



# FFY 2023 Annual Evaluation

## Idaho Office of Highway Safety



Idaho State Highway 20, Island Park, Idaho



**FFY 2023**

Annual Evaluation  
of the  
Idaho Highway Safety Program

Governor Brad Little

Director Scott Stokes  
Governor's Highway Safety Representative



Your Safety • Your Mobility  
Your Economic Opportunity

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## Executive Summary


The Idaho Transportation Department's Office of Highway Safety (OHS) is proud to partner with the National Highway Traffic Safety Administration (NHTSA) as we work toward reducing and ultimately eliminating traffic fatalities and serious injuries on Idaho's roads.

Idaho fatalities increased in 2023 following a dramatic decrease in 2022. In 2023, OHS greatly expanded our public engagement efforts following the new Bipartisan Infrastructure Law (BIL) rules in preparation for the FY24-26 Highway Safety Plan. We used the NHTSA funds to support activities related to engaging and educating the public and conducting enforcement of Idaho's traffic laws. These activities align with what was established in the FFY '23 Highway Safety Plan and the five-year Strategic Highway Safety Plan. Here is a look back at some of the highlights of this past year:

- Idaho's Seat Belt Use Rate maintained the increase over 2021; there was only a slight decrease, from 87.6% in 2022 to 87.5% in 2023.
- Six Idaho counties were recognized in FFY '23 for zero fatalities in CY 2022: Bear Lake, Franklin, Oneida, Camas, Latah, Clearwater, and Adams Counties.
- OHS partnered with the Idaho Department of Health and Welfare to work together as the Injury Prevention Collective to focus on traffic crashes in disadvantaged communities.
- OHS partnered with the One Stone to create a Back-Seat Drivers Manual to help bring traffic safety education to elementary-aged children.
- OHS added a Post-Crash Care EMS program to our 2024-26 HSP and have been working to find ways to partner and support statewide EMS agencies.
- Between 50-60 law enforcement agencies participated in most of the six statewide HVE mobilizations and 18 year-long grants for sustained enforcement.
- The annual Highway Safety Summit theme was "Tomorrow Begins Today" with an emphasis on youth. It was held in Coeur d'Alene and 250 attendees heard nationally renowned keynote speakers who provided engaging presentations and availed of this opportunity to network with their peers and attend various traffic safety-related training workshops.
- Our STEM project partners developed Algebra 1 lesson plans that utilize the AASHTOWare Safety crash dashboards was launched at the *Math & Science Teacher Conference* in August. The lesson plans were added to Shift-Idaho.org, and the project will be featured in a workshop at the upcoming 2024 Lifesavers Conference.
- We held one Open House per ITD District to engage with the public and provided each district with public outreach tools to help increase community engagement in the districts.
- Our Shift message and community partners who support our efforts continue to grow. It includes Idaho Walk Bike Alliance, Boise Bike Project, Learfield Sports, Boise Hawks, Idaho Falls Chukars, Grease Monkey, Idaho Power, Bonneville School D93, State Farm, Idahosports.com, AMI Entertainment, Duft & Watterson, Riester, Office of Drug Policy, MADD, Alliance for Highway Safety, SADD, STEM, Department of Education, AAA and many more.

Expanding partnerships and engagement were important themes in FFY '23 with working together toward a common goal of saving lives. As you read this Annual Report, take note of the new and existing partnerships that were established and strengthened as these activities were carried out with a focus on the engagement of those who care enough to make a difference in their communities.

Thank you to everyone who took part in this important effort for highway safety!

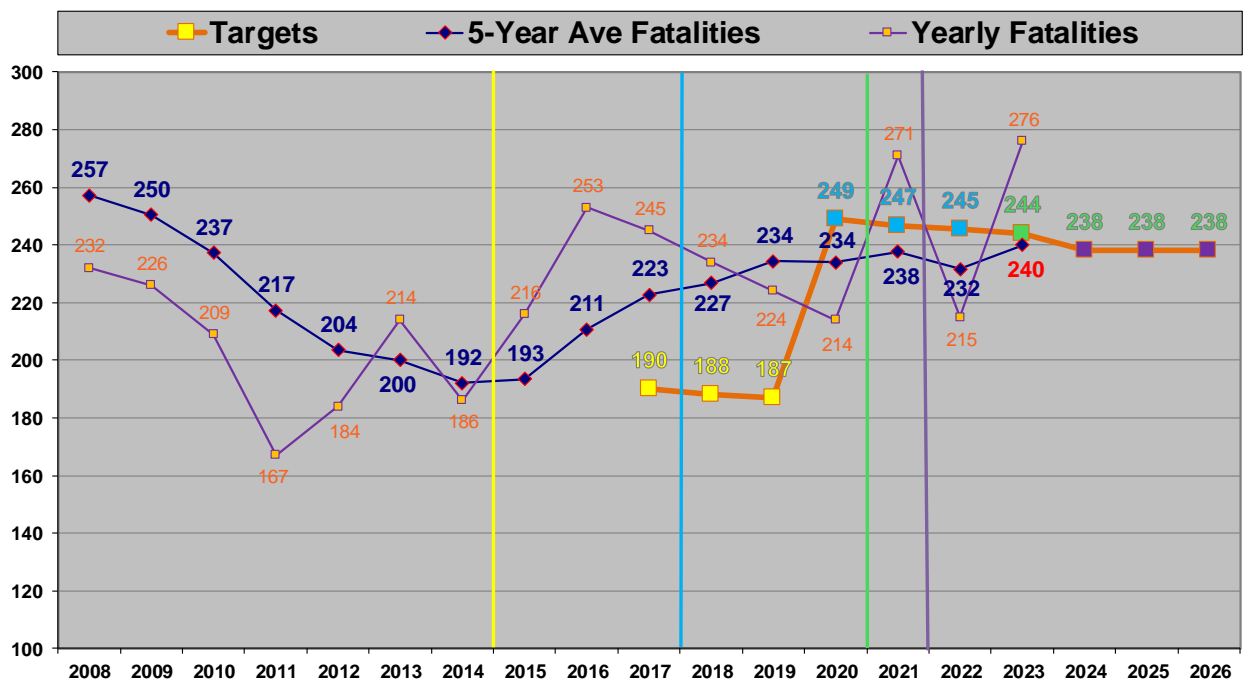


Idaho Highway Safety Manager

## Performance Measures and Targets

As evidenced in the graph below, the trend of the 5-year average fatalities from 2007 to 2014 was decreasing and the goals were set in accordance with that decreasing trend. In the time since the goals were set, fatalities have increased, resulting in the goals not being achieved. The vertical Yellow line denotes the data that was available when the yellow targets were set, the vertical blue line denotes the data that was available (up to 2017) when the blue targets (2020-2022) were set, the green line denotes the data that was available when the green targets (2023) were set, and the purple line denotes the data that was available when the purple targets (2024-2026) were set.

### Fatalities - Yearly & 5 Year Average with Targets



### GHSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2022 Annual Report

Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/FY 23 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 Ave	2019-2023	244	FARS 2021 / 240	Yes
C-2) Serious Injuries in Traffic Crashes	5 Year Ave	2019-2023	1,279	STATE 2022 / 1,237	Yes
C-3) Fatalities/VMT	5 year Rate	2019-2023	1.35	FARS 2021 / 1.26	Yes

Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY 23 HSP.

Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/FY 23 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year Ave	2019-2023	103	FARS 2021/ 106	In Progress
C-5) Alcohol-Impaired Driving Fatalities	5 Year Ave	2019-2023	72	FARS 2021 / 72	In Progress
C-6) Speeding-Related Fatalities	5 Year Ave	2019-2023	61	FARS 2021 / 60	In Progress
C-7) Motorcyclist Fatalities	5 Year Ave	2019-2023	32	FARS 2021 / 30	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 Year Ave	2019-2023	17	FARS 2021 / 16	In Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year Ave	2019-2023	31	FARS 2021 / 32	In Progress
C-10) Pedestrian Fatalities	5 Year Ave	2019-2023	15	FARS 2021 / 20	*No
C-11) Bicyclist Fatalities		2019-2023	4	FARS 2021 / 4	
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	83.9%	NHTSA Certified State Survey 2023 / 87.5%	Yes
(FHWA-1) Serious Injuries/VMT	5 Year Ave	2019-2023	7.22	State/FHWA 2022 / 6.75	Yes
(FHWA-2) Non-Motorist Fatalities & Serious Injuries	5 Year Ave	2019-2023	125	State 2022 / 114	In Progress
(I-1) Distracted Driving Fatalities	5 Year Ave	2019-2023	45	State 2022 / 34	In Progress
(I-2) Drivers >= 65 in Fatal Crashes	5 Year Ave	2019-2023	58	State 2022 / 51	In Progress
(I-3) Commercial Motor Vehicle Fatalities	5 Year Ave	2019-2023	46	State 2022 / 42	In Progress
(I-4) Single Vehicle Run Off Road Fatalities	5 Year Ave	2019-2023	110	State 2022 / 90	In Progress
(I-5) Head-On/Side-swipe Opposite Fatalities	5 Year Ave	2019-2023	57	State 2022 / 50	In Progress
(I-5) Intersection Related Fatalities	5 Year Ave	2019-2023	50	State 2022 / 48	In Progress

Idaho's targets for FFY2023 were set using FARS data. Since the 2022 and 2023 FARS data and FHWA AVMT data are not available to timely and accurately assess the progress in meeting those targets, 2022 State data and limited, preliminary 2023 State data were used to determine the likelihood in meeting some of the targets. The preliminary data for 2023 is only total fatalities, pedestrian fatalities, bicyclist fatalities, and motorcycle fatalities. With the variability Idaho has experienced in the number of fatalities from year to year, over the last 4 years, it's impossible to accurately determine if the other targets will be met, so they are listed as in progress. \*Pedestrian fatalities (C-10) is the one target that will not be met as pedestrian fatalities had been increasing prior to 2023, but doubled in 2023 to 33 pedestrian fatalities. Idaho has recently completed a Vulnerable Road User Assessment which analyzed 10 years of bicycle and pedestrian crash data to identify locations with a high occurrence of crashes involving vulnerable road users. There is currently a plan for CY24 to inform local stakeholders in affected communities of the findings in the report.

