State of Alabama Fiscal Year 2023 Annual Report

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Executive Summary

Organizational Placement and Major Functions of AOHS

Many state and local agencies within Alabama are involved in the various aspects of traffic safety. It is the responsibility of the Alabama Office of Highway Safety (AOHS), to work with these agencies in providing a coordinated and unified approach to traffic safety. AOHS, which is located within the Law Enforcement and Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA), is structurally organized directly under the Governor of Alabama.

AOHS works together with state and local agencies to coordinate the variety of programs that are implemented. The major agencies that provide a consensus of inputs include (but are not limited to): the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies, the Alabama Department of Transportation (ALDOT), the Alabama Department of Revenue Motor Vehicle Division, the Alabama Department of Public Health (ADPH) and the Alabama Administrative Office of the Courts (AOC). It is the primary goal of these, along with dozens of volunteer and private traffic safety groups, to work together to save lives and reduce the suffering caused by motor vehicle collisions.

The National Highway Traffic Safety Administration (NHTSA) is the Federal agency, and AOHS operates within the Section 402 Program it administers. Their role is to provide oversight and funding to the various traffic safety projects that are eligible for this support throughout the state. The various projects will be detailed below in this Annual Report.

Alabama strives to implement those programs that are shown by evidenced-based, data-driven analyses to be effective in accomplishing its traffic safety goals. For example, several approaches are used to allocate focused enforcement efforts to areas that have been determined by crash records analyses to have higher than expected crashes in the higher severity classifications. Other special efforts include innovative evidence-based programs to deal with distracted driving, impaired driving, and passenger restraint use.

Vision, Mission, and Overall Program Goal

AOHS has worked with the Traffic Safety community in the State to establish the following Vision Statement:

To eliminate all traffic related fatalities by creating the safest possible surface transportation system by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

To promote movement toward its vision the following mission statement was developed for Alabama:

Conduct Evidence-Based Enforcement (E-BE) coupled with Public Information and Education (PI&E) and other supportive countermeasures that will reduce fatalities and injuries by focusing on the locations identified for speed and impaired driving hotspots with additional strong consideration to hotspots where deficiencies in occupant protection and distracted driving are found.

Major efforts in the past have focused on occupant restraints, distracted driving, directing enforcement to speed and alcohol-related hotspots, while maintaining a spirit of teamwork and recognizing the value of diversity. Goals were set for each of these individual related crash causes and severity increasing aspects of the overall traffic environment. While generally, the emphasis is on central themes that have proven over the past to be most fruitful in saving lives, AOHS remains open and is continually searching for new innovations both to improve current countermeasures and to create entirely new approaches.

While these goals aim for long-term, incremental improvement, it is recognized that the loss of each life is a tragedy that should not be tolerated. While the ultimate objective is zero deaths, the state has worked toward this target with incremental goals along the way. In 2006, the goal was: "To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5per 100 million vehicle miles traveled by calendar year 2013." As can be seen from the following table that presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal was quickly met in 2009.

The following table tracks the annual fatality rate per hundred million vehicle miles.

Year	Fatality Rate
2006	1.99
2007	1.81
2008	1.63
2009	1.38
2010	1.34
2011	1.38
2012	1.33
2013	1.31
2014	1.25
2015	1.26
2016	1.56
2017	1.34
2018	1.34
2019	1.36
2020	1.38
2021	1.37

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2009. This goal was met and maintained well until 2016. According to preliminary state data, the rate increased dramatically in 2016. While it is too soon to truly evaluate what is causing the decrease from one year to the next, there is evidence to suggest increased enforcement from local law enforcement agencies has helped drive down fatalities.

Reducing the number of speed and impaired-driving related crashes while increasing the use of appropriate restraints has been shown in the past to produce the maximum benefit for the resources that are dedicated to traffic safety. These lessons from the past need to be extended in the future because there are still considerable benefits that can be attained by these programs. It is important to recognize that most fatalities are caused by the *choice* to speed, drive impaired, use an electronic device, or not buckle up (quite often combinations of the four). By changing driver and occupant behavior, the number of hotspot locations will be reduced, and overall traffic safety will be improved.

The highest-level strategic program goal is as follows:

To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2011 as a base year, through 2035).

This is a 25-year goal that was announced for the FY 2012 HSP on the CY 2011 baseline. Because of the long-term nature of this goal, annual reviews have to this point led to the conclusion that there is no reason to alter this approach based on recent findings.

This goal is consistent with the state's acceptance of the concept of Toward Zero Deaths (TZD). This is based on the goal of reducing highway deaths to zero, and the realization that this can only be accomplished by an incremental reduction of fatalities each year. In this regard, AOHS has set a strategic goal of reducing fatalities by 50% over the next 25 years, starting in CY 2012. Based on the 2011 fatality count of 895, this 2% (of the base year) per year reduction would average about 18 fatalities reduced per year.

While an average of 18 fatalities per year might seem a modest number, if this reduction were maintained as the average over a 25-year period it will save more than 5,600 lives, which would be a major accomplishment. The goal here is to continue the downward trend that was established in the 2007–2011 time frame, which reversed the alarming increase in fatalities that preceded 2007. Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25th year it amounts to 4% of the previous year.

The following table tracks the 2% per year for the three-year running average.

Time Frame	Three Year Average	Differential	Percent Decrease	Goal Achieved?
2011-2013	871	---	---	
2012-2014	846	25	2.8%	Yes
2013-2015	841	5	0.6%	No
2014-2016	918	-77	-9.2%	No
2015-2017	960	-42	-4.6%	No
2016-2018	995	-35	-3.6%	No
2017-2019	944	51	5.28%	Yes
2018-2020	939	5	0.5%	No
2019-2021	949	-10	-1.1%	No

It is now recognized a major part of the extremely large reduction was due to a recession in the economy coupled with higher fuel prices. This is not to say that traffic safety efforts during this period did not play a part. However, the uniformity of the program over this time frame would indicate that the underlying part that they played was no more than what would be expected. Examinations of later years, including 2020 and beyond will also surely reveal environmental influences on trends.

Tables 3a and 3b present a summary of all crashes for the Calendar Years 2013-2022 with Alabama Data.

Table 3a. Summary of All Crashes – CY 2013-2017 Alabama Data

Performance Measures	2013	2014	2015	2016	2017
Fatal Crashes	745	737	739	992	857
Percent Fatal Crash	0.59%	0.55%	0.50%	0.64%	0.55%
Injury Crashes	26,810	28,019	30,858	32,561	32,240
Percent Injury Crashes	21.15%	21.04%	20.93%	20.89%	20.53%
PDO Crashes	100,675	100,319	111,674	118,268	119,397
Percent PDO Crashes	79.43%	75.33%	75.74%	75.89%	76.05%
Total	126,740	133,175	147,452	155,851	156,993

Table 3b. Summary of All Crashes – CY 2018-2022 Alabama Data

Performance Measures	2018	2019	2020	2021	2022
Fatal Crashes	866	844	853	885	907
Percent Fatal Crash	0.54%	0.53%	0.64%	0.58%	0.63%
Injury Crashes	32,172	31,393	26,391	28,187	26,279
Percent Injury Crashes	20.14%	19.78%	19.69%	18.55%	18.22%
PDO Crashes	122,401	122,256	103,294	118,876	113,676
Percent PDO Crashes	76.67%	77.04%	77.06%	78.23%	78.80%
Total	159,655	158,687	134,040	151,954	144,258

Program Area- Planning and Administration

Overview

To manage the Alabama Office of Highway Safety's (AHSO) programs, staff are employed at the state level. Planning and Administration (P&A) costs are those direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan (HSP). Costs include salaries and related personnel benefits for the Governor's Representative and for other technical, administrative, and clerical staff. P&A costs also include office expenses such as travel, equipment, supplies, rent and utilities necessary to carry out the functions of the office. The level of funding to accommodate the state office's needs is evaluated each year, just as in other program areas.

Performance Measures

Projects under Planning and Administration do not directly affect the performance measures listed in the FY 23 HSP for Alabama. However, the activities conducted by administrators and grant staff in these programs support the activities of the AOHS.

Planning and Administration

Total Fiscal Year 2023 Expended Funds – $ 285,059.60
Funding Source – FAST Act Section 402

P & A will include both direct and indirect costs for personnel with their associated costs. Personnel in the direct cost category include the Highway Safety Unit Chief who spends 100% of her time with NHTSA programs, as well as the Justice Programs Unit Chief who will spend approximately 25% of his time on highway traffic safety related issues. Additionally, time spent by program management staff on public participation and engagement activities will be directly charged as P & A. Personnel in the indirect cost category will use ADECA Indirect Cost Rate, which includes the LETS Division Chief/GR, an Administrative Assistant, the LETS Accounting Unit Manager and one Accounting Staff Member devoted to highway traffic safety. All P & A costs will be split 50% Federal and 50% State.

Community Traffic Safety Programs

Total Fiscal Year 2023 Expended Funds – $801,531.88
Funding Source – FAST Act Section 402

There are four Community Traffic Safety Program (CTSP) regions in Alabama. These regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the AOHS is awarded to these regions for disbursement through professional service agreements to municipal, county and state law enforcement agencies. Also, there is a State Highway Safety Program Supervisor as well as

two Program Managers who will work as a centralized point of contact for regional CTSP/LEL offices, Training Programs, and administers the Public Engagement activities for the highway safety office.

