collection and traffic citation issuance and its transmittal to the Alaska Court System. AHSO's continued commitment to pay these license fees assures smaller agencies using or contemplating the deployment of TraCS that this long-term operating cost will be covered.

Budgeted: \$110,000.00

Expended: \$106,221.32

3.11 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY2023. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaigns.

Performance Targets

The media program's purpose is to conduct public outreach and support national mobilizations that support AHSO grant activities and meet performance measures in other HSP program areas. The overarching/umbrella campaign focus was Toward Zero Deaths—Everyone Counts on Alaska's Roadways in alignment with the SHSP. The goals of the paid media program were to:

1. Educate roadway users about their roles and responsibilities for safely sharing the road.
2. Change the behavior of all roadway users resulting in a decrease in the incidence of crashes resulting in property damage, injury, and/or death.
3. Increase public awareness of the enforcement of traffic safety laws in an effort to achieve a zero deaths goal.

Projects and Funding

The FFY2023 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s). The Sports Marketing and Educational Traffic Safety Media Buys were implemented again in Alaska in FFY2023.

Performance Results

The Paid Media project activity supported the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY2023 HSP.



Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys 402 PM-23-25-FA(A); 402 PM-23-25-BL(B); 402 PM-23-25-BL(C); 402 PM-23-25-BL(D); 402 PM-23-25-SP23(A); 402 PM-23-25-BL(F); 405d M5PEM-23-01-BL(A); and 405h FHPE-23-00-FA(A)

Project Description: The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY2023 HSP and Alaska's SHSP. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving, speeding, pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint use for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national CIOT and Drive/Ride Sober or Get Pulled Over HVE mobilizations. The creative and media buys were targeted to reach key demographic groups as determined by data analysis (e.g., the parents of teen drivers, males between 18 and 35 years of age, motorist awareness of motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with Alaska's Toward Zero Deaths logo.

Budgeted: \$37,000.00 (Communication Contract); \$200,000 Section 402 (OP and CPS); \$145,000 Section 402 (teen driving); \$243,000 Section 402 (distracted); \$125,000 Section 402 (speed); \$19,000 Section 402 (motorcycle); \$200,000 Section 405h (pedestrian/bike); and \$700,000 Section 405d (Impaired Driving)

Expended: \$37,000.00 (Communication Contract); \$199,343.64 Section 402 (OP and CPS); \$145,000.00 Section 402 (teen driving); \$240,981.62 Section 402 (distracted); \$124,372.60 Section 402 (speed); \$18,822.00 Section 402 (motorcycle); \$198,998.51 Section 405h (pedestrian/bike); and \$697,064.36 Section 405d (Impaired Driving)

Project Title: Special Events and Sports Marketing (Alliance) 402 PM-23-25-FA (G) (Speed); 402 PM-23-25-FA (H) (Impaired); 402PM-23-25-FA (I) (Occupant Protection); 402 PM-23-25-FA (J) (Bike/Ped)

Project Description: The AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events and schools. This project was designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the State, as well as schools which currently are addressed directly in other paid media activities. The messaging for this project was tailored to meet the strategic objectives of the AHSO, and projects were selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. Some of the project's targeted campaigns included:

- **Baseball Campaign.** Six baseball teams in the state provide some of the most well-attended events during the summer months. Alliance implemented a campaign for each of their seasons with a focus on reaching at-risk drivers with an occupant protection message and drivers prone to excessive speed. Alliance promoted the highway safety message with signage at each venue prominently displayed signage with the "Buckle Up, Arrive Alive" message. Each team provided public address announcements with the highway safety message throughout its games to its fans. Alliance set up an interactive display at premium games for each venue during the season. Attendees engaged with interactive elements such as Fatal Vision goggles, an impaired driving simulator, and seat belt checks.

- **Arena Signage.** As some of the most well-attended venues in the state during the winter, Alaska’s premier hockey venues provide great exposure for highway safety messages. Alaska’s largest arenas provide an excellent avenue to reach communities at hundreds of events throughout the year. Aligned around holiday impairment blitzes, Alliance implemented the “Do not Drive Impaired” with interactive displays and premium signage.



- **Alaska State Fairgrounds.** Signage with the “Buckle Up, Arrive Alive” and “Stop Speeding Before It Stops You” messages is posted along one of the most heavily trafficked routes in Alaska on the Glenn Highway and is one of the few billboards in the entire State as it was grandfathered into the Alaska billboard policy. Highway safety messages are rotated consistently throughout all hours of the day. It also serves as entry/exit signage to the Alaska State Fairgrounds and its events throughout the year, drawing 400,000 guests annually. LED billboard signage is seen by 13,400 vehicles per day throughout the year for an estimated total of approximately 5.3 million views by people annually.

- **Choices Matter.** Choices Matter is a life changing in-school program using personal stories and interactive materials to inspire students to make the right choices both behind the wheel and in life. The program visited schools across the state and featured a speaker with a personal story about the impact of speed and the choices everyone makes on the roads. The program uses interactive elements such as Fatal Vision Goggles, a Virtual Reality Impaired Driving Simulator, educational material, and conversation to educate students on the impact they can make throughout the community.