## A summary of findings for 2022

- The number of motor vehicle crashes increased by 0.4 percent, from 27,547 in 2021 to 27,661 in 2022. The number of fatalities resulting from motor vehicle crashes decreased from 273 in 2021 to 215 in 2022, a 21 percent decrease. The number of fatal crashes decreased from 246 in 2021 to 194 in 2022. The number of suspected serious injuries decreased from 1,367 in 2021 to 1,336 in 2022, a 3 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.12 in 2022, down from 1.40 in 2021.
- While 64 percent of all motor vehicle crashes occurred on urban roadways, 75 percent of the fatal motor vehicle crashes occurred on rural roadways in 2022.
- Fatalities resulting from impaired driving crashes increased in 2022 by 2 percent and 51 percent of all fatalities resulted from impaired driving. Of the 110 people killed in impaired driving crashes, 93 (85 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt was 87.6 percent in 2022, up from 82.9% in 2021. Only 34 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 42 of the 84 unbelted motor vehicle occupants killed, may have been survived.
- Aggressive driving was a contributing factor in 51 percent of motor vehicle crashes and 81 people were killed in aggressive driving crashes in 2022.
- Distracted driving was a factor in 17 percent of the motor vehicle crashes in 2022 and 34 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2022, youthful drivers were 2.4 times as likely as all other drivers to be involved in a fatal or injury crash. There were 25 people killed in crashes involving youthful drivers in 2022.
- The number of motorcyclists killed in motor vehicle crashes decreased slightly to 29 in 2022. Almost half (44 percent) of fatal motorcycle crashes in 2022 involved just the motorcycle and just over a third (36 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 16 pedestrians and 4 bicyclists killed in motor vehicle crashes in 2022.
- Fatal crashes involving commercial motor vehicles decreased from 38 in 2021 to 27 in 2022. The number of injury crashes involving commercial motor vehicles decreased by 7 percent. There were 27 people killed and 1,093 people injured in commercial motor vehicle crashes in 2022.

## Grant Funded High Visibility Enforcement Arrest-Citation Summary

	Seat Belt	DUI	Speeding
Bingham County Sheriff's Office - STEP	118	28	316
Blackfoot Police Department - STEP	107	24	104
Boise Police Department	787	12	3,011
Garden City Police Department - STEP	4	3	860
Gem County Sheriff's Office	0	4	77
Idaho State Police - DUI Task Force District	6	19	14
Idaho State Police - Year-long	721	78	1,175
Jerome City Police Department	5	0	24
Jerome County Sheriff's Office - STEP	27	3	137
Kuna Police Department - STEP	0	33	286
Lewiston Police Department - STEP	72	63	650
Meridian Police Department	288	not avail	not avail
Moscow Police Department	1	75	131
Nampa Police Department	97	22	1,062
Parma Police Department - STEP	0	0	0
Twin Falls County Sheriff's Office	19	14	240
Twin Falls Police Department	2	4	28
Mini Grants	33	68	247
HVE Mobilizations	1,211	293	4,783
<b>TOTALS</b>	<b>3,498</b>	<b>743</b>	<b>13,145</b>

## High Visibility Enforcement Mobilizations

Description	Dates	# Agencies Participated
Seat Belts - Nov Thanksgiving	Nov. 18-30-2022	33
Impaired Driving - Holidays	Dec. 14, 2022 - Jan 1, 2023	45
Impaired Driving - Super Bowl	Feb. 10 - 13, 2023	28
Aggressive Driving - Spring	Feb. 26 - Mar. 11, 2023	25
Impaired Driving - St. Patrick's Day	Mar. 16 - 19, 2023	31
Distracted Driving - April	Apr. 5 - 19, 2023	36
Seat Belts - May	May 15 - Jun 2, 2023	42
Impaired Driving - 4th of July	June 30 - July 9, 2023	39
Aggressive Driving - Summer	July 14 - 30, 2023	34
Impaired Driving - Labor Day	Aug. 18 - Sept. 4, 2023	39

As part of each mobilization, participating agencies publicize HVE efforts with local media contacts to increase awareness and provide results before, during, and after mobilizations. Idaho closely mirrors NHTSA's timeline for media. OHS distributes a press release template to participating agencies prior to the mobilization. Agencies used the information in the press release to generate over 275 outreach efforts. Agencies posted on their social media accounts and their websites; over 43 press releases were



issued submitted, 5 agencies were on the local news, 2 agencies were on the radio, 2 visited schools, one posted on their city reader board for all 10 mobilizations, and 2 agencies held press events.

The OHS has a year-long grant with the Idaho State Police (ISP) to provide sustained high visibility enforcement throughout the year. In addition to participating in every HVE mobilization, ISP officers are working additional focused enforcement. Enforcement is conducted using data-driven approaches to achieve success. Idaho has 44 county sheriff offices and 75 police departments. The Idaho State Police also participated in all HVE mobilizations. Below is a list of the agencies that participated in the 2023 mobilizations:

Lewiston Police Department, Bingham County Sheriff's Office, and Blackfoot Police Department had STEP grants. Each STEP grant was for sustained traffic enforcement. Boise Police Department, Moscow Police Department, Meridian Police Department, and Nampa Police Department had year-long grants for sustained enforcement. All year-long grant recipients participate in the scheduled HVE mobilizations. There was a decrease in the number of agencies that participated in the mobilizations. Reasons for lower number of agency-participation include lack of staff and public sentiment towards enforcement.



## Agencies that Participated in High Visibility Mobilizations

Police Departments					
District 1	District 2	District 3	District 4	District 5	District 6
Bonnerr Ferry Rathdrum Spirit Lake	Moscow	Caldwell Emmett Fruitland Homedale Idaho City Middleton Mountain Home Parma Wilder	Filer Kimberly Rupert	American Falls Blackfoot Chubbuck Montpelier Pocatello Preston Shelley Soda Springs	Ashton Rexburg Rigby St. Anthony

Sheriff's Offices					
District 1	District 2	District 3	District 4	District 5	District 6
Kootenai Shoshone	Idaho Latah Nez Perce	Boise Canyon Valley Washington	Jerome Lincoln Twin Falls	Bannock Bingham Caribou Franklin Power	Bonneville Butte Clark Fremont Madison Teton

Mobilization FFY23	OT Hours	Total Contacts	DUI Arrests	Seat Belt Citations	Felony Arrests	Fugitives Apprehended	Suspended Licenses	Uninsured Motorists	Speeding Citations	Reckless Driving	Distracted Driving	Other
Thanksgiving Seat Belts	1998.4	2738	9	313	6	18	35	110	477	5	31	430
Holiday Impaired	2899	2717	74	44	23	23	34	106	240	1	8	603
Super Bowl Impaired	928.8	1156	20	14	12	2	23	58	142	1	5	175
Winter Speed/Aggressive	2266.1	2897	17	85	11	12	39	179	683	4	55	556
St. Pats Impaired	868.1	910	25	30	14	5	10	38	134	1	3	180
Distracted April	2432.6	3130	12	73	14	13	32	133	606	6	279	466
CIOT Seat Belts	2413.4	3452	15	422	14	11	54	153	679	4	59	523
July 4 Impaired	2305.9	2598	47	64	30	18	39	114	390	9	18	413
Summer Speed/Aggressive	2430.5	3374	20	129	10	20	40	139	1021	6	37	583
Labor Day Impaired	2209.9	2818	54	37	38	23	42	107	411	11	16	533
<b>TOTALS</b>	<b>20752.7</b>	<b>25790</b>	<b>293</b>	<b>1211</b>	<b>172</b>	<b>145</b>	<b>348</b>	<b>1137</b>	<b>4783</b>	<b>48</b>	<b>511</b>	<b>4462</b>

# PROGRAMS/PLANNED ACTIVITIES

## Community Traffic Safety Program

Planned Activity Name	<b>Community Traffic Program Area Management</b>	
Project	S0023CP	CP-2023-CP-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Community Traffic Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 244 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Community Traffic program grants which include the LEL Program, SAAD, and the Highway Safety Summit, as well as time dedicated to Public Participation Engagement (PP&E), community education and outreach which extends information to all highway safety partners and the general public, helping increase safe driving behaviors that aim to reduce traffic crash related fatalities and injuries.	

Planned Activity Name	<b>Highway Safety Summit</b>	
Project	SCP2301	CP-2023-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Law Enforcement Training	
Planned Activity Description	Highway Safety Summit	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" communications and outreach are an essential part of successful enforcement. The Summit interfaces with all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 244 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	More than 200 traffic safety practioners attended the 2023 Idaho Highway Safety Summit. Attendees participated in workshops and general sessions focusing on youth engagement and outreach, impaired driving, safe system, and speeding.	

Planned Activity Name	<b>Law Enforcement Liaison Program</b>	
Project	SCP2302	CP-2023-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Law Enforcement Outreach Liaison	
Planned Activity Description	Law Enforcement Liaison Program	
Rationale	Law Enforcement Outreach Liaison has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. Our LEL program is influential and interfaces with all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 244 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Law enforcement liaisons helped plan and facilitate Idaho Highway Safety Summit. LELs also helped visited agencies in their districts, assisted with community outreach and public involvement, and worked with agencies to participate in HVEs and year-long grants.	