The CTSP regions participated in four statewide enforcement campaigns in 2023. The campaigns included a year-round Selective Traffic Enforcement Program, with multiple focus areas including speeding, impaired driving, and restraint deficient crash location data, as well as an additional High Visibility Enforcement campaign focused on impaired driving was also active. While the impaired driving campaign is conducted year-round, there are heightened, "peak" periods of activity coupled with paid media campaigns during Christmas and New Year holidays, and the Fourth of July period. The regions also participated in the Click It or Ticket and Drive Sober or Get Pulled Over enforcement campaigns that took place during Memorial and Labor Day holiday periods, respectively. Alabama also participated in the statewide speed campaign, Southern Slow Down during the third week in July.

Program Area- Police Traffic Services

Overview

There were four local and one state Selective Traffic Enforcement Program (STEP) projects during the program year. Each of these STEP projects focused on Hotspot crashes and the problem locations that were identified across the state. One STEP project took place in each of the four CTSP/LEL regions and the statewide STEP project was conducted in conjunction with the ALEA. By conducting these STEP projects, additional efforts were focused on the reduction of impaired driving related crashes and speed related crashes.

The enforcement effort is evidence-based, with the objective of preventing traffic violations, crashes, and crash fatalities and injuries in locations most at risk. The enforcement program was continuously evaluated throughout the year by HSO staff, CTSP/LELs, and law enforcement agencies, and the necessary adjustment will be made.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	1000
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5 Year	6,500
2023	C-3) Fatalities/VMT (FARS, FHWA)	2023	5 Year	1.42
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	369
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5 Year	264
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5 Year	266
2023	C-7) Number of motorcyclist fatalities (FARS)	2023	5 Year	78
2023	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2023	5 Year	11
2023	C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	2023	5 Year	134
2023	C-10) Number of pedestrian fatalities (FARS)	2023	5 Year	117
2023	C-11) Number of bicyclists fatalities (FARS)	2023	5 Year	6
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	5 Year	91.7

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data, and a full analysis of the state's progress can be found starting on page 41. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2022 in Alabama, 986 people were killed on the highway, up from the 2021 total of 983 fatalities (FARS). Serious Injuries decreased to 4,836 in 2022 from 5,184 in 2021. Unrestrained Passenger Vehicle Occupant Fatalities increased from 354 in 2021 to 370 in 2022. The State Observed Seat Belt Use Rate was 92.7 % in 2022. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased to 262 in 2022 from 281 in 2021. The number of Speeding-Related Fatalities decreased from 274 in 2021 to 246 in 2022.

Police Traffic Services Programs

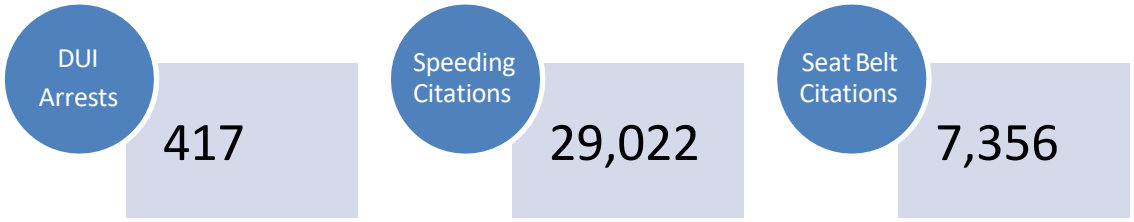
Total Fiscal Year 2023 Expended Funds - $3,416,349.49

Funding Source- FAST Act Section 402

The general implementation strategy of AOHS has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. In the four regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted checkpoints when allowed and saturation/directed patrols during at least one weekend per month.

Within the larger enforcement campaign, AOHS also had their CTSP/LELs participate alongside ALEA in the fourth annual statewide speed initiative, "Southern Slow Down". This week-long innovative partnership among NHTSA Region 4 States has been widely accepted and generally successful. Throughout the year officers worked 86,463 hours total and made a total of 156,056 contacts.

Enforcement Results



*Participating agency list found in Appendix A

Program Area- Occupant Protection

Overview

The major goal of the AOHS Occupant Protection plan is to ensure resources dedicated to occupant protection are allocated in a manner to bring about the maximum traffic safety benefits to the roadway users of the State. The plan considered all restraint programs to be conducted in Alabama over a five-year planning horizon with special emphasis on those that were proposed to be funded under the Section 405b Occupant Protection Grants and Section 402 Grants for FY 2023.

In FY 2023, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, an observational survey evaluation, and Child Passenger Safety training.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	1000
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5 Year	6,500
2023	C-3) Fatalities/VMT (FARS, FHWA)	2023	5 Year	1.42
2023	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2023	5 Year	91.7

Crash Summary

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Click It or Ticket High Visibility Enforcement

Total Fiscal Year 2023 Expended Funds – $ 136,358.06

Funding Source –BIL NHTSA Section 402

Alabama conducted the state's Click It or Ticket (CIOT) High Visibility Enforcement program for a two-week period from May 22 through June 4. In addition to a paid media effort, the enforcement program consisted of members from 83 law enforcement agencies from the municipal to the state level (Municipal Agencies: 53; County Sheriffs: 14; State Police Districts: 16*). The officers worked 4,930 total hours. The total number of all contacts throughout the campaign was 11,186.

Click It or Ticket Paid Media Campaign

Total Fiscal Year 2023 Expended Funds - $ 339,410.40

Funding Source-BIL 405b High

The 2023 CIOT Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads May 15-28, which includes the enforcement period.

The CIOT Statewide Mobilization played a critical role in the effort to keep people safe on the state's roads and highways. In the June time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services, gas station toppers, and theater screens were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. Throughout the campaign, Auburn Media Production Group placed 3,187 paid media commercial ads on local and broadcast television and radio stations. There were 3,282,336 digital impressions and 37,164,808 out of home placements in the same time frame.

*Participating agency list found in Appendix A

For the campaign, paid media was engaged based on parameters outlined below:

Media Components

Broadcast Television: The broadcast television buys focused on programming in prime times: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television: The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio: The campaign targeted that same key at-risk group, 18–34-year-olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P- 7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Digital Media: Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify.

Out of Home: Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Out of Home placements ran a total of 40,695,010 exposures.

Evaluation of "Click It or Ticket" 2023

Total Fiscal Year 2023 Expended Funds - $220,218.10
Funding Source- FAST Act Section 405b High

"Click It or Ticket" evaluation was conducted between April 24 and June 15, 2023 in Alabama. Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed, NHTSA-approved, sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after seat belt self-reported usage rates were evaluated through the telephone survey.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. The restraint usage rate based on calculations with the observation data is 91.1 % in 2023, pending NHTSA approval.

Click It or Ticket Team

The 2023 Click It or Ticket campaign was conducted by a partnership of agencies and organizations. The magnitude of the total effort may be gathered from the Table below:

Table 1: Agencies and Organizations in 2023 "Click It or Ticket" Team

Agency/Organization		Primary Efforts
LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ALEA and local law enforcement agencies	Alabama Law Enforcement Agency Local law enforcement agencies	Conducted enforcement for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the "Click It or Ticket" program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.
Research Strategies, Inc.	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre- and post-media observational surveys and involved in recruiting and training personnel to conduct the surveys. Also conducted the phone surveys to evaluate the media campaign.
AMG	Auburn Media Group Auburn, Alabama	Engaged to produce ads, place ads in various media, conduct public relations portion, and support the project.
UA/ATI/CAPS	University of Alabama, Alabama Transportation Institute, Center for Advanced Public Safety	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational and phone surveys. Computed the observational rate and completed NHTSA certification forms.

Research Strategies, Inc. conducted post-telephone interviews after the 2023 CIOT campaign. Random telephone numbers were used until results from a total of 504 complete interviews were collected.

All sixty-seven (N = 67) Alabama counties were sampled. Each of the sixty-seven (67) Alabama counties' sub-samples was proportionately weighted by the population. The subsamples were randomly pulled from the top residential ZIP Codes in each county and weighted within each county by population. This Stratified Sample Matrix offers the survey a demographic/geographic sound sample. Also, it offers a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

Interview Results The most important questions dealt with the respondent's use or non-use of seat belts. This information is captured in Table 2, stratified by gender, age, and race. Results were positive; the most frequent answer was "All of the time." It was given by over 87% of the respondents.

Table 2: Telephone Survey, Frequency of Seat Belt Usage

Respondents	All of the time	Most of the Time	Some of the time	Rarely/Never
Total (N = 501)	**87.4%**	**8.6%**	**2.0%**	**2.0%**
Male (N = 218)	84.9%	11.0%	2.7%	1.4%
Female (N = 283)	89.4%	6.7%	1.4%	2.5%
Age 19-24 (N = 53)	81.1%	11.3%	5.7%	1.9%
Age 25-44 (N = 190)	83.2%	11.0%	2.1%	3.7%
Age 45-64 (N = 174)	92.0%	6.3%	1.7%	0.0%
Age 65 and up (N = 184)	91.6%	6.0%	0.0%	2.4%
White (N = 364)	87.1%	8.2%	2.2%	2.5%
Non-White (N = 124)	89.5%	8.9%	1.6%	0.0%
Hispanic (N = 9)	100.0%	0.0%	0.0%	0.0%

Source: "Seat Belt Tracking Surveys: Alabama 2023" and Banner Reports prepared by Research Strategies, Inc.