- **Festivals and Community Events.** Alliance promoted highway safety messaging at Alaska’s premier fairs and community events across the State, promoting occupant protection and impaired driving messages. At each event, an interactive display was set up to engage attendees with interactive and educational elements, such as Fatal Vision goggles, a selfie station sharing messages, inflatable cornhole set, and impaired driving simulator.



- **Motorcycle Rides and Rally’s.** Alliance organized and activated an event marketing campaign designed to promote impaired driving and motorcycles awareness messages. Alliance identified eight target-rich locations to promote a safe driving message focused on motorcycle safety, sober riding and speed. Alliance worked with motorcycle-centric locations to set up a highly visible event display and engage patrons with the highway safety message. Alliance scheduled the events, coordinated with the event organizers, designed and produced a display with signage featuring the campaign logos and messaging that was set up in a high traffic location of the event venue. Alliance provided an interactive highway safety display to engage attendees at events.

- **Rodeo Alaska.** The AHSO was a premiere sponsor of Rodeo Alaska. Highway Safety signage was displayed across the state as well as customized public address announcements at each event, and a highway safety display was set up at premium events to engage attendees.
- **Youth Traffic Safety Ads.** Memorial Day to Labor Day provides the 100 deadliest days for teens on the roadways. To promote safe driving habits and traffic safety awareness, Alliance produced teen advertisements focused on speed, distracted driving, occupant protection, and impaired driving. The ads were then tagged with localized recordings from teen leaders around the state, furthering the message by promoting ads to localized communities from their peers. The ads were promoted on TikTok, Youtube, Facebook, Spotify, Instagram and Snapchat, and extremely well received, with over 2 million impressions and engagements from around the state.



Budgeted: \$302,000 (speed); \$184,000 (impaired); \$162,000 (occupant protection); \$24,000 (bike/ped)
Section 402

Expended: \$302,000 (speed); \$184,000 (impaired); \$150,000 (occupant protection); \$24,000 (bike/ped)
Section 402

3.12 Planning and Administration

Problem Statement

The AHSO serves as the primary agency responsible for ensuring the State’s behavioral and traffic records highway safety concerns are identified and addressed through the development and implementation of data-driven and evidence-based countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data-driven includes strategic partners and stakeholders and addresses the State’s specific safety characteristics.

Performance Targets

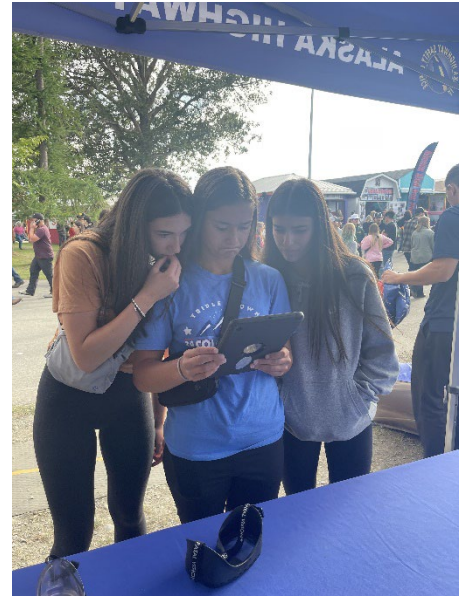
1. Deliver the FFY2022 Annual Report by December 30, 2022.
2. Conduct a Stakeholders’ meeting to receive input for development of the FFY2024–2026 HSP.
3. Deliver the FFY2024–2026 HSP by July 1, 2023.

Performance Results

All of the three performance targets for Planning and Administration were met: development and delivery of the Annual Report and FFY2024–2026 HSP. Considerations are being made for conducting another statewide Highway Safety Conference next year, or potentially holding a virtual conference.

Projects and Funding

The FFY2023 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0, and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).



Project Descriptions

Project Title: AHSO Operations/Planning and Administration (402 PA-23-00-FA) and 402 PA-23-00-BL

Project Description: The AHSO serves as the primary agency responsible for ensuring that the State’s highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures. In FFY2023, the staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State’s specific safety characteristics. Funded personnel costs; operating costs; travel expenses; conferences and training; advertising memberships (e.g., GHSA); supplies; equipment costs.

Budgeted: \$300,000

Expended: \$353,848.65 (*did not overspend obligated funds, HSP was not updated with additional funds*)

Project Title: AIPC Attitudinal Survey (402 SA-23-19-SP(A))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with Hays Research Group LLC (HRG) to obtain thoughtful answers from respondents while avoiding instrument bias. The Center for Safe Alaskans designed the survey tool and worked with HRG to conduct the survey. Additional results of the survey are detailed in Section 4.0.

Budgeted: \$36,500

Expended: \$33,762.75

Project Title: Alaska Highway Safety Summit (402 PT-23-06-FA(D))

Project Description: The AHSO did not host a follow-up to its early 2020 Alaska Highway Safety Summit due to the ongoing concerns of COVID-19. As social gathering restrictions and the pandemic subsided, the AHSO hopes to hold the summit in the near future.