Planned Activity Name	<b>Students Against Destructive Decision (SADD)</b>	
Project	SCP2303	CP-2023-03-00-00
Intended Recipient	SADD - Students Against Destructive Decisions	
Primary Countermeasure Strategy ID	Education and Outreach	
Planned Activity Description	Students Against Destructive Decision (SADD)	
Rationale	Per the "NHTSA Peer-to-Peer Teen Traffic Safety Program Guide," peer-to-peer programs have been shown to be more effective with teens than education and outreach alone.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers age 20 or younger at 35 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	SADD facilitated training at the Highway Safety Summit, started working on updating the 21 or Bust program to distribute throughout Idaho, and developed the My SADD e-learning platform for virtual learning opportunities on passenger safety and distracted driving prevention. SADD also connected with schools and communities across the state that are over-represented in teen crashes. SADD has developed an incentivized plan to engage students in traffic safety for the 2023-2024 school year. SADD also has training prepared for students identified to serve on the Student Advisory Board (to be determined). A partnership has been developed with Idaho Drug Free Youth to help collaborate on student engagement and leadership.	

# Paid Media

Planned Activity Name	<b>Paid Media</b>	
Project	SPM2301	PM-2023-01-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Mass Media Campaigns	
Planned Activity Description	Paid Media	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" communications and outreach are an essential part of successful traffic-enforcement activities. NHTSA supports the use of media and also provides resources through <a href="https://www.trafficsafetymarketing.org">Trafficsafetymarketing.org</a> .	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 244 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	OHS supported multiple outreach and education efforts through the paid media program. Focus areas included distracted driving, aggressive driving, teen driving, child passenger safety. Please see media report for more details.	

Planned Activity Name	<b>Public Opinion Survey</b>	
Project	SPM2302	PM-2023-02-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Public Opinion Survey	
Rationale	A survey will aid in the focused of behavioral programs. The survey address all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities to 244 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	790 Idahoans took part in the 2023 Idaho Highway Safety Public Opinion survey. Information obtained from this survey help OHS plan traffic safety activities around the state.	

# Distracted Driving

Planned Activity Name	<b>Distracted Driving Program Area Management</b>	
Project	S0023DD	DD-2023-DD-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Distracted Driving Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 45 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Distracted Driving Program, as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, and increasing safe driving behaviors to reduce distracted driving related traffic crashes.	

Planned Activity Name	<b>Distracted Driving Statewide Services</b>	
Project	SDD2301	DD-2023-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Distracted Driving Statewide Services	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.	
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 45 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Purchased two sets of Fatal Vision Distracted Driving Goggles and a Learning Kit for planned educational presentations at high schools across the state, including six Idaho High School Activities Association's (IHSA) Student Advisory Council Leadership Summits.	

Planned Activity Name	<b>Distracted Driving HVE Mini-Grants</b>	
Project	SDD2302	DD-2023-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Cellphone/Text Messaging Enforcement	
Planned Activity Description	Distracted Driving HVE Mini-Grants	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.	
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 45 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	No funds were expended for this program due to no applications from external agencies for distracted driving mini-grants.	

Planned Activity Name	<b>HVE - Distracted Driving , Nat'l DD Awareness Month</b>	
Project	SDD23EA	DD-2023-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Cellphone/Text Messaging Enforcement	
Planned Activity Description	HVE - Distracted Driving , Nat'l DD Awareness Month	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use. Idaho has a hands free law which allows law enforcement to more effectively enforce the law.	
Primary Performance Measure (Target)	Reduce the 5-year average number of distracted driving fatalities to 45 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	51 agencies participated in the Distracted Driving High-Visibility Enforcement. 16 of those agencies reported outreach to their communities about the upcoming mobilization. In that HVE, a total of 12 DUI arrests were made, as well as 69 seat belt citations issued and 603 speeding citations issued.	

# Impaired Driving

Planned Activity Name	<b>Impaired Driving Program Area Management (402)</b>	
Project	S0023AL	AL-2023-AL-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Impaired Driving Program Area Management (402)	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Impaired Driving Program as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, and increasing safe driving behaviors to reduce impaired driving related traffic crashes.	

Planned Activity Name	<b>(405d) Impaired Driving Program Area Management</b>	
Project	S2399ID	M5X-2023-ID-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	(405d) Impaired Driving Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Impaired Driving Program as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, and increasing safe driving behaviors to reduce impaired driving related traffic crashes.	



Planned Activity Name	<b>Impaired Driving Statewide Services (402)</b>	
Project	SAL2301	AL-2023-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Communication & Outreach: Supporting Enforcement	
Planned Activity Description	Impaired Driving Statewide Services (402)	
Rationale	Highway Safety Programs Guidelines No. 8 state that prosecution, adjudication, laws, enforcement and administrative sanctions and communications are required to achieve both specific and general deterrence to impaired driving. Providing education for the professional who provide those services is essential.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Provided DUI court training through the NHTSA/NCDC SWI Court Foundational Training program in Asheville, NC. Eight attendees represented the Canyon County DUI Court. In attendance 2 Probation officers, 1 Public Defender, 1 Judge, 1 DUI Court Coordinator, 1 Law Clinician, 1 law enforcement officer and 1 Prosecuting Attorney. Canyon has the largest racial/ethnic groups in Idaho with 25.7% Hispanic.	

Planned Activity Name	<b>Mothers Against Drunk Driving (MADD) Court Monitoring</b>	
Project	SAL2302	AL-2023-02-00-00
Intended Recipient	Mothers Against Drunk Driving	
Primary Countermeasure Strategy ID	Alcohol Impairment: Detection, Enforcement and Sanctions	
Planned Activity Description	Mothers Against Drunk Driving (MADD) Court Monitoring	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" court monitoring programs produce higher conviction rates and stiffer sentences .	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>- Mothers Against Drunk Driving supports the Canyon County Court monitoring program. this year MADD succeeded in recruiting 8 new court monitoring volunteers and trained 5 new court monitoring volunteers. 17 court monitoring meeting were conducted, 12 were in person training, 3 were online and 2 were virtual open houses.</p> <p>- MADD identified 4 potential gaps in the prosecuting and adjudication process: 1. Neighboring Idaho counties need to check each other's open DUI cases before pleading an offender out for a first-time DUI when in fact, they have an open DUI case in a neighboring county. 2. Unsupervised probation has led to offenders, in some cases, getting away with not installing IID's. 3. Impaired, drugged drivers are not being convicted because prosecutors are unable to measure/prove their intoxication levels, which leads to lesser pleas. 4. There is a high rate of DUI arrests among underserved populations - more effort needs to be made to educate communities from other countries about the dangers of driving impaired.</p>	

Planned Activity Name	<b>Impaired Driving Statewide Services (405d)</b>	
Project	SID2301	M5X-2023-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Alcohol Impairment: Detection, Enforcement and Sanctions	
Planned Activity Description	Impaired Driving Statewide Services (405d)	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funding supported mini-grant for DUI enforcement activities and the equipment to support the activities. There were 11 mini-grants, Emmett PD, Butte County and Bingham County focused on enforcement for a total of 278 overtime DUI enforcement hours, and 8 agencies; Shelley PD, Boise County, Caribou county, Homedale PD, Kuna PD, Washington County, Gem county and Latah County purchased FC20BT lifelocs with a total of 36 total lifelocs. Agencies provided enforcement hours and mileage as match for the equipment.	

Planned Activity Name	<b>Idaho State Police - DUI Task force District</b>	
Project	SID2304	M5X-2023-04-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Zero-Tolerance Law Enforcement	
Planned Activity Description	Idaho State Police - DUI Task force District	
Rationale	High visibility saturation patrols are effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The Idaho State Police DUI Taskforce coordinated three operations in Northern Idaho through the North Idaho DUI Taskforce. During the enforcement activities there were 18 DUI arrests, 2 open container citations, 6 minor in possession, 4 paraphernalia arrests, 7 seat belt, 13 speed, and 4 blood draw assists.	

Planned Activity Name	<b>Traffic Safety Resource Prosecutor (TSRP)</b>	
Project	SID2302	M5CS-2023-02-00-00
Intended Recipient	Idaho Prosecuting Attorneys Association	
Primary Countermeasure Strategy ID	Traffic Safety Resource Prosecutor	
Planned Activity Description	Traffic Safety Resource Prosecutor (TSRP)	
Rationale	The Traffic Safety Resource Prosecutor has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>This fiscal year the Traffic Resource Safety Prosecutor provided 917 technical assistance, 64 training requests, 560 hours of training and trained 2,165 participants. Of those who participated in the trainings, 895 were prosecutors, 1071 law enforcement and 199 community members.</p> <p>1) Provided at least a 2 hour block of impaired driving instruction at the annual IP AA summer and winter conferences. These conferences included prosecutors participating from 42 of the 44 Idaho counties. 2) Provided at least one NHTSA prosecutor program curriculum during the grant year -specifically the "IP AA Trial Skills" course (Prosecuting the DUI Driver) for Idaho Prosecutors, October 12-14, 2022 in McCall, Idaho. In addition, partnered with Idaho Child Passenger Safety Program to offer the NHTSA Train the Trainer course. 3) Provided assistance in planning and requested instruction at the Idaho Highway Safety Summit. This included planning and speaking in breakout sessions and as the final keynote speaker for the summit. 4) Provided state &amp; local law enforcement agencies with traffic safety training, to include SFST, ARIDE, DRE and Law Enforcement Phlebotomy courses. 5) Prepared and distributed a quarterly publication (compiled into a yearly publication) for prosecutors and law enforcement to include current case law and other issues associated with the prosecution of traffic safety violations. (A copy is attached to this report). As noted below, also updated the IPAA Search &amp; Seizure Manual, which included updated materials impacting DUI investigations and prosecutions in Idaho. 6) Continued to provide a variety of legal support with research, legal consultation, document preparation, and presentations. As provided in the table above, the Idaho TSRP responded to 917 technical assistance requests.</p>	