Noteworthy points are that following the 2023 campaign:

- 33% of the respondents could remember hearing the "Click It or Ticket" slogan in the past 30 days unaided and 43% could remember it aided.
- 91.55% of those surveyed strongly or somewhat agree that it is important for police to enforce seat belt laws.
- When asked where they saw or heard the Click It or Ticket message, the places with the highest percentage of responses were:
    - Billboard/signs with 35.86%,
    - Cable TV with 23.62% and
    - Interstate message sign boards with 9.62%.

Occupant Protection and Child Restraint Use Observational Surveys

NHTSA issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. The survey plan used represents Alabama's response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant seat belt and child safety restraint use. The plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama's 2023 seat belt survey. There are a total of 338 sites spread over 40 counties. New observation sites must be determined every five years.

The Alabama Transportation Institute at The University of Alabama managed the process of the annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. ATI contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 40 Alabama counties at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 3. These counties and the sites within them were chosen to satisfy the NHTSA guidelines. The observational sites must be reselected every five years according to NHTSA requirements. The sites are selected from the counties with the top 85% of the fatalities from the state. These sites were re-selected and approved by NHTSA in 2023 so this is the first year to use these specific sites.

Table 3: Seat Belt Observation Counties

Pre and Post Surveys				
Autauga	Coffee	Greene	Madison	Talladega
Baldwin	Colbert	Houston	Marshall	Tallapoosa
Blount	Covington	Jackson	Mobile	Tuscaloosa
Butler	Cullman	Jefferson	Montgomery	Walker
Calhoun	Dallas	Lauderdale	Morgan	
Chambers	DeKalb	Lawrence	Pike	
Cherokee	Elmore	Lee	Russell	
Chilton	Escambia	Limestone	Shelby	
Clarke	Etowah	Macon	St. Clair	

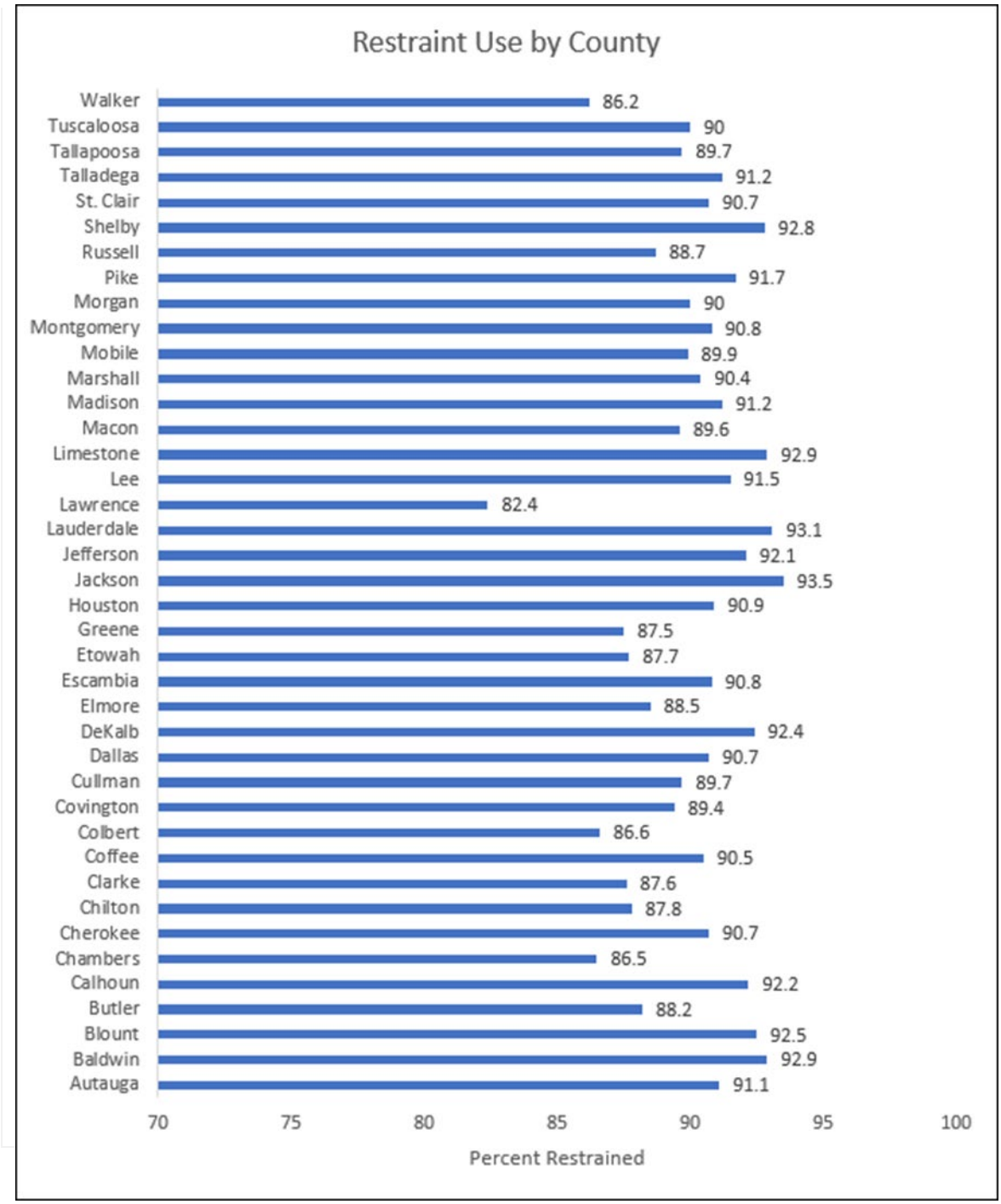
Seat Belt Survey Results

A total of 77,544 front seat occupants were observed at sites scattered among 40 selected counties for the observational surveys. There were 38,725 front seat occupants observed during April 24 – May 7 for the pre-media campaign period. There were 38,819 front seat occupants observed June 4 – June 15 during the post-media campaign.

The resulting analysis of the observation data produced the following conclusions:

- The seat belt usage rate in 2023 is 91.1%. The rate between 2016 and 2023 has remained fairly consistent, varying from 92% in 2016 to 91.1% in 2023.
- Women wore their seat belts a greater percentage of the time than men (95.9% vs. 84.5%). These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The highest usage rate in 2023 was SUV (94.3%), and the lowest usage rate was Truck, including pickups (82.1%). These are raw percentages before weighting.

See figure below for results for each county in the survey.



Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of July 2023.

Child Restraint Survey Results

The survey team observed a total of 2,063 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 93.6% which is 0.2% percentage point higher than the last survey done, the 2022 rate of 93.4%. There were 15 counties in the survey. The county results are listed below:

County	Total number of Car Seat/Seatbelt	Total number of rows	Rate
Blount	145	148	0.980
Colbert	90	99	0.909
Escambia	121	132	0.917
Etowah	155	166	0.934
Houston	152	164	0.927
Jefferson	96	107	0.897
Lawrence	79	86	0.919
Lee	192	200	0.960
Madison	143	156	0.917
Marshall	107	116	0.922
Mobile	148	157	0.943
Montgomery	152	159	0.956
Shelby	175	184	0.951
Tuscaloosa	101	106	0.953
Walker	90	100	0.900
Total	**1946**	**2080**	**0.936**

Child Passenger Safety (CPS) Program

Total Fiscal Year 2023 Expended Funds - $ 289,735.94
Funding Source- FAST Act Section 405b high

AOHS is continuing to grow CPS program run through the Alabama Department of Public Health. The website https://www.alabamapublichealth.gov/injuryprevention has been updated to include training and class information to reach a wider array of citizens throughout the state. The overall objective of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

Program Goal – Decrease rate of motor vehicle related child deaths by 10 percent from the 2019 baseline of 46

Data from the 2018 and 2019 Alabama Child Death Review (ACDRS) were compiled and published during the FY 2021 grant year and has not been updated in FY 2023. The number of motor vehicle-related child deaths in 2019 increased to 58, which is up 23.4 percent from 2018. *

- *Objective 1: Increase the number of certified CPS instructors and Lead instructors (Ll)s in the state by 50 percent from 8 to 12 by September 2023*

  ADPH provided a total of seven trainings in FY23 in the following locations: Opelika, Sylacauga, Orange Beach, Prattville, Selma, Daleville, and Mobile. Trainees were representatives from Lee County Sheriff's Office, Auburn Police Department, Sylacauga Fire Department, Orange Beach Fire Department, nursing, physicians' offices, city councils, and the public. ADPH trained a total of 41 new technicians. In that same time frame, the number of Child Passenger Safety Technician Instructors (CPST-Is) increased from 8 to 14, with an instructor candidate preparing to become certified in FY24.

- *Objective 2: Increase the number of certified CPS technicians in the state by 5 percent from 227 to 272 by September 2023*

ADPH provided a total of seven trainings in FY23 in the following locations: Opelika, Sylacauga, Orange Beach, Prattville, Selma, Daleville, and Mobile. Trainees were representatives from Lee County Sheriff's Office, Auburn Police Department, Sylacauga Fire Department, Orange Beach Fire Department, nursing, physicians' offices, city councils, and the public. ADPH trained a total of 41 new technicians. In that same time frame, the number of Child Passenger Safety Technician Instructors (CPST-Is) increased from 8 to 14, with an instructor candidate preparing to become certified in FY24. Alabama has a total of 221 technicians per Safe Kids website. Only the State Coordinator can see how many technicians Alabama has.