Budgeted: \$100,000.00

Expended: \$0.00

4.0 Attitudinal Phone Survey—2023

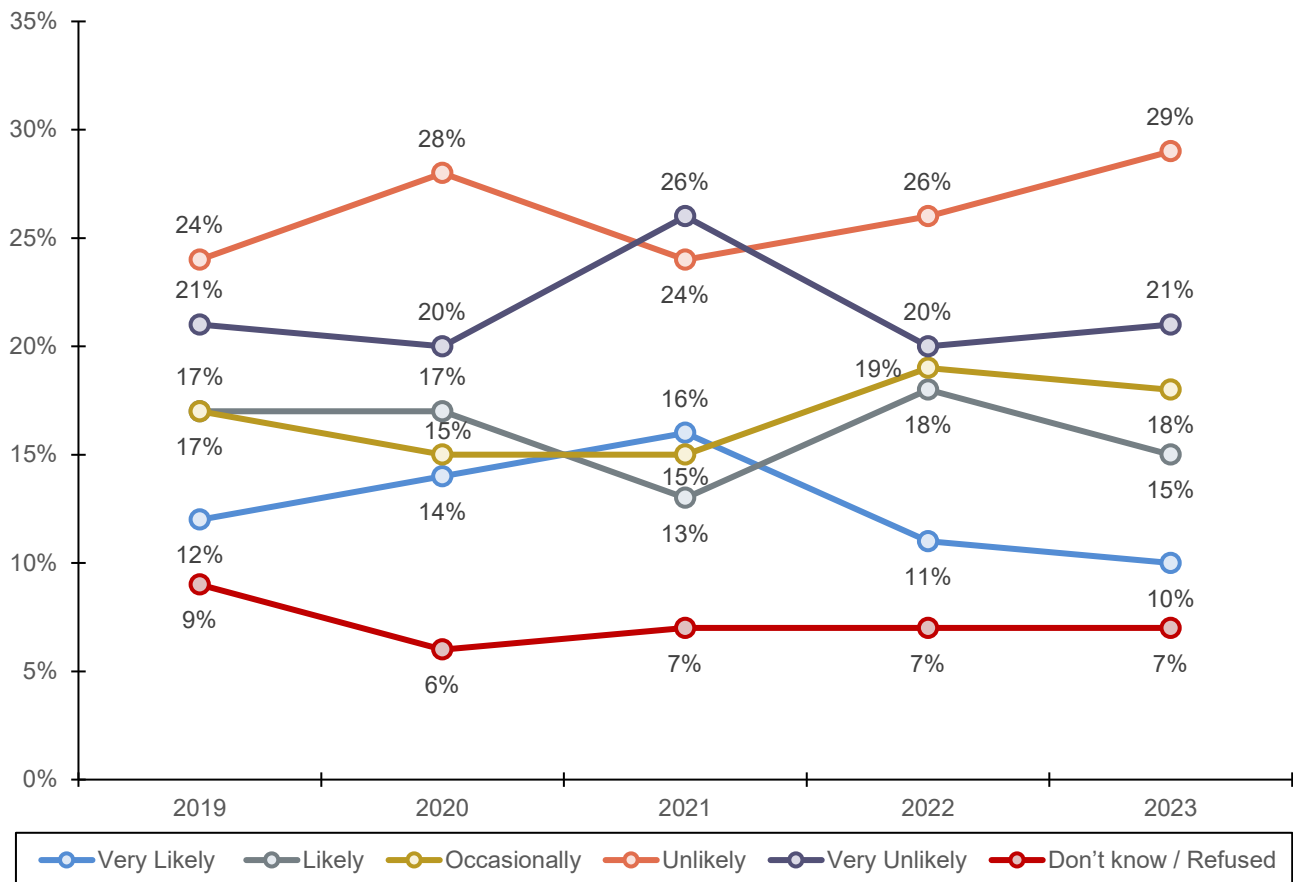
The Center for Safe Alaskans, in conjunction with Hays Research Group LLC, designed and implemented the 2023 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions, which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted during September 2023 and averaged 12 minutes in length. The random sample of 392 (n = 392) was drawn from randomly selected drivers. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to State population figures within the margin of errors. The survey included both multiple choice and open-ended questions and the interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