Planned Activity Name	<b>State Impaired Driving Coordinator (SIDC)</b>	
Project	SID2303	M5IDC-2023-03-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Drug Recognition Expert (DRE) Training	
Planned Activity Description	State Impaired Driving Coordinator (SIDC)	
Rationale	A DEC program has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. The State Impaired Driving Coordinator oversees this program.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The State Impaired Driving Coordinator (SIDC) is housed at the Idaho State Police. This year Idaho certified 12 new Drug Recognition Experts (DRE) and provided DRE in-service training to 83. Idaho currently has 107 active DREs. The also coordinated and taught the following training: ARIDE 4 classes with 53 students, SFST/DRE instructor class with 18 students, Law Enforcement Phlebotomy refresher course 54 students. Idaho has 63 active law enforcement phlebotomists. Presented 4 hr. blocks of Drug Impaired Recognition for supervisors for the Department of Health and Welfare, 11 classes with 214 students. Conducted 16 SFST/DID training classes around the state with a total of 223 students and 39 wet labs. Held 6 DIETEP (Drug Impairment Training for Educational Professionals) 5 in Boise and 1 in Lewiston. Other classes taught, Fentanyl Awareness 3 classes 75 students, Fentanyl Mock Crash 1 class with 75 students, Alcohol Mock Crash 1 class with 150 students, MADD Impaired Driving Law Enforcement Summit 75 attendees.	

Planned Activity Name	<b>HVE - Impaired Driving Dec/Jan Mobilization</b>	
Project	SID23EA	M5HVE-2023-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Impaired Driving Dec/Jan Mobilization	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	45 agencies participated in the mobilization efforts; 74 DUI arrests, 240 speeding citations, and 44 seat belt citations. The 45 agencies also conducted 51 media and outreach activities	

Planned Activity Name	<b>HVE - Impaired Driving Super Bowl</b>	
Project	SID23EB	M5HVE-2023-EB-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Impaired Driving Super Bowl	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	28 agencies participated in the Super Bowl impaired driving mobilization efforts; 20 DUI arrests, 14 seat belt citations 142 speeding citations. 28 agencies also participated in 14 media and outreach activities.	

Planned Activity Name	<b>HVE - Impaired Driving Labor Day Mobilization</b>	
Project	SID23EC	M5HVE-2023-EC-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Impaired Driving Labor Day Mobilization	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	39 agencies participated in the mobilization efforts; 54 DUI arrests, 411 speeding citations, and 37 seat belt citations. The 45 agencies also conducted 22 media and outreach activities	

Planned Activity Name	<b>HVE - Impaired Driving July 4th</b>	
Project	SID23ED	
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Impaired Driving July 4th	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	39 agencies participated in the July 4th impaired driving mobilization efforts; 47 DUI arrests, 64 seat belt citations 390 speeding citations. Agencies also participated in 28 media and outreach activities.	

Planned Activity Name	<b>HVE - Impaired Driving Mar St. Patrick's Day</b>	
Project	SID23EE	
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Impaired Driving Mar St. Patrick's Day	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	31 agencies participated in the St. Patrick's Day impaired driving mobilization efforts; 25 DUI arrests, 30 seat belt citations 134 speeding citations. 26 agencies also participated in 26 media and outreach activities.	

Planned Activity Name	<b>Impaired Driving Paid Media</b>	
Project	SID23PM	M5PEM-2023-PM-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Communications & Outreach: supporting enforcement	
Planned Activity Description	Impaired Driving Paid Media	
Rationale	Enforcement when accompanied by publicity can be effective in reducing alcohol-related fatal crashes. Additionally using the researched Positive Community Framework model, messages are created to deter impaired driving. Education through various communications and outreach is especially important to youth under 21 years of age.	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Two statewide campaigns were delivered during the Holiday HVE and 4th of July HVE. More information available in paid media report.	



# Motorcycle Program

Planned Activity Name	<b>Motorcycle Program Area Management</b>	
Project	S0023MC	MC-2023-MC-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Motorcycle Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Motorcycle Safety Program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce Motorcycle involved traffic crashes.	

Planned Activity Name	<b>Motorcycle Awareness Paid Media</b>	
Project	SMA2301	M11MA-2023-01-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Communication Campaign	
Planned Activity Description	Motorcycle Awareness Paid Media	
Rationale	405f limitation to the requirement that the funds can only be used to send a message to vehicle drivers and not the riders.	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Motorcycle awareness campaign was delivered in May as part of Motorcycle Awareness Month. More details available in paid media report.	



Planned Activity Name	<b>Motorcycle Safety Statewide Services</b>	
Project	SMA2302	M11MA-2023-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Motorcycle Rider Training	
Planned Activity Description	Motorcycle Safety Statewide Services	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" promote the use of protective clothing and measures that increase rider conspicuity to help with the visibility and safety of the riders. Almost half of all motorcycle crashes were single-vehicle crashes and 54% of fatal motorcycle crashes involved only a single motorcycle.	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	OHS provided grant support for two motorcycle awareness rallies held in Idaho during May 2023--one in Boise and one in Coeur d'Alene, both bringing hundreds of participants together. Speakers at these rallies shared safety messages for riders and drivers and honored the lives of the dozens of riders killed in crashes in Idaho that year. OHS also provided grant funding to the Idaho Coalition for Motorcycle Safety (ICMS) for creating Idaho's annual motorcycle fatality summary, which is used to inform and educate riders, trainers, drivers, and motorcycle safety advocates, as well as influence our communication campaigns with up-to-date data.	

Planned Activity Name	<b>Motorcycle Safety Training and Education</b>	
Project	SMC2302	MC-2023-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Motorcycle Rider Training	
Planned Activity Description	Motorcycle Safety Training and Education	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" rider education and training courses is widely used and may provide a reduction in crash severity.	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	OHS partners with Idaho STAR, Idaho Coalition for Motorcycle Safety, ABATE of North Idaho, High Desert Harley Davidson, Idaho State Police, and Idaho Transportation Department staff on the State Highway Safety Plan Motorcycle Task Force. Rider education and training programs in Idaho were very busy throughout the year. Adequate funds for training activities were provided through Idaho STAR this fiscal therefore, no grant funds were required.	

# Bicycle and Pedestrian Safety Program

Planned Activity Name	<b>Bicycle and Pedestrian Safety Program Area Management</b>	
Project	S0023PS	PS-2023-PS-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Bicycle and Pedestrian Safety Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of bicyclists fatalities to 4 or fewer and the pedestrian fatalities to 14 or fewer.	
FY 2023 target, on track to meet?	No	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Bicycle and Pedestrian Safety Program grants well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce bike and pedestrian related traffic crashes.	

Planned Activity Name	<b>Bicycle and Pedestrian Statewide Services</b>	
Project	SPS2301	PS-2023-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Bicycle and Pedestrian Statewide Services	
Rationale	All but two of the 14 pedestrians killed were 25 years or older, therefore training will work be geared toward adult pedestrians making better road crossing decisions.	
Primary Performance Measure (Target)	Reduce the 5-year average number of bicyclists fatalities to 4 or fewer and the pedestrian fatalities to 15 or fewer.	
FY 2023 target, on track to meet?	No	
Contribution(s) to meeting the state performance measure.	OHS partnered with the Boise Bicycle Project, Idaho Walk Bike Alliance, Safe Routes to School, and other active transportation programs on community outreach and education-based activities in 2023, but no funds were requested or used. Helmet-use brochures were produced for handouts, and we had a small fee for printing.	

# Occupant Protection Program

Planned Activity Name	<b>Occupant Protection Program Area Management</b>	
Project	S0023SB	OP-2023-SB-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Occupant Protection Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Adult and Child Passenger Safety Program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safety restraint use and reduce traffic fatalities and injuries.	

Planned Activity Name	<b>(405b) Occupant Protection Program Area Management</b>	
Project	S2399OP	M2X-2023-OP-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	(405b) Occupant Protection Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Adult and Child Passenger Safety Program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safety restraint use and reduce traffic fatalities and injuries.	

Planned Activity Name	<b>Child Passenger Safety Coordination Program</b>	
Project	SOP2301	M2X-2023-01-00-00
Intended Recipient	Lemhi County Sheriff's Office	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Child Passenger Safety Coordination Program	
Rationale	The goal is to have at least one trained child passenger safety technician and CPS check site for each county in Idaho and to have at least a 50% retention of renewed CPS techs.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The Office of Highway Safety works with Lemhi County to support the Child Passenger Safety (CPS) Statewide Coordinator. A statewide newsletter the "Buckaroo Gazette" was distributed quarterly. A 2-Day Continuing Education event took place in northern Idaho with over 88 attendees receiving their required CEU's. Statewide Idaho currently has 341 Technicians, 25 CPS Technician Instructors, and 5 Technician proxy's. In total Idaho there were 2177 seat inspections, 577 seats distributed, 770 WHALE kits and 575 CHOP cards distributed. The CPS techs volunteered over 1,958 hours.	