*At the time of this report, this is the most up to date information

- *Objective 3: Increase awareness about CPS resources in the state*

The list of current fitting stations is available on the ADPH Child Passenger Restraint web page: https://www.alabamapublichealth.gov/injuryprevention/child-restraints.html. During the first quarter, notations were added to the website about the status of seat check stations during COVID-19. The list of current fitting stations was updated throughout the year to include host training sites. These updates were shared with NHTSA.

Educational materials were distributed to 83 families during car seat checks/installations in Montgomery. ADPH distributed educational material upon request to other programs and agencies and at each CPST training as a resource for new certified technicians to use in their communities. ADPH also distributed educational materials at health fairs throughout the year. Materials were updated late in the fourth quarter and will be routed through the approval process in FY24. Voices for Alabama Distributed 2,500 flyers in Summer 2023 and has requested an additional 2,500 copies of the new flyers, when available.

*Updated Fitting Station is found in Appendix B

Program Area- Traffic Records

Overview

AOHS recognizes that Traffic Records is a critical component of the highway safety program. FY 23 projects in the Traffic Safety Information Systems (TSIS) areas were conducted with the concurrence of the Traffic Records Coordinating Committee (TRCC). AOHS continued funding for the development of several projects with the goal of improving data quality, timeliness, uniformity, and completeness.

Performance Measure

Traffic Records projects were not directly tied to a specific FY 23 Performance Measure. However, capturing, compiling, and analyzing crash statistics and other related data points is a crucial part in AOHS's planning and evaluation process.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s, it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

Traffic Records Strategic Planning

One of the critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation and now by the Fixing America's Surface Transportation (FAST) Act (Pub. L. No. 114-94).

The TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. The group met on January 18th, March 30th, and June 8th in 2023. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2023- 2026). The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

Traffic Safety Technical Development Projects

Total Fiscal Year 2023 Expended Funds – $ 702,091.30
Funding Source – $550,302.95- FAST Act Section 405c
Funding Source – $151,788.35 - BIL Section 405c

CAPS and ATI and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2023. The progress made on each project at the end of the grant period is reported below, after the corresponding goal and objective:

MOVE: Stage 2 Development

- Goal –
  - To design the next version of MOVE (with the current version of MOVE being renamed to "MOVE Legacy" once this version is released).
- Objectives -
  - To assure that the ultimate development will be optimized so that the various systems currently operating under MOVE will continue to function properly (e.g., authentication, inter-process communication, etc.).
  - To coordinate redesigns to assure that the changes in MOVE's underlying applications involve as much code sharing as possible, ensuring long term system maintainability.
- Outcome Measures –
  - Implemented a prototype for a simple, efficient announcement and messaging system, using a well-known and well-tested message broker, EQMX.
  - Developed ability to publish and read data on the MOVE sharing hub via web sockets.

eCite: Stage 1 Development

- Goal –
  - To plan the design for the next version of eCite (with the current version of eCite being renamed to "eCite Legacy" once this version is released).
- Objectives -
  - To design into eCite new and improved features while assuring that the current features of the existing eCite system are not jeopardized.
  - To verify that all endpoints that exist within the current eCite system related to the citation (courts, etc.) are maintained.
  - To gather feedback from field users about any needed changes to eCite (e.g., additional fields, etc.)

        - To create rapid prototypes using the latest framework available and/or using existing mockup tools.
    - Outcome Measures –
        - Completed implementation of locally saving form data on user's machine.
        - Implemented validation framework within the user client.
        - Added navigation windows to assist user navigating and reviewing forms.
        - Continued implementation of interfaces and shared resources within the API.
        - Began integration of the authentication and authorization system within the API.

eCrash: Stage 2 Development

- Goal –
    - To develop eCrash-2, a new version of the Alabama customized electronic crash reporting system, that (1) incorporates MMUCC version 5, (2) accommodates the changes being made in MapClick and other supporting software (including integration with third-party applications, such as crash diagramming tools), and (3) includes recent improvements in technology.
- Objectives -
    - To provide training materials, and work with ALEA to develop a training plan.
    - To work with and support ALEA IT as they make the necessary changes to accommodate the new version.
    - To support third party vendors as they make the necessary changes to accommodate the new version.
    - To develop beta testing for a select ALEA group.
    - To deploy beta test software to select ALEA group, and to obtain feedback.
    - To modify the beta version of eCrash-2 to address feedback from beta testing.
    - To plan the final deployment of eCrash-2 so that it can be done comprehensively at one time for the entire state.
- Outcome Measures –
    - Continued to update eCrash system framework to support MMUCC 5 crash report data collection.
    - Developed ability to produce Driver Information Exchange form within the eCrash client.

MapClick Improvements

- Goal –
    - To evaluate and update the implemented concept of technology-assisted event location to identify areas of improvement and further integration into the MOVE platform.
    - To conduct a coordinated training and deployment plan for the recently updated version of MapClick that accommodates the eGIS changes made by ALDOT.
- Objectives -
    - To identify all current MOVE-affiliated uses of direct and indirect location attachment to records and evaluate the role that MapClick can or should play in providing accurate and complete location information.
    - To provide training to assure that MapClick innovations will be well received by officers at all levels.
    - To support the MapClick improved crash location capability by obtaining feedback from the officers to which is it deployed.

        - To give special emphasis on those jurisdictions identified as not currently using MapClick, but to also let current agencies know about this major revision.
        - To plan out and begin to conduct deployments across the state.
        - To respond to feedback from deployments by making software updates to correct issues and/or to implement any approved recommendations.
    - Outcome Measures –
        - Continued address search tool development. This tool utilizes the Nominatim provider ensuring up-to-date address and point of interest data.
        - Work continued on integrating with the latest ALDOT eGIS ESRI updates.

Analytics: Stage 2 Development

- Goal –
    - To move the old ADVANCE portal to the new portal framework in Angular.
    - To make the necessary continued refinements to SAFETY and RESCUE-EMS portal as required.
- Objectives -
    - To unify all the portals now deployed in order…
        - To enable the analytics specialists within ADECA and its related traffic safety partners to use all portal features for which they have authorization, and
        - To implement consistent approaches to the upgrades on all portals.
    - To work with ADECA personnel in implementing the redevelopment of ADVANCE-X in the Angular framework, following the successful model of the SAFETY portal.
    - To make provisions for facilitating future innovations that are anticipated by the developing technology by making the system robust and amenable to future upgrades.
    - To continue to make refinements to SAFETY and RESCUE-EMS portal as is found to be necessary.
- Outcome Measures –
    - Work continued developing the next generation ADVANCE portal
        - completed resolving issues with saving/loading to the stash from the dashboard and from the map.
        - completed integrating background filters based on user permissions
        - completed creating offline reporting services for long-running reports and data exports
        - Work continued saving/loading standard reports
        - Work continued creating scheduled reporting

RESCUE and RESCUE Exchange: NEMSIS Compliance and Increased Deployment

- Goal –
    - To continue the systems analysis and requirements development steps necessary to potentially replace and improve upon the current EMS licensure records system called AlaCert.
    - To keep the existing RESCUE and RESCUE Exchange systems in compliance with the NEMSIS data, validation, and submission requirements (as of the time of the writing of this document, the latest version of the NEMSIS specification is 3.5.0).
- Objectives -
    - To respond to technical questions as they arise in the operation of the current systems.

- Continue to maintain compliance with the currently applicable NEMSIS standard, including any required technical changes.
- To provide technical assistance in analytics applied to the RESCUE data.
- To continue to provide all 3rd party vendors the technical support necessary to assure that their submissions are totally compatible with those being generated directly by RESCUE.
- To maintain, and upgrade where necessary, the ePCR Retrieval system (RESCUE Exchange).

- Outcome Measures –
  - Released the RESCUE 2.0 website to allow for submission of NEMSIS v3.5 data and a new user interface.
    - Implemented multiple improvements to the RESCUE 2.0 website based on user feedback and requests.
  - Transferred all RESCUE systems to a new application server in the ADPH EMS environment.
  - Released new versions of Alabama Schematron ruleset to promote accurate and valid data for both NEMSIS v3.4 and v3.5 reports.
  - Attended bi-weekly NEMSIS TAC meetings. Participation is required to maintain NEMSIS compliance.
  - Continued IT support for the ADPH EMS office.
    - User/vendor technical support
    - Completed SQL queries for special data requests.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program

Total Fiscal Year 2023 Expended Funds - $60,000.00

Funding Source – BIL 405c

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support, and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Center for Advanced Public Safety (CAPS) Data and Information Technology Support

Total Fiscal Year 2023 Expended Funds - $963,427.59
Funding Source - State Traffic Safety Trust Fund

The University of Alabama Center for Advanced Public Safety and the AOHS have a long-standing relationship working together to improve traffic safety. CAPS provides AOHS with valuable statistics, data, and analysis tools relating to traffic safety. The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as AOHS works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2023, the Center for Advanced Public Safety (CAPS) and the Alabama Transportation Institute (ATI) provided support in various ways. Support was offered to those within the traffic safety community through CARE data requests and to law enforcement through the technical support help desk. Maintenance was done on software products. Support was provided to the OHS whenever called upon, such as assisting with the Traffic Records Coordinating Committee (TRCC) meetings. Work accomplished this year is reported below aligning with the objectives listed in the proposal:

1. Administrative Support

- CAPS and ATI staff assisted OHS in developing and documenting the annual Highway Safety Plan (HSP) as required by NHTSA.
- CAPS staff performed some special detailed crash data studies for posting on Safe Home Alabama to have ready when requests on these high interest subjects happen to come in.
- CAPS and ATI staff participated in the Alabama Impaired Driving Prevention Council (AIDPC) meetings this year. CAPS staff provided any other support requested to the AIDPC.
- CAPS and ATI staff participated in the Alabama Strategic Highway Safety Roundtable quarterly meetings this year. CAPS staff provided any support requested for these meetings.
- CAPS and ATI staff participated in the Traffic Records Coordinating Committee (TRCC) meetings this year and provided much support for these meetings, including coordination, preparing presentations and delivering them.