4.1 Survey Findings and Highlights

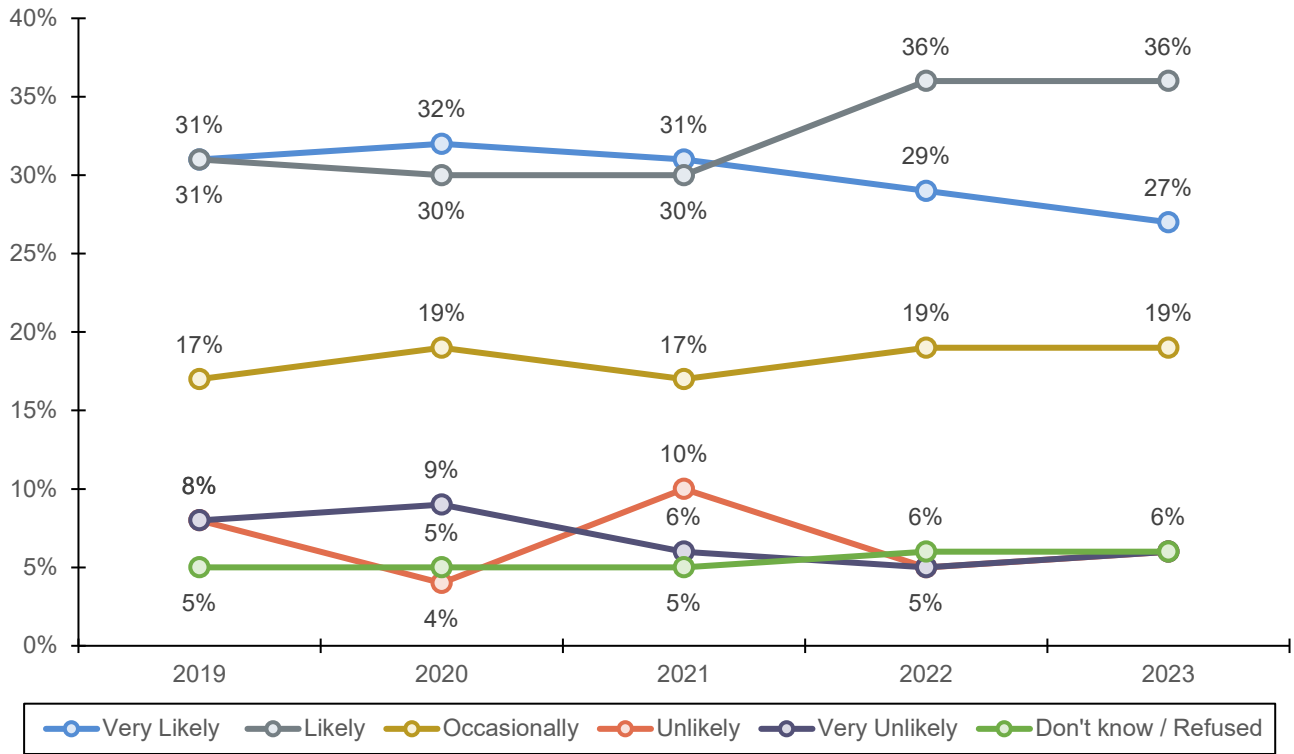
The following findings from the 2023 traffic safety telephone survey are from the executive summary of the report.

Figure 4.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”



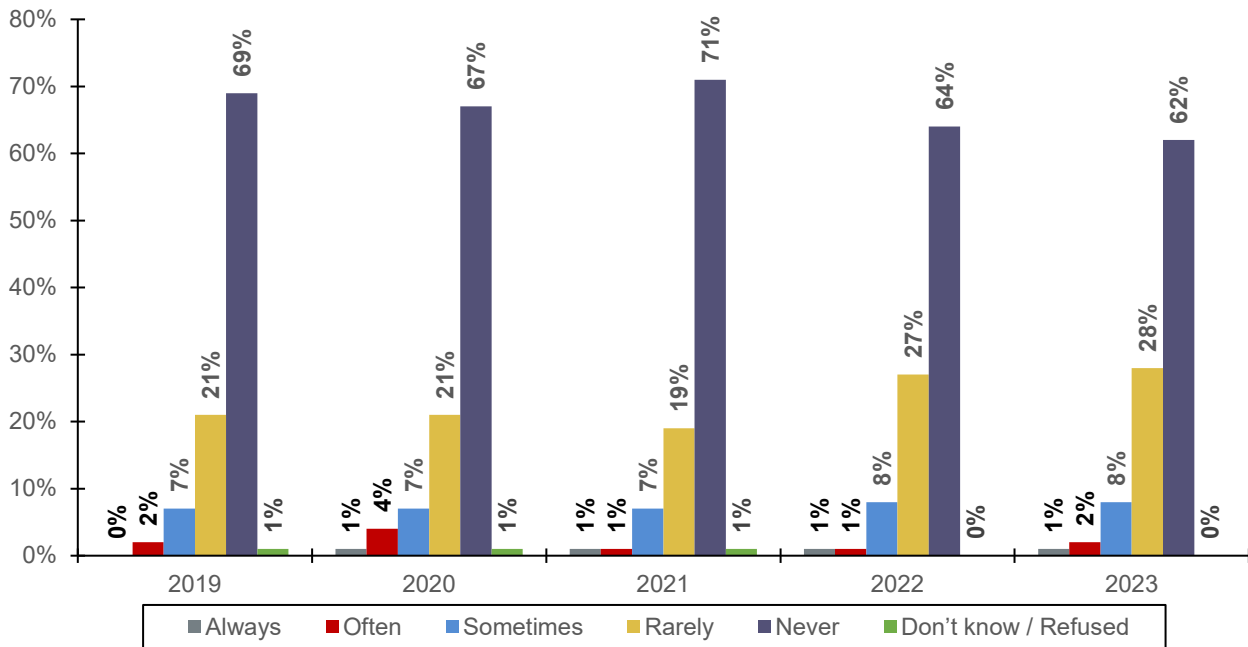
Source: Center for Safe Alaskans: 2023 Transportation Attitudinal Survey.