Planned Activity Name	<b>Child Passenger Safety Statewide Services</b>	
Project	SOP2302	M2X-2023-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Communication Campaign	
Planned Activity Description	Child Passenger Safety Statewide Services	
Rationale	Highway safety Program Guideline No. 10 Provide material and develop messages appropriate for the desired audience.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The OHS produced WHALE (We Have A Little Emergency) Kits in English and Spanish to hand out to parents and caregivers. Kits are provided to the public through the OHS order form, and outreach events such as county fairs, safety events, and informational events. This year over 2500 kits were distributed. Additionally in March 2023, the OHS conducted a seat belt assessment.	

Planned Activity Name	<b>Child Passenger Safety Restraints</b>	
Project	SOP2303	M2CSS-2023-03-00-00
Intended Recipient	Child Passenger Safety Technician Sites	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Child Passenger Safety Restraints	
Rationale	1300.21 (6) (F) (vi) Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed on a needs based system.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funding was used to provide child safety seats to underserved children. Over 250 seats were provided after they were properly installed in the vehicles.	

Planned Activity Name	<b>Occupant Protection Observational Survey (NOPUS)</b>	
Project	SOP2304	M2X-2023-04-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Occupant Protection Observational Survey (NOPUS)	
Rationale	Federal requirement for funding. The data from the survey is also used to implement seat belt high virility enforcement in low use regions.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	A total of 28,276 vehicle occupants were observed. The total occupants observed were comprised of 22,417 drivers and 5,859 outboard passengers. Seventy percent (69%) of the vehicles were cars, vans, or Sport Utility Vehicles (SUVs) while 31% were pick-up trucks. Vans and SUVs used to be counted separately, but were combined with passengers cars for the 2013 survey because seat belt usage was virtually the same for both groups of vehicles in the past. The results showed a .1% decrease in the overall Seat Belt Use rate from 87.6% to 87.5%. It is important to note that the entire survey design was redone in 2023 with new observation sites.	

Planned Activity Name	<b>Child Passenger Safety Statewide Safety Education and Training</b>	
Project	SOP2305	M2X-2023-05-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Child Passenger Safety Statewide Safety Education and Training	
Rationale	Highway safety Program Guideline No. 20, V. Occupant Protection for Children Program, assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	An annual CEU education even took place in Coeur d'Alene, Idaho April 11-12, 2023. There were 98 people in attendance with 88 CPS technicians receiving 7 continuing education units which aids in keeping the technicians certified. Technicians were from all areas of the state.	

Planned Activity Name	<b>HVE - Occupant Protection Nov. Thanksgiving (405b)</b>	
Project	SOP23EA	M2HVE-2023-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Short-term, High Visibility Seat Belt Law Enforcement	
Planned Activity Description	HVE - Occupant Protection Nov. Thanksgiving (405b)	
Rationale	NHTSA supports the annual Click it or Ticket High Visibility Enforcement seat belt campaign in late May each year.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	32 agencies participated in the Thanksgiving Seat Belt High-Visibility Enforcement. 11 of those agencies reported outreach to their communities about the upcoming mobilization. In that HVE, a total of 4 DUI arrests were made, as well as 314 seat belt citations issued and 477 speeding citations issued.	

Planned Activity Name	<b>HVE - Occupant Protection CIOT Mobilization (405b)</b>	
Project	SOP23EB	M2HVE-2023-EB-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Short-term, High Visibility Seat Belt Law Enforcement	
Planned Activity Description	HVE - Occupant Protection CIOT Mobilization (405b)	
Rationale	NHTSA supports the annual Click it or Ticket High Visibility Enforcement seat belt campaign in late May each year.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	43 agencies participated in the Click It or Ticket May Seat Belt High-Visibility Enforcement. 18 of those agencies reported outreach to their communities about the upcoming mobilization. In that HVE, a total of 15 DUI arrests were made, as well as 422 seat belt citations issued and 679 speeding citations issued.	

Planned Activity Name	<b>Child Passenger Safety Statewide Services</b>	
Project	SSB2301	OP-2023-01-00-00
Intended Recipient	CPS Technician Sites	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	child Passenger Safety Statewide Services	
Rationale	1300.21 (6) (F) (vi) Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed on a needs based system.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	In addition to three mini-grants were awarded under this program for Child Passenger Safety Seat: Pocatello Police Department, St. Alphonsus Nampa and Norhtwest Infant Survival and SIDS Alliance (NISSA), the grant provided educational materials to child passenger seat check sites statewide, pediatric clinics, hospitals, department of Health and Welfare and individuals who submitted requests. Through the mini-grants NISSA provided 536 seat checks, 131 new seats, educated over 700 parents at seat check events, 200 + parents through the online Car Seat 101 course, hosted a CPST course and trained 12 new techs, attended the national Conference Kids in Motion as a presenter and had over 20K in social media engagements. The second mini-grant with Pocatello PD, hosted a CPST class certifying 6 new techs, conducted 38 car seat checks, and distributed materials to the community. They also participated in two community safety events which reached out to over 350 parents and caregivers. St. Alphonsus hosted 2 CPSTI classes and certified 32 techs, they conducted 3 seat check Saturday events and checked over 40 seats. All parents who attend events receive educational materials. In total St. Al's checked 686 seats.	

Planned Activity Name	<b>Child Passenger Safety Liaison Program</b>	
Project	SSB2302	OP-2023-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Child Passenger Safety Liaison Program	
Rationale	To adequately meet the needs of the communities. The CPS program uses a liaison from the local area to direct and assess the program.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funded 8 Child Passenger Safety Liaisons for Idaho. One for each of the 7 Public Health Districts and one tribal Liaison. The liaisons met quarterly to touch base and share best practices. The Liaisons helped conduct 13 CPST classes around the state providing 81 new certified technicians and 3 renewal classes. A quarterly newsletter is distributed to all techs to provide current news and information regarding child passenger safety. The liaisons coordinated 17 events throughout Idaho during National Seat Check Saturday and there werer 259 seat checks performed and 138 car seats distributed.	

Planned Activity Name	<b>Occupant Protection Paid Media</b>	
Project	SOP23PM	M2X-2023-PM-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Communications and Outreach: Strategies for Low Belt Use Groups	
Planned Activity Description	Occupant Protection Paid Media	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" seat belt use increased when states used paid advertising in their seat belt use campaigns.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Statewide seat belt campaigns were delivered in November and May to support HVE activities. See paid media report for more information.	



## Planning and Administration

Planned Activity Name	<b>Planning and Administration</b>	
Project	S0023PA	PA-2023-PA-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Planning and Administration	
Rationale	Program Management to establish procedures, conduct planning and ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Personnel time and additional costs dedicated to managing the Idaho Highway Safety Program as well as time dedicated to PP&E, education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crash related fatalities and injuries.	

Planned Activity Name	<b>Electronic Grant Management System</b>	
Project	SPA2301	PA-2023-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Electronic Grant Management System	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Funding was used to provide grant software to manage the Highway Safety Program, the company selected has developed similar systems for other SHOs and Idaho will be the third state in the region to implement the software to administer our traffic safety programs.	

# Police Traffic Services Program

Planned Activity Name	<b>Police Traffic Services Program Area Management</b>	
Project	S0023PT	PT-2023-PT-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Police Traffic Services Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Police Traffic Safety Program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce all traffic fatalities and injuries.	

Planned Activity Name	<b>Police Traffic Statewide Services - Mini Grants</b>	
Project	SPT2301	PT-2023-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Police Traffic Statewide Services - Mini Grants	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	\$81,123.14 expended for enforcement equipment. Adams County: 4 Radars, City of Blackfoot: Speed Trlr, City of Fruitland: 2 Lidars, City of Shelley: 10 Lidars, City of Eagle: 2 Lidars, Madison County: 7 Lidars, Nez Perce: 5 Lidars, Gem County: 4 Lidars, 1 speed Trailer, Twin Falls, 5 Lidars.	

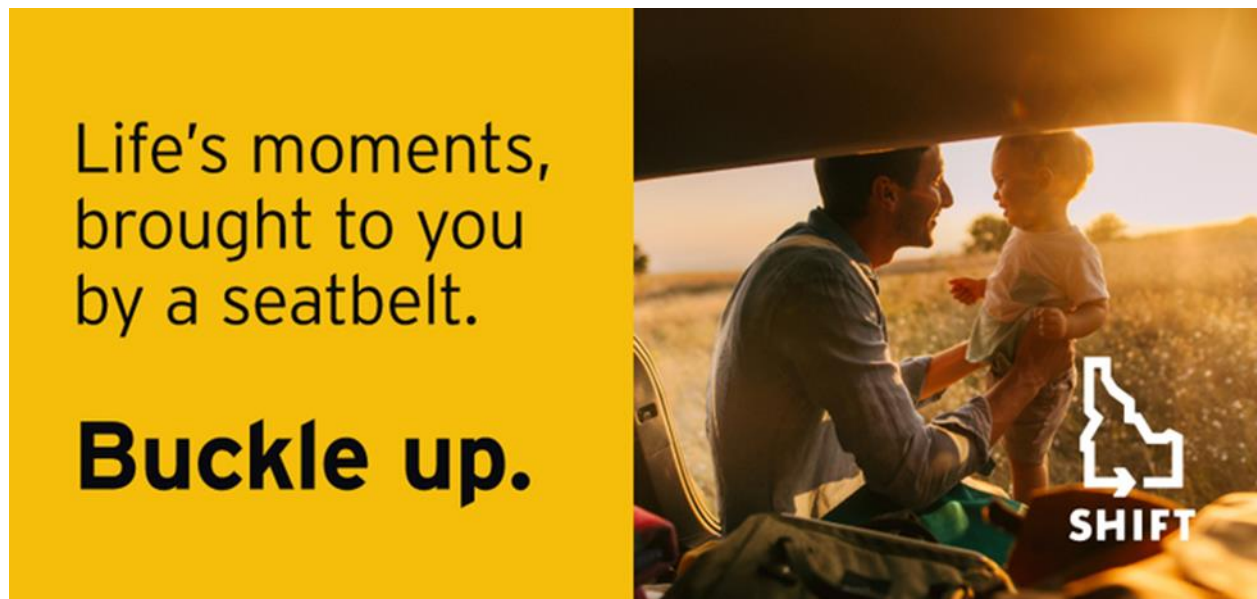
Planned Activity Name	<b>Police Traffic Services, Training Support &amp; Mini-Grants</b>	
Project	SPT2302	PT-2023-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Law Enforcement Training	
Planned Activity Description	Police Traffic Services, Training Support & Mini-Grants	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" communications and outreach are an essential part of successful speed and aggressive-driving enforcement.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	No applications for training or education were received. Therefore, no expenditures were paid for with this project.	