2. Administrative Information Support

- Continued to support the CTSP Online Reporting Engine (CORE) by performing maintenance and responding to any technical support that was needed.

3. Public Access to Technical Information. To extend the CAPS current efforts to provide services developed to assure that technical information is effectively reaching all interested parties, as indicated by the following objectives:

a. To provide direct responses to public and media inquiries when approved by the necessary authorizing custodial agency (e.g., ALEA, ADECA, AOC, DPH, etc.);
Responded to all requests for traffic crash data information that came in and generated the information from CARE. These requests varied in complexity and the amount of time required to fulfill the request. Each of these requests was responded to as quickly as possible in order to give the user the timeliest data.

b. To provide information that the public can access via the SafeHomeAlabama.gov general traffic safety web site;
New articles are posted every few days on any topic related to traffic safety. Some of these are news articles from other sources and some are original special studies performed by CAPS' staff. Images are changed out on the rotating slider on the Home page as needed to stay current.

4. Public Information and Education (PI&E). To respond to OHS requests for assistance in this area by conducting both the PI&E efforts and their evaluations, according to the following objectives:

a. To conduct or assist in the Drive Sober or Get Pulled Over campaign phone surveys;
This was conducted and the results were summarized in a PowerPoint format that was sent to the office of Highway Safety for review.

b. To coordinate with the Alliance for Highway Safety sport marketing group regarding the Drive Sober PI&E booths at selected sports events;

The Drive Sober marketing campaign conducted by Alliance Highway Safety this year consists of a booth being set up and manned by Alliance personnel to distribute educational materials. Signage and public address announcements were used at these events also. The campaign took place at selected minor league baseball games and the college football tailgate tour.

c. To conduct NHTSA/GHSA Driver Attitude phone surveys;
This was conducted this year. The results were summarized in a PowerPoint format that was sent to the office of Highway Safety for review.

d. To implement PI&E efforts through CAPS website, Facebook and Twitter to promote OHS and NHTSA campaigns and causes;
Various traffic safety messages were posted on social media, mostly using marketing materials produced and provided by NHTSA.

5. Roll Out of Existing Systems

- A service CAPS provides through sponsorship from ADECA is selling eCite equipment to law enforcement. We send out quotes and invoices, receive payment, order equipment, and perform the bid process each six months for each item of equipment. Rhonda Stricklin

oversees the process and directs staff on any questions or issues and makes sure the equipment gets shipped out correctly and in a timely manner.

6. Training on Available Systems

- Training is conducted when requested. This mainly consists of eCite training. Sometimes it is Train-the-Trainer training.

7. Software Maintenance for Ongoing Systems

- Maintenance was performed on software systems to address all technical issues by keeping the following systems functioning properly, and keeping the data being generated by these systems from becoming deficient:
  a. eCite
  b. eCrash
  c. MOVE
  d. eForms
  e. MapClick
  f. CORE
  g. CARE

8. Technical Support

- CAPS is providing technical support to all users that call or email us with questions in a very timely manner. For this year, CAPS personnel assisted users having issues with eCite, eCrash, MapClick, CORE, MOVE, ADVANCE as well as general problems related to hardware issues. We worked with ALEA to resolve these issues in addition to the users that have called directly.

- In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS personnel also spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE or one of the applications in the MOVE suite such as eCite or eCrash. This could also be CARE or ADVANCE software testing. This year testing was done on all applications within the MOVE suite. Additionally, developers kept the current software products up-to-date and functioning well. Some minor enhancements were made.

- CAPS technical support personnel reach out to CAPS developers when necessary to get to the root of an issue. CAPS developers perform bug fixes when necessary. They also work to perform updates to the CAPS developed software to keep it current and up to the newest standards.

- CAPS staff also work to manage the data center that houses the large amount of eCite and eCrash data that is being transmitted to servers. Our system engineers ensure that this large quantity of sensitive data is safe and secure.

Program Area- Impaired Driving

Overview

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. AOHS compared FY2018-2022 Impaired Driving (ID) crashes against FY2018-2022 non-ID crashes to determine any significant differences that have occurred in the most recent five-year time frame. The findings of these analytics were then taken into consideration when planning both enforcement campaigns and training programs to fund in the upcoming fiscal year.

In FY 2023, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Drug Recognition Expert training, and Prosecutor Training programs.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	1,000
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5 Year	6,500
2023	C-3) Fatalities/VMT (FARS, FHWA)	2023	5 Year	1.42
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5 Year	264

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In 2022 in Alabama, 986 people were killed on the highway, up from the 2021 total of 983 fatalities (FARS). Serious Injuries decreased to 4,836 in 2022 from 5,184 in 2021. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased to 262 in 2022 from 281 in 2021. The number of Speeding-Related Fatalities decreased from 274 in 2021 to 246 in 2022.

Drive Sober or Get Pulled Over High Visibility Enforcement

Total Fiscal Year 2023 Expended Funds – $128,574.23
Funding Source – FAST Act 405d

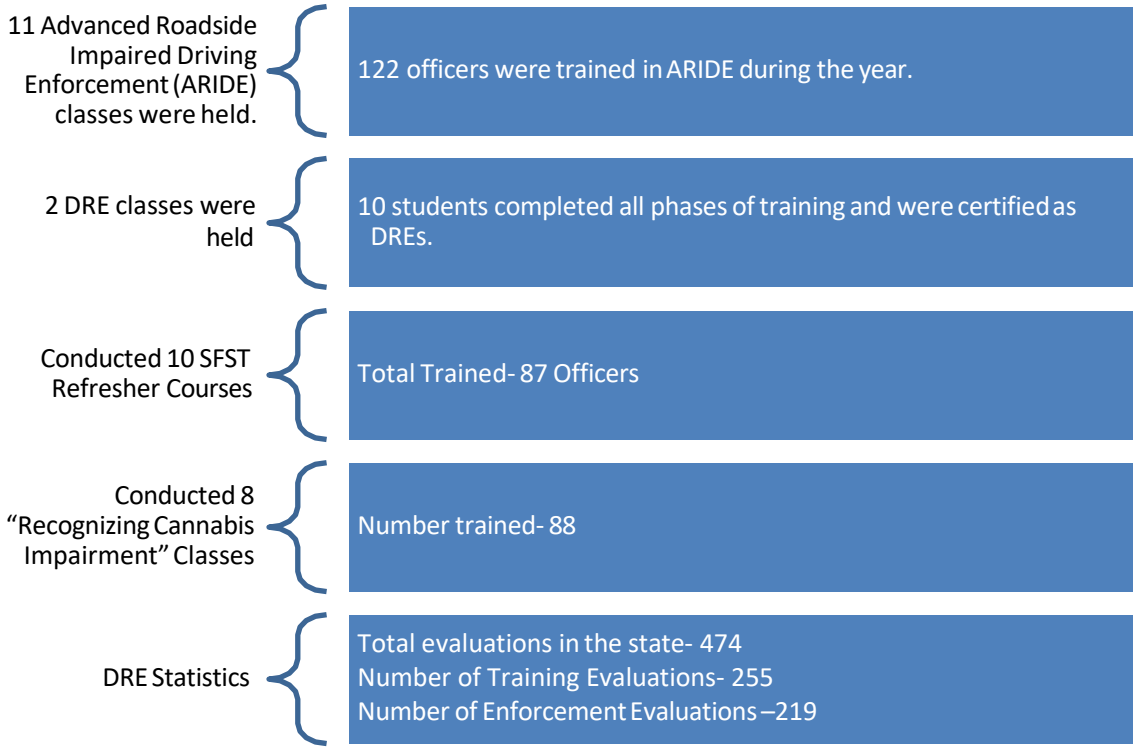
In addition to the paid media effort, the four regions in Alabama conducted the "Drive Sober or Get Pulled Over" (DSOGPO) High Visibility Enforcement program for a two-week period from August 18 through September 4. The enforcement program consisted of members from 80 law enforcement agencies from the municipal to the state level (Municipal Agencies: 47; County Sheriffs: 17; State Police Districts: 16). Officers from local agencies worked 5,941 total hours and the total number of citations issued was 11,192.