Figure 4.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Center for Safe Alaskans: 2023 Transportation Attitudinal Survey.

Figure 4.3 Survey Responses: “How often do you read or send text messages while driving your car?”



Source: Center for Safe Alaskans: 2023 Transportation Attitudinal Survey.

2023 Survey Demographics

- 53 percent of respondents were males, and 47 percent were females.
- 42 percent of the sample were college graduates.
- 80 percent identified as Caucasian and 14 percent non-Caucasian.

5.0 Alaska Observation of Seat Belt Use

The AHSO, as required by NHTSA, conducted an observational study in 2023 of driver and front seat outboard passenger seat belt use. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2023 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Due to the health and travel restrictions of COVID-19, the AHSO decided not to conduct the observational seat belt survey in 2020.

The 2023 observations took place from June 12 through July 26, 2023, in Anchorage, Juneau, Kenai, Fairbanks North Star Borough, and Matanuska-Susitna Boroughs. Observation sites were selected according to NHTSA's criteria based on data from the Alaska FARS and Alaska DOT&PF. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. A total of 74,646 vehicle occupant drivers and outboard passengers were observed. Of those observed, 84 percent were drivers and 16 percent were passengers. Of the observed vehicles, about 40 percent were SUVs, 33 percent trucks, 21 percent cars, and 6 percent vans. Over half (56.1 percent) of vehicles observed were in the Municipality of Anchorage. The observed seat belt usage rate for 2023 was 95.2 percent.

5.1 2023 Observational Seat Belt Findings

- Seat belt use rate varied by vehicle type:
 - Car—95 percent.
 - SUV—96.8 percent.
 - Truck—93.1 percent.
 - Van—95.9 percent.
- Seat belt use varied by region observed:
 - Anchorage—98.3 percent.
 - Fairbanks—94.4 percent.
 - Juneau—96.4 percent.
 - Kenai—85.2 percent.
 - Matanuska-Susitna—88.8 percent.
- Handheld cell phone use also was observed at 3.6 percent.

6.0 Paid Media Report

Alaska’s Highway Safety Coordinated Media program is managed through a contract with media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 6.1 details the FFY2023 paid media buys coordinated by Walsh Sheppard; and includes media type, audience size, evaluation results, and total paid by media source, as developed in the Communications Plan approved by AHSO.



Table 6.1 FFY2023 Paid Media

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
TEEN/NOVICE DRIVER								
Teen Driver Safety Week—October 16–22, 2022								
WS: 5 Ways to Arrive Alive	Streaming TV	X	X	126,634	40,071	X	X	\$5,000.00
WS: 5 Ways to Arrive Alive	Digital	X	X	765,608	79,250	5,525	0.72%	\$10,500.00
WS: 5 Ways to Arrive Alive; Teen Graduated Driver's License	Radio	506	153	X	X	X	X	\$10,001.00
FY23 Teen Driver Safety—Ongoing Awareness October 2022–September 2023								
WS: 5 Ways to Arrive Alive	TV	1,549	1,363	X	X	X	X	\$12,007.00
WS: 5 Ways to Arrive Alive	Streaming TV	X	X	303,043	X	X	98.34%	\$12,000.00
WS: 5 Ways to Arrive Alive; Teen Graduated Driver's License	Radio	1,033	453	X	X	X	X	\$23,550.00
WS: 5 Ways to Arrive Alive	Digital	X	X	3,143,925	192,113	30,124	0.96%	\$40,783.16
FY23 Teen Driver Safety—Radio Traffic Report October 2022–September 2023								
WS: Teen Graduated Driver's License	Radio	2,912	X	X	X	X	X	\$31,184.00
Adjustment								-\$25.16
Total								\$145,000.00
DISTRACTED DRIVING								
Distracted Driving—Ongoing Awareness October 2022–September 2023								
WS: Until Your Ready	Facebook	X	X	1,516,849	481,068	7,379	0.49%	\$14,831.84