Planned Activity Name	<b>Moscow Police Department - Enforcement</b>	
Project	SPT2303	PT-2023-03-00-00
Intended Recipient	Moscow Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Moscow Police Department - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Moscow has a large college population with a majority of the students under 21 yoa.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Moscow PD expended 96% of their grant funds. Citations: DUI:76 (6 times more than previous year), Seat Belts: 1, Speeding: 208, total traffic contacts: 2531 that included educating drivers with written and verbal warnings (this was 15.3% more traffic stops than the previous year) resulting in 25% fewer injury calls. Community events: Citizen Police Academy, Lee Newbill Safety Fair partnering with other local agencies including Safe Routes to School. A car seat check station was available and 'Cops on Bikes' targeted distracted drivers; 176 text citations were written. Social media: Facebook, radio, local news stations, press releases as applicable.	

Planned Activity Name	<b>Boise Police Department - Enforcement</b>	
Project	SPT2304	PT-2023-04-00-00
Intended Recipient	Boise Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Boise Police Department - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Boise PD expended 100% of their grant funds. Citations: DUI: 12, Seatbelts: 787, Speeding: 3011. BPD participated in all scheduled mobilizations. Equipment purchased: 5 Stalker Radars. Community outreach/education included the 100 Deadliest Days kickoff during Memorial Weekend partnering with other local agencies. The event was highly publicized through news releases, local news stations, social media. Partnered with OHS and the Boise Hawks on driver safety. Promoted the Alive @25 Program with the Prosecuting Attorney's Office.	

Planned Activity Name	<b>Nampa Police Department - Enforcement</b>	
Project	SPT2305	PT-2023-05-00-00
Intended Recipient	Nampa Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Nampa Police Department - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For a city with a population over 40K, Nampa has the second highest fatal and serious injury rate at 10.3.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Nampa PD expended 78% of their grant funds. Citations: DUI:22, Seat Belts: 97, Speeding: 1062. Equipment: 7 BeeIII's purchased. They participated in all scheduled mobilizations including overtime DUI saturation patrols during local music events. NPD created the 'Traffic Accident Reduction Patrols' (TARP) to target specific traffic safety behaviors/hot spots. One of these safety behaviors/hotspots were pedestrians being hit and killed while crossing the street in dark, unlit areas. Many of these crashes took place during the winter months when daylight hours are the shortest. From 2018-2022 there were 10 fatal crashes involving pedestrians. NPD has addressed it as a priority and has implemented a public awareness campaign utilizing all social media platforms.	

Planned Activity Name	<b>Meridian Police Department - Enforcement</b>	
Project	SPT2306	PT-2023-06-00-00
Intended Recipient	Meridian Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Meridian Police Department - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For a city with a population over 40K, Nampa has the highest fatal and serious injury rate at 11.9.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Meridian PD expended 100% of their grant funds. They participated in 6 of the 10 scheduled mobilizations. First quarter citations: 3 Seatbelt, 72 speed. There were staffing changes due to the Grant Manager retiring. Met with the new grant manager and several new administrative staff from finance during the 5/23/23 on-site visit. MPD's primary focus area were teen drivers (15-19). MPD ranked #1 in their population group. 14% of all fatal crashes from 2018-2022 involved youthful drivers, with 'Failed to Maintain Lane' as being the #1 contributing factor. MPD is hoping with Increased enforcement, outreach education through social media to see a decrease in this age group in the following year.	



Planned Activity Name	<b>Twin Falls County Sheriff's Office - Enforcement</b>	
Project	SPT2307	PT-2023-07-00-00
Intended Recipient	Twin Falls County Sheriff's Office	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Twin Falls County Sheriff's Office - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Twin Falls Co. has a seat belt use rate of only 77.8%.and 61.6% of the fatal and injury crashes were a result of aggressive driving.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Twin Falls County Sheriff's Office (TFCSO) reported 557 fatal and injury crashes, including 6 fatalities and 257 serious injuries, in FY2023. This is 97 higher than the objective of 460 fatal and injury crashes. TFCSO also reported 57 distracted fatal and injury crashes (21 higher than objective) and 73 impaired fatal and injury crashes, including 3 fatalities (25 higher than objective).</p> <p>TFCSO issued 3,048 total citations in FY2023, falling short of the objective by just 29 citations. This included 1,075 citations for aggressive driving, 168 citations for impaired driving, 196 citations for distracted driving, and 186 seatbelt citations. Seatbelt use rate was 80.7%, falling 1% short of the objective.</p> <p>In FY2023, TFCSO participated in ten full-month grant-funded overtime saturation patrols and ten statewide mobilizations. During these patrols, educational materials were provided at traffic stops. TFCSO also participated in public events and provided media releases to local outlets for promotion of traffic safety that appeared in print, on radio, and on television station KMVT channel 11. TFCSO representatives were frequent guests of a morning radio talk program entitled, "Top Story" on KLIX Radio 1310AM. The TFCSO website, Facebook, and video blogs are regularly updated to educate and inform the public.</p>	

Planned Activity Name	<b>Jerome City Police Department - Enforcement</b>	
Project	SPT2308	PT-2023-08-00-00
Intended Recipient	Jerome City Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Jerome City Police Department - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. When compared to other counties of similar population, Jerome County ranks third in fatal and serious injury crashes as a results of aggressive driving.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?		
Contribution(s) to meeting the state performance measure.	<p>For the majority of the grant, Jerome City Police Department (JPD) Officers conducted traffic enforcement in high-visibility areas, primarily in the school zones on N Lincoln and S Lincoln and high traffic areas surrounding local city parks.</p> <p>JPD Officers maximized visibility during the "100 Deadliest Days" of summer with the majority of recorded total traffic contacts occurring during this time. These efforts were in addition to those provided by Idaho State Police and Jerome County Sheriff's Department to provide roadside education and deter aggressive and crash-causing behavior such as speeding, failing to obey stop signs and traffic signals, and distracted driving.</p> <p>JPD regularly maintains Instagram and Facebook pages. Throughout the year, posts were shared regarding JPD's traffic enforcement and traffic tips, including joining efforts with other law enforcement agencies across the state to slow aggressive driving, with an emphasis during the "100 Deadliest Days of Summer." The importance of finding a sober driver and wearing safety restraints was also emphasized.</p> <p>JPD succeeded in reducing the number of reported fatal and injury crashes in the City of Jerome from the prior fiscal year by approximately 25%, based solely on e-Force reporting. JPD also increased public awareness regarding traffic safety and efforts towards reducing the number of impaired, aggressive, and distracted drivers through social media outreach and area-targeted traffic enforcement.</p>	

Planned Activity Name	<b>Idaho State Police - Year-long - Enforcement</b>	
Project	SPT2309	PT-2023-09-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Idaho State Police - Year-long - Enforcement	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>ISP worked 149 aggressive driving, 106 impaired driving, 101 seat belt, and 47 distracted driving emphasis patrols throughout the state for a total of 403 overtime shifts. In addition to these shifts, troopers in Districts 1, 2, and 3 worked 98 shifts, which were two (2) hours or less: 54 aggressive driving, 26 impaired driving, 13 seat belt, and 5 distracted driving. The following statistics represent all six (6) districts and are from October 27, 2022 through September 30, 2023: Hours Worked – 3,946.8; Contacts – 6,500; Speed Citations – 1,175 (29.1% decrease); Aggressive Driving Citations – 246 (52.4% decrease); Seat Belt Citations – 702 (2.6% decrease); Child Restraint Citations – 19 (17.4% decrease); Texting While Driving Citations – 51 (168.4% increase); Hands Free Citations – 120 (9.1% decrease); Inattentive Driving – 14 (30.0% decrease); Other Distracted Driving Citations – 37 (30.2% decrease); and DUI Arrests – 78 (39.1% decrease), including six (6) DUI Drug and nine (9) Excessive DUI arrests. ISP issued 77 citations for possession of a controlled substance (marijuana – 71, marijuana and tramadol – 2, marijuana and prescription drug – 1, no prescription – 1, and THC cartridges - 2), along with 92 possession of drug paraphernalia citations.</p> <p>The decreases in citations and arrests can be accounted for, as ISP’s OHS award for FFY23 was \$50,000 less than FFY22. Also, the State of Idaho implemented a new statewide human resources and financial management system in July 2023 and exact amounts spent in personnel were not available until after the grant period ended. Conservative estimates were used to ensure the grant was not overspent, which resulted in less shifts worked.</p>	



Planned Activity Name	<b>Lewiston Police Department - STEP</b>	
Project	SPT2310	PT-2023-10-00-00
Intended Recipient	Lewiston Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Lewiston Police Department - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Compared to cities of 15K - 39,999K, Lewiston has the second highest number of fatal and injury crashes.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Lewiston PD expended 77% of their grant funds. Citations: DUI:63, Speeding 650. LPD participated in 7 of the 10 scheduled mobilizations. An ongoing challenge for Lewiston were school zones. Complaints were initiated by concerned citizens, and crossing guards. They have increased patrols in the morning and afternoon hours. LPD utilized high visibility enforcement during annual community events such as National Night Out, Nez Perce County Fair and Hot August Nights. They also partnered with Dairy Queen during the summer giving out ice cream cones to children and reminding them to wear their bike helmets and look for cars before stepping into a crosswalk. One of the officers attended the D2 Open House and spoke to our staff about additional educational and outreach resources.	