Drug Recognition Expert (DRE) Training Program

Total Fiscal Year 2023 Expended Funds - $262,329.58
Funding Source – FAST Act 405d

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

2023 Activities



Traffic Safety Resource Prosecutor Program

Total Fiscal Year 2023 Expended Funds - $159,262.63

Funding Source – BIL NHTSA 402

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges, and other traffic safety professionals by offering competency and expertise in impaired driving. The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

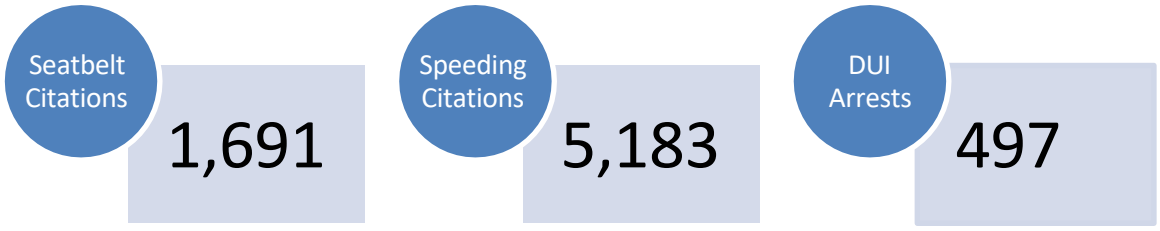
2023 Activities

- Taught 29 classes at five different police academies
- Taught 2 DUI refresher classes to local and state law enforcement
- Held 5 regional trainings on Impaired Driving Basics
- 177 requests for assistance by arresting officer, DREs, and prosecutors answered
- Over 1,437 law enforcement officers, legislators, lawyers, judges, and other personnel have attended the various training courses throughout the year
- Provided information and collaborated with legislators throughout the session to ensure traffic safety and compliance with relevant state and federal law.

Impaired Driving Hot Spot High Visibility Enforcement (HVE)

Total Fiscal Year 2023 Expended Funds – $ 955,024.00
Funding Source- FAST Act 405d

There were four local Impaired Driving HVE projects during FY 2023 as well as one statewide HVE project. Each of these projects focused on alcohol/ impaired driving related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk.



Impaired Driving Hot Spot High Visibility Media Campaign

Total Fiscal Year 2023 Expended Funds - $ 677,301.85
Funding Source- FAST Act 405d

Auburn University's Media Production Group implemented the 2023 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year's Eve, St. Patrick's Day, 4th of July, and Labor Day. "Impaired Driving" Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers. Alabama's earned media, paid media, enforcement, and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

Paid media: Weekly during December 12, 2022—January 2, March 6—March 20, June 26—July 4, and August 26—September 6, 2023. The campaign once again targeted a key at-risk group, 18 to 34- year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th- F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

- Development of the "Impaired Driving" marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots.
- Produced the television and radio advertising spots.
- Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and digital media.

Results

6,003 total television and radio media spots were run throughout the campaigns. Other media sources that were utilized include digital platforms, which had a total of 9,898,793 impressions, and Out of Home tactics, which ran 114,190,473 placements.

Media Components	
	Broadcast Television: The broadcast television buys focused on programming in prime times: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.
	Cable Television: The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.
	Radio: The campaign targeted that same key at-risk group, 18-34-year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.
	Digital Media: Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify.
	Out of Home: Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Alabama also used gas station topper signage for these campaigns.

Alabama Driver Attitude Report 2022-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement. Several new questions were added to the survey this year concerning such things as cannabis, the new medical marijuana bill, and retesting older drivers.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older in each of the sixty-seven (67) Alabama Counties. Interviews were conducted in July 2023. Research Strategies, Inc., conducted the data collection. ATI personnel managed the process and project.

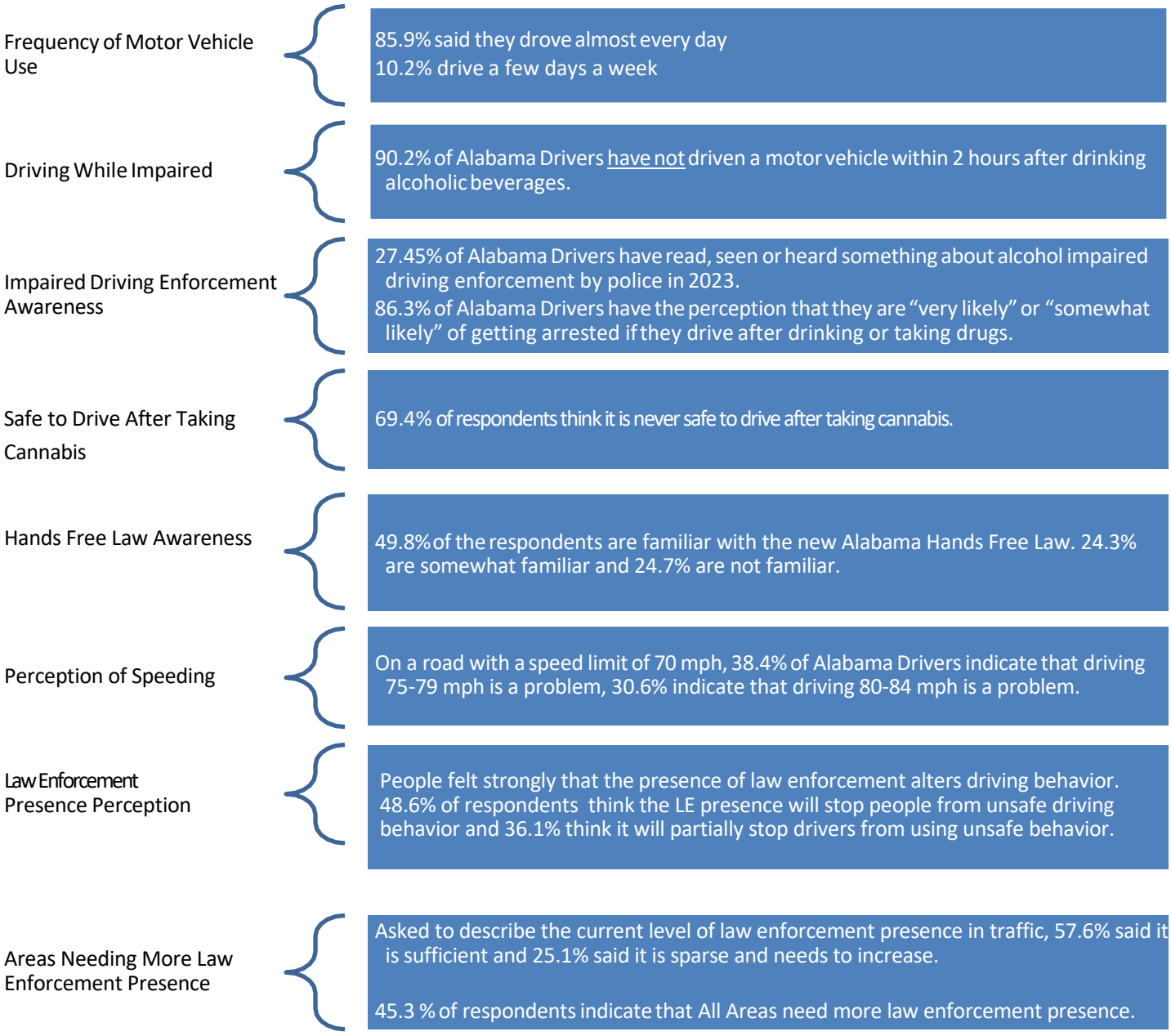
The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 255 qualified Alabama residents were randomly sampled.

The telephone intercepts were completed on August 23, 2023. These intercepts were captured on cell phones 98.4% of the time to speak to all age ranges and ethnic skews. The age range and the ethnic skews of the sample have remained consistent over the past years while the dependency on landline phones has declined to reach Alabama drivers by county.

General Information and Demographics

- Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 44.2 years old.
- Respondent Gender: Male 51.76% and Female 48.24%.
- Respondent Education: 63.5% of Alabama drivers have some college or technical school or more education.
- Respondent Race and Ethnicity: The ethnic breakdown (70.98% Caucasian/22.75% African American) of the sample have remained consistent over the past years.

Major Findings Among All Drivers



Impaired Driving Paid Media Evaluation- Drive Sober or Get Pulled Over

The 2023 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 500 qualified Alabama driver residents were randomly sampled using a combination of landlines and wireless (cell phones) telephone exchanges.

Each of the five hundred (N = 500) research participants captured in the 2023 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the 67 Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Someone in the household having drank at least a single beer, glass of wine or other alcoholic beverage in the past year. This qualification reveals that 34.6% of Alabama drivers "say" that they have not drank in the past one month. This is 7.35 percentage points more Alabama drivers since the 2022 Research.

Since 2018, the ADECA Alabama Alcohol Target Group Research sample was expanded to include all 67 Alabama Counties. To get an accurate geographic and demographic representation, Research Strategies, Inc. weighted each county's sub-sample proportionately by the county' population percent of Alabama's total population.

Each of the 67 Alabama counties' sub-samples were randomly pulled from the top residential ZIP Codes in each county, weighted by ZIP Code population within the county. This Stratified Sample Matrix offers the 2023 ADECA Alabama Alcohol Target Group Research with a margin of error of +/- 4.37 percentage points or less, at a 95% confidence level.

General Information and Demographics

- Respondent gender: The Alabama drivers participating in the 2023 ADECA Alabama Alcohol Target Group Research are 49.80% males and 50.20% females.
- Respondent Age: The overall sample's average age is 45.9 years.
- Respondent Ethnicity: Drivers were asked what racial category described them. Most drivers, 72.8% of Alabama's research sample are Caucasian, 22.2% are Black/African American and 4.6% Hispanic.
- Respondent Education: 66.8% of respondents had some college education or were college graduates or higher.