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
WS: Until Your Ready	Streaming TV	X	X	455,853	142,469	X	X	\$18,000.00
Ad Council: Let's Take a Break, End of Conversation, Car Talk, Text & Whatever	Radio	2,558	696	X	X	X	X	\$57,670.50
Distracted Driving—NFL & College Football Sept. 2022–January 2023								
WS: Until You're Ready; Ad Council: Good Habit	TV	651	4,003	X	X	X	X	\$72,147.63
Distracted Driving March Madness—March 2023								
Ad Council: Good Habit	TV	32	22	X	X	X	X	\$3,590.00
Distracted Driving—Awareness Month April 2023								
WS: Until Your Ready; Ad Council: Good Habit	Facebook	X	X	792,209	140,191	9,363	1.18%	\$8,382.65
WS: Until Your Ready; Ad Council: Good Habit	Streaming TV	X	X	75,987	16,871	X	93.24%	\$3,000.00
Ad Council: Text & Whatever, End of Conversation	Radio	785	240	X	X	X	X	\$12,024.00
Ad Council: Good Habit, Phone Personalities	TV	797	547	X	X	X	X	\$20,992.00
Distracted Driving Road Tripping—May 2023								
WS: Until Your Ready; Ad Council: Good Habit	TV	302	498	X	X	X	X	\$25,618.00
WS: Don't Drive Distracted	KTUU Web	X	X	352,863	X	1,475	0.42%	\$4,725.00
Total								\$240,981.62
SPEED								
Speed: Ongoing Awareness Campaign Oct. 2022–Sept. 2023								
WS: Worth the Wait, Not So Fast; Ad Council: Consequences, Look at the Damages	Digital	X	X	1,771,699	716,865	53,726	3.03%	\$16,957.60
Ad Council: Life's Too Short; WS: Own the Road	Radio	931	265	X	X	X	X	\$20,262.00
Ad Council: Consequences, Look at the Damages	Streaming TV	X	X	404,917	X	X	98.42%	\$16,000.00
Ad Council: Consequences, Look at the Damages	TV	1,662	1,327	X	X	X	X	\$29,528.00
Speed—Iron Dog Sponsorship—February 2023								
WS: Worth the Wait, Not So Fast; Ad Council: Consequences, Look at the Damages	Digital	X	X	164,805	X	167	0.10%	\$450.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
Ad Council: Life's Too Short; WS: Own the Road	TV	103	68	X	X	X	X	\$7,425.00
Speeding—Fishing Report—May 2023								
WS: Worth the Wait; Speeding Prevention	Digital	X	X	600,564	X	1,416	0.24%	\$7,110.00
Ad Council: Consequences, Look at the Damages	TV	114	332	X	X	X	X	\$26,640.00
Total								\$124,372.60
PEDESTRIAN/BICYCLE SAFETY								
Pedestrian Safety Awareness Month—October 2022								
WS: We All Share the Road	Radio	1,489	387					\$30,380.00
WS: Pedestrian ABCs	Streaming TV	X	X	123,822	30,711		96.91%	\$4,999.99
WS: Pedestrian ABCs	TV	751	319					\$5,000.00
WS: Pedestrian ABCs, We All Share the Road Static	Digital	X	X	565,150	60,272	4,358	0.77%	\$4,000.00
Ongoing Pedestrian Safety—November 2022–September 2023								
WS: Pedestrian ABCs, Bike Safety Winter, Ped Safety Summer, We All Share the Road	Digital	X	X	2,382,518	519,940	14,652	0.61%	\$14,981.56
WS: We All Share the Road	Radio	1,090	441	X	X	X	X	\$23,540.00
WS: Pedestrian ABCs, Ped Safety Summer, Bike Safety Winter	Streaming TV	X	X	983,896	481,401	X	97.52%	\$31,999.96
WS: Pedestrian ABCs, Ped Safety Summer, Bike Safety Winter	TV	3,862	3,113	X	X	X	X	\$59,847.00
Ped Safety—Iditarod March 2023								
WS: Bike Safety Winter	TV	106	129	X	X	X	X	\$10,447.00
WS: We All Share the Road Static	Digital	X	X	174,663	X	210	0.12%	\$803.00
Ped Safety—Academy Awards March 2023								
WS: Bike Safety Winter	TV	14	X	X	X	X	X	\$3,100.00
Ped Safety—NBA Playoffs—April 2023								
WS: Pedestrian ABCs, Bike Safety Winter	TV	80	X	X	X	X	X	\$9,900.00
Total								\$198,998.51

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
OCCUPANT PROTECTION								
CIOT—Ongoing Seatbelt Safety Awareness—October 2022–September 2023								
Ad Council: Headlines; W S: CIOT Static	Digital	X	X	947,072	273,663	8,309	0.88%	\$9,364.21
Ad Council: Not Visible, Car Talk	Radio	919	487	X	X	X	X	\$23,566.00
Ad Council: Headlines	Streaming TV	X	X	901,669	29,982	X	98%	\$9,937.42
Ad Council: Headlines	TV	2,288	2,040	X	X	X	X	\$32,549.00
Child Passenger Safety Ongoing Awareness October 2022–September 2023								
Ad Council: Secure Your Child's Future, Know It All; W S: Kids Don't Come With Manuals Static	Digital	X	X	3,299,371	48,688	15,672	0.47%	\$22,391.59
CPS Holiday Special Package—December 2022–January 2023								
Ad Council: Know It All	TV	201	580	X	X	X	X	\$10,325.00
CPS Awareness Week—September 2023								
Ad Council: Let Me Ask	Radio	595	176	X	X	X	X	\$13,609.00
Ad Council/NHTSA: Save the Date, Road Trip Map, National Car Seat Check Saturday, Nail the Big Stuff, Did You Know, Celebrate CPS Week, Car Seat Timeline, Back to School to Do, Gabby's Dollhouse	Digital	X	X	238,033	62,906	1,819	0.76%	\$1,982.75
Ad Council: Gabby's Dollhouse	TV	X	X	45,573	13,689	X	X	\$1,800.00
Ongoing Occupant Protection—October 2022–September 2023								
W S: Occupant Protection Is For Everyone	Digital	X	X	1,643,252	476,715	15,932	0.97%	\$15,010.99
W S: Occupant Protection Is For Everyone	Radio	1,181	306	X	X	X	X	\$25,333.00
W S: Occupant Protection Is For Everyone	Streaming TV	X	X	402,538	228,438	X	98.23%	\$16,500.00
W S: Pedestrian ABCs & Occupant Protection Is For Everyone	TV	1,949	1,969	X	X	X	X	\$17,500.00
Total								\$199,868.96