Planned Activity Name	<b>Bingham County Sheriff's Office - STEP</b>	
Project	SPT2311	PT-2023-11-00-00
Intended Recipient	Bingham County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Bingham County Sheriff's Office - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For counties with a population between 20K-49,999K, Bingham has a fatal and injury rate of 3.8.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	In 2023, the Bingham County STEP team was very active in traffic safety enforcement. In total the team made 1,421 total contacts resulting in the following statistics: 28 DUI arrests, 15 underage alcohol citations, 115 seat belt citations, 3 child safety seat citations, 31 felony arrests, 316 speeding citations, 36 motorcycle endorsement citations. STEP team also responded to 21 crashes.	

Planned Activity Name	<b>Blackfoot Police Department - STEP</b>	
Project	SPT2312	PT-2023-12-00-00
Intended Recipient	Blackfoot Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Blackfoot Police Department - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For an Idaho city with a population between 5K-14,999K Blackfoot has the third highest fatal and serious injury crash rate of .47%	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The Blackfoot Police Department participated in 10 ITD mini-grants throughout the 2023 fiscal year. During these 10 saturations, the Blackfoot Police reported 1,464 traffic-related contacts during their 783 hours of patrol. During these 10 situations, 235 seatbelt and 4 child safety seat infractions were issued. During the seatbelt mobilization running from May to June, we had 72 seatbelt and 1 child safety seat infractions within 85 hours. These numbers for seatbelt infractions during saturation mobilizations show our approach to no tolerance for failure to use safety restraints.	

Planned Activity Name	<b>Garden City Police Department - STEP</b>	
Project	SPT2313	PT-2023-13-00-01
Intended Recipient	Garden City Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Garden City Police Department - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Garden City PD expended 88% of their grant funds. Garden City is unique as it is a "city within a city" (located inside the boundaries of Boise City) and therefore, most of their traffic is commuter-related. They ranked #2 overall in their population group (5k-19,000) for fatalities and serious injuries and #1 for pedestrian-related crashes. Seatbelt rate: 81%. Participated in all scheduled mobilizations. Equipment: purchased 1 Stalker Radar. A speed trailer was	

	<p>purchased the previous year and was verified during an on-site visit that it is still in service. Officer training: sent 2 officers to the Traffic Safety Symposium and several officers attended the Highway Safety Summit held in Couer d'Alene. GPD held 2 Alive @ 25 classes per quarter. Partnered with the Ada County Highway District to develop road signage in/around local schools. Events: National Stop on Red Week, Western Idaho Fair. Education and Outreach: created a Traffic Education Series called the '3 E's: Enforcement, Engineering, Education'. GPD actively posts on social media platforms and utilizes our new release templates that we send out. They were also chosen for on-site management review visit with NHTSA.</p>
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Planned Activity Name	<b>Jerome County Sheriff's Office - STEP</b>	
Project	SPT2314	PT-2023-14-00-01
Intended Recipient	Jerome County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Jerome County Sheriff's Office - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Jerome County Sheriff's Office (JCSO) participated in its first STEP grant in FY2023. Data received on fatal crashes indicates Jerome County had 594 crashes in FY22 with four fatalities, and in FY23 that number increased to 634 crashes with 16 fatalities.</p> <p>JCSO did conduct an independent observational seatbelt survey at one location in November, 2022 and then again in September, 2023. The results showed a 4.82% increase in seatbelt use.</p> <p>JCSO continues to monitor traffic patterns and complaints about reckless and distracted driving and follow up with patrol activity.</p> <p>JCSO attended "Hazelton Days" and distributed safety materials to the public.</p> <p>JCSO also attended the Jerome County Fair and had a booth set up in one of the merchant buildings. JCSO distributed safety materials and spoke to the public about safe driving practices. JCSO had Fatal Vision goggles for the public to use to learn about the dangers of impaired driving.</p>	

Planned Activity Name	<b>Kootenai County Sheriff's Office - STEP</b>	
Project	SPT2315	PT-2023-15-00-01
Intended Recipient	Kootenai County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Kootenai County Sheriff's Office - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	At the time the grant was awarded, Kootenai County chose not to participate in the grant.	

Planned Activity Name	<b>Kuna Police Department - STEP</b>	
Project	SPT2316	PT-2023-16-00-02
Intended Recipient	Kuna Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Kuna Police Department - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Kuna PD expended 100% of their grant funds. With STEP funds they were able to provide additional enforcement to patrol SH69 that runs through the city and is most heavily traveled by commuters but also considered a popular thoroughfare for others traveling north-south Idaho especially during the summer months.</p> <p>Kuna ranked #2 for motorcycle fatalities and serious injuries for their population group: 5K - 19,999. Seatbelt use=93%. KPD utilizes each stop as an opportunity to educate drivers. NHTSA did an on-site management review in Kuna in September 2023. The grant manager and one of the STEP officers spoke at the ITSC meeting on how they utilize the grant funds and how the community and citizens of Kuna benefit from the increased high visibility enforcement efforts.</p>	

Planned Activity Name	<b>Parma Police Department - STEP</b>	
Project	SPT2317	PT-2023-17-00-02
Intended Recipient	Parma Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Parma Police Department - STEP	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Parma PD participated in mobilizations in the past and were encouraged to apply for a year-long grant for FY23. Unfortunately, staff levels were unstable and they had difficulty maintaining officers. PPD spent only 7% of their year-long grant funds but continued to participate in mobilizations as staffing allowed through Web cars. Citations: seatbelts: DUI: 8, Speed: 15, seatbelts: 2. Miles driven: 5,743. Grant Officer made 3 on-site training visits, and PPD's Grant Manager attended 1 of our grant trainings.	

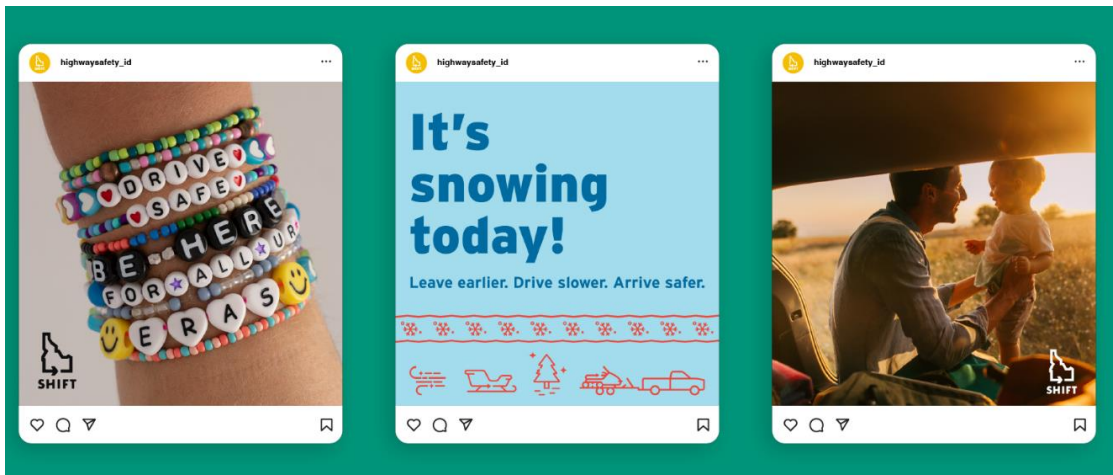
Planned Activity Name	<b>Boundary County Sheriff's Office</b>	
Project	SPT2318	PT-2023-18-00-02
Intended Recipient	Boundary County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Boundary County Sheriff's Office	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Boundary County did not participate in grant activity. The award was made and all contracts signed with the intention to work with the grant, but due to unforeseen circumstances with personnel no activity occurred.	

Planned Activity Name	<b>Gem County Sheriff's Office</b>	
Project	SPT2319	PT-2023-19-00-03
Intended Recipient	Gem County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Gem County Sheriff's Office	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	This was the first year Gem County Reserves, Inc. participated in a yearlong grant, of which they were able to expend 99% of their award. Gem County ranked #1 in bicyclist-related crashes. Seat belt use: 71% The Cherry Festival attracts an influx of visitors in addition to all the outdoor destinations along Hwy 16 and the Payette River. Traffic spikes during this time and with the grant were able to dedicate additional deputies to these high traffic areas. Equipment purchased: 1 speed trailer, 4 LIDAR and 3 FC20's. Gem County utilizes Facebook for the majority of their social media posts and the local newspaper. Promotional materials are handed out during traffic stops. NHTSA made an on-site visit to the agency during the June management review.	

Planned Activity Name	<b>Rexburg Police Department</b>	
Project	SPT2320	PT-2023-20-00-03
Intended Recipient	Rexburg Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Rexburg Police Department	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	No grant activity this year. After reviewing the grant it was decided that the child passenger safety portion of the grant was a duplication of the efforts by the child passenger safety liaison and the second portion was for enforcement. It was decided that the grant would not proceed. Recommendation to participate in the mobilizations and to apply for two separate grants in the future.	