Major Findings among All Drivers

Frequency of Motor Vehicle Use	83.2% said they drove almost every day 14.4% drive a few days a week 2.2% drive a few days a month
Type of Motor Vehicle Driven	43.6% drive cars 29.6% drive SUVs 22.6% drive pickup trucks
Frequency of Seat Belt Use	86.6% all the time 8.6% most of the time 2.0% sometimes
Alcohol Use in the Last 30 Days	64.4% one drink Of these, 14.0% have driven in the past 30 days a motor vehicle within two hours after drinking an alcoholic beverage
Driving When Had Too Much to Drink	Only one person responded "Yes"
Visibility of Police on Roads	19% of Alabama drivers in the 2023 research sample say they had seen Police on the roads normally traveled more often than usual 60.6% of Alabama drivers have the perception that Police are "very likely" and/or "somewhat likely" to stop them when drinking and driving
Messages to Prevent Drunk Driving	The 2023 Research sample reveals 54.8% of Alabama drivers have recall of messages encouraging drivers to avoid driving after drinking. Most drivers indicate they recall these messages on Cable TV (31.74%), Billboards/Signs (27.46%), Traditional Radio (18.39%) and Interstate Message Signs Boards (10.83%).
Name or Slogan to Prevent Drunk Driving	•Unaided Awareness - 33.9% "Drive Sober or Get Pulled Over" •Aided Awareness – 36.6% "Drive Sober or Get Pulled Over"
Enforcement of Drinking and Driving Laws	•83.4% feel it is very important to enforce drinking and driving laws more strictly

Program Area- Impaired Driving

Overview

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. AOHS compared FY2018-2022 Impaired Driving (ID) crashes against FY2018-2022 non-ID crashes to determine any significant differences that have occurred in the most recent five-year time frame. The findings of these analytics were then taken into consideration when planning both enforcement campaigns and training programs to fund in the upcoming fiscal year.

In FY 2023, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Drug Recognition Expert training, and Prosecutor Training programs.

Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	1,000
2023	C-2) Number of serious injuries in traffic crashes (State crash data files)	2023	5 Year	6,500
2023	C-3) Fatalities/VMT (FARS, FHWA)	2023	5 Year	1.42

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In 2022 in Alabama, 986 people were killed on the highway, up from the 2021 total of 983 fatalities (FARS). Serious Injuries decreased to 4,836 in 2022 from 5,184 in 2021.

Traffic Safety Paid Media Campaign

Total Fiscal Year 2023 Expended Funds - $ 159,600.00

Funding Source- State Traffic Safety Trust Fund

Planned Activity Description

Auburn University's Media Production Group implemented the 2023 Traffic Safety Media Campaign. Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The goal of this campaign is to increase driving safety awareness among Alabama's teens and ultimately reduce accidents and injury in this age group.

Teen audiences are particularly difficult to reach through conventional media. Experts recommend targeting these audiences with succinct visual media and utilizing venues that are "already in the space." Increasingly, tickets to high school events have gone digital and are downloaded to phones. Thus, messaging that appears on these e-tickets are literally in the hands of the target audience.

Results

- Tickets Sold FY23– 3.2 million
- Tickets Sold October-December (missing ads) – 700,000
- Estimated Impressions – FY23 – 8m
- Each ad is placed in 3 locations (estimated 2.5 impressions per ticket):
    - My Tickets
    - Receipt Email
    - Event Reminder Email
- Estimated Impressions –4 million
- Clicks and Interactions
    - Impaired Driving – 3500
    - Districted Driving – 3500

STATEWIDE STATISTICS TABLE 2015-2022

Performance Measure	2015	2016	2017	2018	2019	2020	2021	2022*	2023** Baseline
C-1 Number of Traffic Fatalities (FARS)	849	1083	948	953	930	934	983	986	970
Fatalities Per 100 Million Miles Driven Total Rural Urban	1.26 2.09 .67	1.56 2.76 .70	1.34 2.04 .86	1.34 1.88 .97	1.30 1.84 .92	1.38 1.86 .92	1.37 1.78 1.08	1.40 -- --	1.39
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	8,540	8,152	7,484	7,002	5,103	4,782	5,184	4,836	6,505
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities All Seat Positions (FARS)	376	478	418	387	391	384	369	370	382
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	244	298	265	249	277	236	281	262	264
C-6 Number of Speeding- Related Fatalities (FARS)	236	329	257	262	216	265	274	246	266
C-7 Number of Motorcyclist Fatalities (FARS)	67	112	79	82	93	78	77	99	89
C-8 Number of unhelmeted Motorcyclist Fatalities (FARS)	9	11	6	10	15	10	12	15	10
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	122	161	117	127	118	120	134	103	129
C-10 Number of Pedestrian Fatalities (FARS)	98	120	119	107	119	101	128	128	113
C-11 Number of Bicycle Fatalities (FARS)	9	3	7	9	6	10	7	12	6
B-1 Observed Seat Belt Use for Passenger Vehicles (State Survey)	93.3%	92.0%	93.0%	91.8%	92.3%	92.3%*	91.3%	92.7%	92.3%
Fatalities Percent of All Crashes	0.58%	0.69%	0.60%	0.60%	0.59%	0.70%	0.58%	0.63%	0.58%
Serious Injuries Percent of Non-fatal Crashes*	5.82%	5.26%	4.79%	4.40%	4.24%	3.59%	3.43%	3.37%	4.26%
Speed Fatalities Percent of Speed Crashes*	2.29%	3.65%	2.56%	2.49%	2.34%	2.90%	2.91%	3.20%	2.79%
Impaired Fatalities Percent of Impaired Crashes*	3.76%	4.89%	4.64%	4.35%	4.92%	4.38%	4.81%	5.23%	4.64%

* Projection using State Data ** Baseline used in 2023 HSP Performance Goal Setting, the 5-year rolling average from 2016-2020.

ALABAMA FISCAL YEAR 2023 PERFORMANCE MEASURES CHART

Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year	2019-2023	970	2018-2022 FARS/State Crash Data 871	Yes
C-2) Serious Injuries in Traffic Crashes	5 Year	2019-2023	5,087	2018-2022 State Crash Data 5,911	In-Progress
C-3) Fatalities/VMT	5 Year	2019-2023	1.37	2018-2022 FARS/State Crash Data 1.36	In-Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2019-2023	369	2018-2022 FARS/State Crash Data 363	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2019-2023	264	2018-2022 FARS/State Crash Data 260	Yes
C-6) Speeding-Related Fatalities	5 Year	2019-2023	265	2018-2022 FARS/State Crash Data 253	Yes
C-7) Motorcyclist Fatalities	5 Year	2019-2023	78	2018-2022 FARS/State Crash Data 86	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2019-2023	11	2018-2022 FARS/State Crash Data 12	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 Year	2019-2023	134	2018-2022 FARS/State Crash Data 123	Yes
C-10) Pedestrian Fatalities	5 Year	2019-2023	117	2018-2022 FARS/State Crash Data 120	In-Progress
C-11) Bicyclist Fatalities	5 Year	2019-2023	6	2018-2022 FARS/State Crash Data 9	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	92.0%	NHTSA Certified State Survey 92.7	Yes

ALABAMA FISCAL YEAR 2023 PERFORMANCE MEASURES

C-1) Number of Traffic Fatalities (FARS)

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal to reduce the Number of Traffic Fatalities from the five-year average (2016 - 2020) of 970 by the FY2023 goal of 964 for 2023 (2019-2023 5-year average). **This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.**

The five-year average (2018-2022) of traffic fatalities is 957. The goal is in progress to being achieved.

C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal reduce the Number of Severe injuries in Traffic Crashes from the five-year baseline average (2016-2020) of 6,505 by the FY2023 goal of 5,087 for 2023 (2019-2023 5-year average). **This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.**

The five-year average (2018-2022) using state data is 5,497. To achieve this goal, serious injuries in 2022 and 2023 must be lower than 5,184 for each year. There were 4,836 serious injuries recorded in 2022. This progress shows our FY2023 goal is in progress to being achieved.

C-3) Fatalities/VMT (FARS/FHWA) Total Fatalities/100M VMT

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal to reduce the Total Fatality Rate/VMT from the five-year baseline average (2016-2020) of 1.39 by the FY2023 goal of 1.37 for 2023 (2019-2023 5-year average). **This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.**

The five-year average (2018-2022) of total fatalities/100M VMT is 1.36. The goal is in progress to be achieved.

C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

AOHS has projected a realistic goal to reduce unrestrained passenger vehicle occupant fatalities, all seat positions of the 5-year baseline average (2016-2020) of 382 by the FY2023 goal of 369 for 2023 (2019-2023 5-year average).

The five-year average (2018-2022) of Unrestrained Fatalities is 363. The goal is in progress to being achieved.

C-5) Number of Fatalities in Crashes Involving Driver or Motorcycle Operator with a BAC of .08 and Above

AOHS has projected a realistic goal to maintain alcohol impaired driving fatalities based on the 5-year baseline average (2016-2020), and FY2023 goal, of 264 for 2023 (2019-2023 5-year average).

The five-year average (2018-2022) of Alcohol- Impaired Driving Fatalities is 260. The goal is in progress to being achieved.

C-6) Number of Speeding-Related Fatalities

AOHS has projected a realistic goal to maintain speeding-related fatalities based on the 5-year baseline average (2016-2020), and FY2023 goal, of 266 for 2023 (2019 – 2023 5-year average).