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
IMPAIRED								
Halloween Awareness—October 2022								
Ad Council: You Can Run But You Can't Drive High	Streaming TV	X	X	43,310	11,180	X	X	\$1,500.00
W S: Halloween Impaired Static	Digital	X	X	199,326	42,457	2,866	1.44%	\$4,000.00
Ad Council: You Can Run But You Can't Drive High	TV	208	175	X	X	X	X	\$1,990.00
Holiday Impaired—November 2022–January 2023								
W S: Don't Wreck the Holidays	Digital	X	X	1,443,708	184,855	8,734	0.60%	\$10,040.54
W S: Don't Wreck the Holidays	Radio	345	45	X	X	X	X	\$11,353.00
W S: Don't Wreck the Holidays; Ad Council: Trying to Sober Up, For the Stans, Legend	TV	881	646	X	X	X	X	\$12,057.00
Ongoing Impaired Driving Awareness—January–June 2023								
Ad Council: Trying to Sober Up, Feel Different, Drive Different; W S Drive High, Get a DUI-Snail, Buzed Consequences, Drunk Social Norms, High Norms, High Consequences, Buzed Social Norms, Drunk Consequences	Digital	X	X	3,824,323	618,133	37,741	0.99%	\$32,042.17
Ad Council: Excuses Are Cheap, One More	Radio	1,387	493	X	X	X	X	\$34,466.00
W S: Winter Impaired, Superhero, Summer Rain; Ad Council: Warning Signs BBQ	TV	1,649	1,545	X	X	X	X	\$16,605.00
Labor Day HVE—August/September 2023								
W S: Buzed Consequences, Drunk Social Norms 1, High Social Norms, Buzed Social Norms, Drunk Consequences, Drive High, Get a DUI; Ad Council: Trying to Sober Up, Feel Different, Drive Different	Digital	X	X	1,216,316	135,056	10,527	0.87%	\$7,669.91
Ad Council: If You Feel Different, You Drive Different	Radio	425	134	X	X	X	X	\$10,559.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
Ad Council: Catch a Ride, Trying to Sober Up, For the Stans, Warning Signs BBQ; W S: Summer Rain	TV	585	313	X	X	X	X	\$5,972.00
NFL Sponsorship, Pro Bowl Games, Superbowl—October 2022–February 2023; Aug–Sept 2023								
Ad Council: For the Stans, Trying to Sober Up, Legend, Catch a Ride; W S: Superhero	TV	730	5,911	X	X	X	X	\$170,213.34
College Football Sponsorship—October–December 2022								
Ad Council: For the Stans, Trying to Sober Up, Legend	TV	68	71	X	X	X	X	\$10,499.50
World Series—October–November 2022								
Ad Council: For the Stans, Trying to Sober Up, Legend	TV	18	30	X	X	X	X	\$7,050.00
NBA Sponsorship—December 2022–March 2023								
Ad Council: Legend, Trying to Sober Up, For the Stans	TV	17	0	X	X	X	X	\$3,825.00
NHL Sponsorship & Stanley Cup Playoffs—October 2022–June 2023								
Ad Council: Trying to Sober Up, Buzzed Warning Signs BBQ; W S: Superhero, Summer Rain	GCI	903	3,144	X	X	X	X	\$36,677.50
NBA March Madness Sponsorship—March 2023								
W S: Winter Impaired, Superhero; Ad Council: Ask the Lawyer	TV	586	356	X	X	X	X	\$13,552.50
St. Patrick's Day Awareness—March 2023								
W S: Don't Test Your Luck	Radio	858	126	X	X	X	X	\$12,582.00
W S: Don't Test Your Luck, Find a Ride, Help a Friend	Digital	X	X	287,981	44,416	3,467	1.20%	\$2,000.00
4/20 Drive High Prevention—April 2023								
Ad Council: It's Not Okay	Radio	388	130	X	X	X	X	\$12,000.00
Ad Council: Feel Different, Drive Different; W S: Drive High-Snail	Digital	X	X	307,619	139,047	3,949	1.28%	\$2,982.90
Memorial Day Impaired HVE—May–June 2023								
Ad Council: One More	Radio	484	157	X	X	X	X	\$11,880.00
Ad Council: Feel Different Drive Different	Digital	X	X	256,957	89,233	4,132	1.61%	\$2,500.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	Ctr, Cpsu, Vtr	Expenditures
4th of July Impaired Driving Prevention—July 2023								
W S: Summer Rain, 4th of July Static	Digital	X	X	204,478	57,888	3,387	1.66%	\$2,000.00
Ad Council: One More	Radio	517	149	X	X	X	X	\$12,000.00
Ongoing Impaired Driving Prevention Streaming TV—October 2022–September 2023								
Ad Council: For the Stans, Warning Signs BBQ, Trying to Sober Up; W S: Don't Wreck the Holidays	Streaming TV	X	X	4,535,553	1,183,488	X	97.05%	\$99,547.00
KTUU Newshour Sponsorship—October 2022–September 2023								
W S: Impaired Driving Prevention Static	Digital	X	X	1,093,881	X	816	0.07%	\$11,700.00
Ad Council: Trying to Sober Up, Buzzed Warning Signs, Catch a Ride; W S: Summer Rain	Streaming TV	X	X	195,215	93,597	X	98.30%	\$11,700.00
Ad Council: Trying to Sober Up, Buzzed Warning Signs, Catch a Ride, The Legend, Stand Alone; W S: Superhero, Summer Rain	TV	250	1,217	X	X	X	X	\$126,100.00
Total								\$697,064.36
MOTORCYCLE								
Motorcycle Safety Awareness Month—May 2023								
W S: We All Share the Road	Radio	850	140	X	X	X	X	\$18,822.00
AGENCY SERVICES								
Campaign planning, monitoring, adjusting, reporting								\$37,000.00
Agency Time/Services Provided at No Cost								\$25,508.00
Video/Radio Production Provided at No Cost: Pedestrian Safety Video; Biking Safety Video								\$15,000.00