The five-year average (2018-2022) of speeding-related fatalities is 253. The goal is in progress to being achieved.

C-7) Number of Motorcyclist Fatalities

AOHS has projected a realistic goal to reduce motorcyclist fatalities from the 5-year baseline average (2016-2020) of 89 by the FY2023 goal of 78 for 2023 (2019 - 2023 5-year average).

The five-year average (2018-2022) of motorcyclist fatalities is 86. The goal is not currently being achieved. Both the most current 2019-2023 5-year average estimate of 89 and the most recent linear 5-year average projection of 88 do not show the necessary improvements for reducing motorcycle fatalities for FY2023. Although there was a reduction from the 78 motorcyclist fatalities in 2020 to 77 in 2021, 2022 motorcyclist fatalities rose more than an estimated 28% to 99. Motorcycle drivers ages 54-60 are over twice as likely to be involved in a motorcycle fatality compared to all other ages and types of crashes.

Although the population age groups and counts of motorcycle fatalities are slightly different, the 55-59 age group accounted for 6.8% of the state's population in 2017, 2018, and 2020. By age, this is the second largest percent for any age range. Additionally, according to motorcycle sales data, 2020 and 2021 motorcycle sales increased were the highest in 15 years. Additionally, motorcycle sale forecasts show an anticipated 15.7% sales increase between 2022 and 2027. The Alabama Highway Safety Office will monitor and analyze motorcycle fatality data to identify demographic groups to target with safety messaging on paid and earned media in order to reduce fatalities.

C-8) Number of Unhelmeted Motorcyclist Fatalities

AOHS has projected a realistic goal to limit the increase of unhelmeted motorcyclist fatalities from the 5-year baseline average (2016-2020) of 10 to no more than the FY2023 goal of 11 for 2023 (2019-2023 5-year average).

The five-year average (2017-2021) of unhelmeted motorcyclist fatalities is 12. The goal is not currently being achieved. To achieve this goal, an average of 10 unhelmeted fatalities is needed yearly between 2020 and 2023. Our current yearly average between 2020-2022 is 12.3 unhelmeted fatalities. Unhelmeted crashes resulting in either fatal or serious injury was used to help identify key factors. Using state data, there was an increase of speed related unhelmeted serious or fatal injuries

from 3 in 2020 to 10 in 2021. There was also an increase in impaired driving related unhelmeted serious of fatal injuries from 2 in 2021 to 8 in 2022.

These factors play a role in the increase of injury severity. These increases are amplified with unhelmeted motorcyclists due to the inherent lack of personal protection around them and the increased risk of head trauma due to the lack of personal protection a helmet could have provided. The Alabama Highway Safety Office will monitor and analyze motorcycle fatality data to identify demographic groups to target with safety messaging on paid and earned media in order to reduce fatalities.

C-9) Number of Drivers aged 20 or Younger Involved in Fatal Crashes

AOHS has projected a realistic goal to limit the increase of young drivers (under 20) involved fatal crashes from the 5-year baseline average (2016-2020) of 129 to no more than the FY2023 goal of 134 for 2023 (2019-2023 5-year average).

The five-year average (2018-2022) of young drivers (under 20) involved in fatal crashes is 120. The goal is in progress to being achieved.

C-10) Number of Pedestrian Fatalities

AOHS has projected a realistic goal to limit the increase of pedestrian fatalities from the 5-year baseline average (2016-2020) of 113 to no more than the FY2023 goal of 117 for 2023 (2019-2023 5-year average).

The five-year average (2017-2021) of pedestrian fatalities is 114. The goal is in progress to being achieved.

C-11) Number of Bicyclist Fatalities

AOHS has projected a realistic goal to reduce bicyclist fatalities from the 5-year baseline average (2016-2020) of 7 by the FY2023 goal of 6 for 2023 (2019 - 2023 5-year average). The five-year average (2018-2022) of bicyclist fatalities is 9. The goal is not currently being achieved.

To achieve this goal, an average of 5 bicyclist fatalities is needed yearly between 2020 and 2023. Our current yearly average between 2020-2022 is 10 bicyclist fatalities. Bicycle involved crashes consistently declined from 264 in 2018 to 216 in 2020. Bicycle involved crashes rose to 227 in 2021 and to 248 in 2022. In addition to the increase in bicycle crashes, bicycle fatalities rose 71.4% from 7 in 2021 to 12 in 2022.

Using state crash data, a significant rise in bicyclist fatalities in residential areas was found. Two of the fatal bicycle crashes occurred between midnight and 1am when bicyclists are not typically expected to be on the roadway. A third fatal bicycle crash occurred between 8pm and 9pm where there was only spot illumination on one side of the street. These factors, along with the innate increased injury severity of bicycle crashes, have contributed to higher-than-expected bicyclist fatalities in 2022. The Alabama Highway Safety Office has requested a NHTSA Bike and Pedestrian Assessment to take place in 2024 in order to better understand programming opportunities to reduce these fatalities in the coming years.

B-1) The Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (survey).

AOHS has projected a realistic goal to limit the decrease of the observed seat belt use for passenger vehicles, front seat outboard occupants from 92.5 percent in 2020 to 91.7 percent by 2023.

The most recent 2022 state observational seat belt use survey data is 92.7 percent. The goal is in progress to being achieved.

ALABAMA TRAFFIC SAFETY ACTIVITY MEASURES

Year	2018	2019	2020	2021	2022	2023
Speeding Citations	43,345	37,292	39,077	36,802	29,076	35,343
DUI Arrests	687	987	770	958	656	950
Seat Belt Citations	12,574	9,875	10,337	9,794	8,189	10,070

Appendix A- Enforcement Campaign Participating Agencies

Participation in Southern Slow Down Enforcement Campaign

ALEA Posts -16 Total	Cullman Police Department	Moulton Police Department
Addison Police Department	Fairhope Police Department	Priceville Police Department
Albertville Police Department	Franklin County Sheriff's Department	Rainsville Police Department
Anniston Police Department	Fyffe Police Department	Russellville Police Department
Chilton County Sheriff Department	Littleville Police Department	Tuscaloosa County Sheriff's Department
Collinsville Police Department	Morgan County Sheriff's Department	

Participation in Click It or Ticket Enforcement Campaign

ALEA Posts - 16 Total	Kinsey Police Department
Anniston Police Department	Leesburg Police Department
Ashland Police Department	Level Plains Police Department
Attala Police Department	Midland City Police Department
Brent Police Department	Mobile Police Department
Calera Police Department	Montgomery County Sheriff's Department
Cedar Bluff Police Department	Montgomery Police Department
Centre Police Department	Morgan County Sheriff's Department
Centreville Police Department	Napier Field Police Department
Cherokee County Sheriff's Department	Newton Police Department
Chilton County Sheriff's Department	Northport Police Department
Coffee County Sheriff's Department	Ohatchee Police Department
Cottonwood Police Department	Oxford Police Department
Covington County Sheriff's Department	Ozark Police Department
Demopolis Police Department	Phenix City Police Department
Dothan Police Department	Prattville Police Department
Enterprise Police Department	Rainbow City Police Department
Etowah County Sheriff's Department	Russell County Sheriff's Department
Glencoe Police Department	Southside Police Department
Headland Police Department	Thorsby Police Department
Henry County Sheriff's Department	Troy Police Department
Houston County Sheriff's Department	Weaver Police Department
Jefferson County Sheriff's Department	Woodstock Police Department

Participation in Drive Sober or Get Pulled Over Enforcement Campaign

ALEA Posts- 16 Total	Headland Police Department
Ashland Police Department	Henry County Sheriff's Department
Baldwin County Sheriff's Department	Houston County Sheriff's Department
Bay Minette Police Department	Kinsey Police Department
Bayou La Batre Police Department	Leesburg Police Department
Bibb County Sheriff's Department	Lineville Police Department
Brent Police Department	Montgomery County Sheriff's Department
Calera Police Department	Northport Police Department
Cedar Bluff Police Department	Oxford Police Department
Centre Police Department	Phenix City Police Department
Centreville Police Department	Prattville Police Department
Cherokee County Sheriff's Department	Silverhill Police Department
Demopolis Police Department	Southside Police Department
Dothan Police Department	Thomasville Police Department
Eutaw Police Department	Thorsby Police Department
Enterprise Police Department	Troy Police Department
Fairhope Police Department	Tuscaloosa Police Department
Flomaton Police Department	Tuscaloosa County Sheriff's Department
Glencoe Police Department	Woodstock Police Department

Appendix B- Fitting Station Locations

Fitting Station Locations and Populations Served

Station	Rural	Urban	At-Risk	CPST Present
Baldwin County Health Department	Rural			YES
Calhoun County Health Department	Rural			YES
Children's Hospital Birmingham		Urban	Low Income, Minority	YES
Clarke County Health Department	Rural		Low Income, Minority	YES
Etowah County Health Department		Urban		YES
Huntsville Hospital		Urban		YES
Huntsville Hospital for Women and Children		Urban		YES
Montgomery SAFE Kids & Baptist East		Urban	Minority	YES
St. Clair County Health Department	Rural			YES
Troy Police Department	Rural			YES
Safe Kids Tuscaloosa		Urban		YES
Northport Fire Station #1			Low Income, Minority	YES
Tuscaloosa Fire Department		Urban	Low Income, Minority	YES
Washington County Health Department	Rural		Low Income, Minority	YES