7.0 Financial Summary

Table 7.1 Financial Summary of FFY2023 Expenditures

Projects	Funding	Source	Actual Expenditures
AST Speeding Fatality Reduction	\$484,000.00	402	\$73,239.30
Anchorage Police Department Glenn Highway Speed Reduction	\$192,702.00	402	\$192,523.75
AIPC (DBA Center for Safe Alaskans)—Older Adult Drivers (CarFit)	\$56,600.00	402	\$58,947.53
AIPC (DBA Center for Safe Alaskans)—Child Passenger Safety (CPS)	\$203,304.00	402	\$175,039.34
AIPC (DBA Center for Safe Alaskans)—Young Driver	\$152,021.00	402	\$113,463.27
AIPC (DBA Center for Safe Alaskans)—Bicycle and Pedestrian Safety	\$110,080.00	402	\$104,012.08
CIOT Enforcement	\$175,000.00	402	\$129,745.65
Communications Contractor	\$37,000.00	402	\$37,000.00
Educational/Safety Media Buys (Impaired Driving)	\$700,000.00	405d	\$697,064.36
Educational/Safety Media Buys (OP & CPS)	\$200,000.00	402	\$199,343.64
Educational/Safety Media Buys (Teen Driving)	\$145,000.00	402	\$145,000.00
Educational/Safety Media Buys (Distracted)	\$243,000.00	402	\$240,981.62
Educational/Safety Media Buys (Speed)	\$125,000.00	402	\$124,372.60
Educational/Safety Media Buys (Motorcycle)	\$19,000.00	402	\$18,822.00
Educational/Safety Media Buys (Pedestrian/Bicycle)	\$200,000.00	405h	\$198,998.51
Highway Safety Summit	\$100,000.00	402	\$0.00
Planning and Administration	\$300,000.00	402	\$353,848.65**
Statewide LEL (Impaired Driving)	\$80,000.00	402	\$71,451.59
Attitudinal Survey	\$36,500	402	\$33,762.75
Toxicology Services	\$240,000.00	402	\$240,000.00
Fairbanks Safe Rider	\$129,324.00	405b	\$104,904.23
Mat-Su CPS Program	\$23,163.00	405b	\$0.00
Safe Kids Kenai	\$38,868.00	405b	\$38,867.84
OPUS	\$40,000.00	405b	\$40,280.06
Statewide CPS Coordinator	\$40,000.00	405b	\$39,662.02
Statewide CPS Co-Coordinator	\$40,000.00	405b	\$29,270.73
AIPC (DBA Center for Safe Alaskans) Data Linkage	\$104,917.00	405c	\$104,806.05
Crash Data Entry Services	\$248,170.00	405c	\$63,377.69
TraCS License Fee	\$110,000.00	405c	\$106,221.32
Anchorage PD Impaired Driving Unit	\$1,699,000.00	405d/164	\$1,145,908.61
Fairbanks PD Traffic Enforcement Unit (DUI)	\$114,000.00	405d	\$0.00
HVE DUI	\$250,000.00	405d	\$116,848.25
Special Events and Sports Marketing (Speed)	\$302,000.00	402	\$302,000.00
Special Events and Sports Marketing (Impaired)	\$184,000.00	402	\$184,000.00
Special Events and Sports Marketing (Occupant Protection)	\$162,000.00	402	\$150,000.00
Special Events and Sports Marketing (Bike/ped)	\$24,000.00	402	\$24,000.00
Statewide DRE Program	\$290,000.00	405d	\$91,920.31
Indirect Cost Allocation Plan (ICAP)	\$500,430.37	402, 405(b), (c), (d), (h)	\$404,411.99