Planned Activity Name	<b>Twin Falls Police Department</b>	
Project	SPT2321	PT-2023-21-00-03
Intended Recipient	Twin Falls Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Twin Falls Police Department	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Twin Falls Police Department (TFPD) Officers actively stayed busy trying to stop the large car clubs from racing on city streets. Officers also worked diligently to apprehend impaired drivers. TFPD participated in several interviews with local news and used social media to inform and educate the public on issues and the upcoming enforcement activities. TFPD also created a "Traffic Tip Tuesday" on one of the social media platforms. According to agency data, there was a slight increase in injury crashes from 20 in FY22 to 21 in FY23. The number of fatal crashes decreased from 4 in FY22 to 1 in FY23. Officers working the grant made a total of 418 motorist contacts, 176 more stops than the year prior, which is well above what would have been done without grant funding.	

Planned Activity Name	<b>HVE - Aggressive Driving Mobilization Winter</b>	
Project	SPT23EB	PT-2023-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Aggressive Driving Mobilization Winter	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" High-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	The funding was available but was all put under the project number SPT23EA instead of split with half under project number SPT23EB The activit occurred, but is listed in the previous project.	



Planned Activity Name	<b>HVE - Aggressive Driving Mobilization Spring and Winter</b>	
Project	SPT23EA	PT-2023-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	HVE - Aggressive Driving Mobilization Spring and Winter	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" High-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer and the number of speed fatalities to 61 or fewer.	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Winter mobilization ran from February 26, 2023 - March 11, 2023. Hours: 2,251, Contacts: 2,897, Speeding citations: 683. Twin Falls had the highest number of aggressive driving crashes. 44 agencies awarded (total: \$134,400), participating: Bonners Ferry, Spirit Lake, Kootenai County, Lewiston, Idaho County, Nez Perce County, Caldwell, Emmett, Homedale, Idaho City, McCall, Middleton, Parma, Weiser, Wilder, Adams County, Boise County, Canyon County, Valley County, Washington County, File, Jerome County, Lincoln County, Twin Falls County, American Falls, Blackfoot, Chubbuck, Preston, Shelley, Soda Springs, Bannock County, Bingham County, Caribou County, Franklin County, Power County, Ashton, Rexburg, Bonneville, Butte, Clark and Madison Counties.</p> <p>The Aggressive summer mobilization ran from July 14, 2023 - July 30, 2023. OT Hours: 2430, Contacts: 3374, Speed: 1021. Twin Falls has the highest number of aggressive driving crashes in the state. 39 Agencies awarded (\$121,734). Participating agencies: Bonner's Ferry, Kootenai, Rathdrum, Spirit Lake, Idaho County, Latah County, Lewiston, Nez Perce, Boise County, Caldwell, Canyon County, Fruitland, Homedale, Idaho City, Middleton, Owyhee, Parma, Valley County, Washington County, Weiser, Wilder, Jerome, Kimberly, Lincoln, Twin Falls County, American Falls, Cannock, Bingham, Blackfoot, Caribou, Chubbuck, Franklin County, Montpelier, Preston, Shelley, Soda Springs, Ashton, Bonneville, Butte. Agencies that were awarded, but did not participate: Shoshone, Adams County, Emmett, Filer, Pocatello, Power County.</p>	



# Traffic Records Program

Planned Activity Name	<b>Traffic Records Program Area Management</b>	
Project	S0023TR	TR-2023-TR-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Traffic Records Program Area Management	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Traffic Records Program grants which provide much needed modern traffic records technology to all highway safety partners to increase safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	<b>Traffic Records Statewide Services</b>	
Project	SKD2301	M3DA-2023-01-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Improves timeliness of a core highway safety database	
Planned Activity Description	Traffic Records Statewide Services	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Grant was awarded to the Idaho Hospital Association to attend training on new coding but was not able to attend training	

Planned Activity Name	<b>E-Citation (statewide)</b>	
Project	SKD2302	M3DA-2023-02-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Improves timeliness of a core highway safety database	
Planned Activity Description	E-Citation (statewide)	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	68 printers, 56 scanners, 16 computers purchased for 14 agencies for electronic ticketing. 98 individuals training on electronic ticketing software, 11 agencies went live on the software (currently at 69 agencies live). Agencies that purchased equipment: Adams County Sheriff, Benewah County Sheriff, Bingham County Sheriff, Boise County Sheriff (interface), Idaho County Sheriff, Nez Perce County Sheriff, Washington County Sheriff, Couer D'Alene Tribal Police, Filer PD, Homedale PD, Middleton PD, Payette PD, Shelly PD, Spirit Lake PD	

Planned Activity Name	<b>TRCC Data Improvement</b>	
Project	STR2301	TR-2023-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Improves accuracy of a core highway safety database	
Planned Activity Description	TRCC Data Improvement	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	22 printers, 30 scanners, 55 computers purchased for 3 agencies for electronic ticketing, Rathdrum PD, Valley County Sheriff, Washington County Sheriff	

# MATCH

Planned Activity Name	<b>402 match</b>	
Project	S0023MA	
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID		
Planned Activity Description	402 match	
Rationale	Match is required for all 402 activities	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Match for all 402 projects.	

Planned Activity Name	<b>Occupant Protection 405b Match</b>	
Project	SOP23MA	M2X-2023-MA-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	Occupant Protection 405b Match	
Rationale	Match is required for all 405b activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 103 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Match for the 405b OP Low projects.	

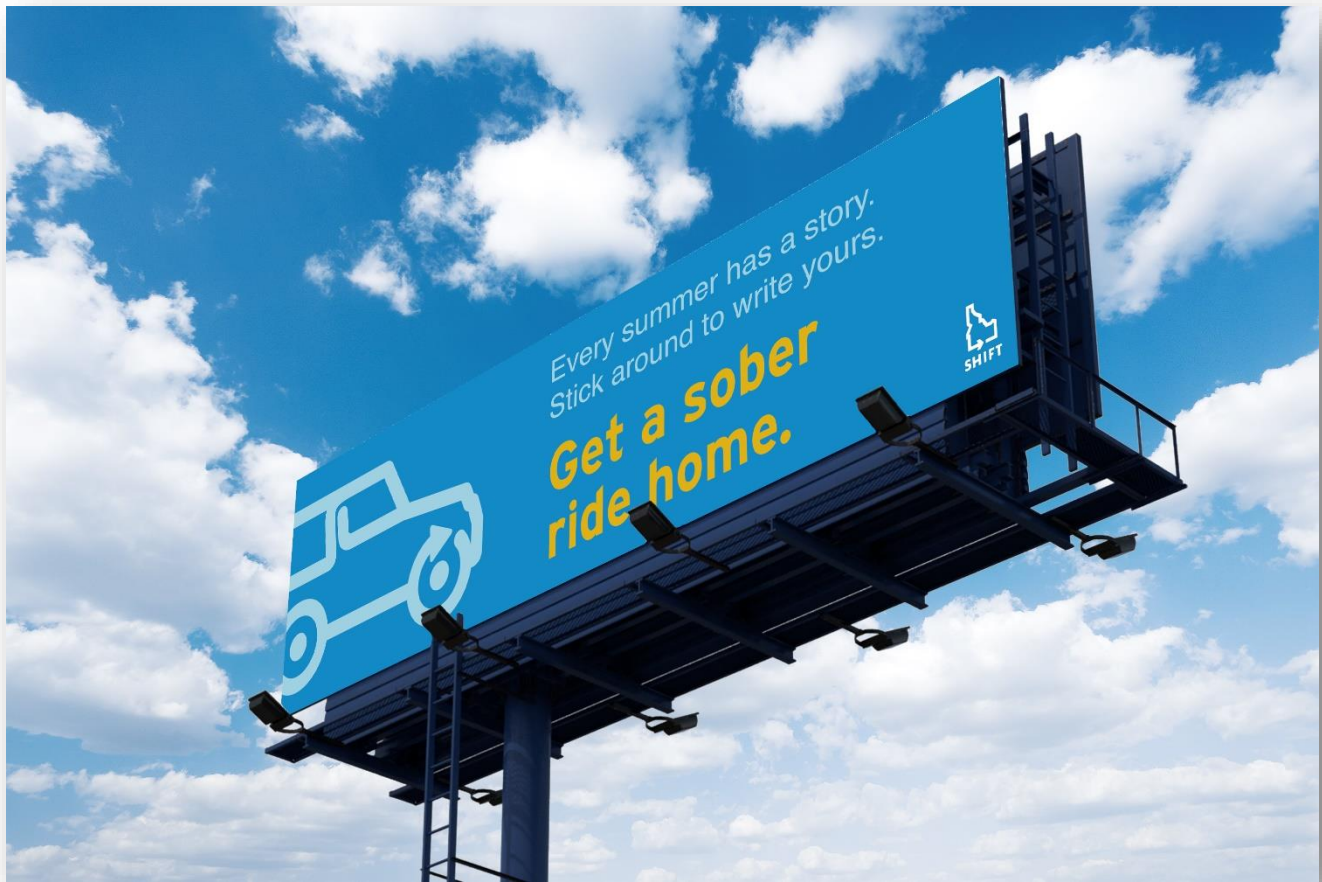
Planned Activity Name	<b>405c Match</b>	
Project	STR23MA	TR-2023-TR-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405c Match	
Rationale	Match is required for all 405c activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	Match for the 405c project.	

Planned Activity Name	<b>Match 405d Hearing Officers</b>	
Project	SID23CS	M5CS-2023-CS-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	Match 405d Hearing Officers	
Rationale	Match is required for all 405d projects	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	<b>Match 405d</b>	
Project	SID23MA	M5CS-2023-MA-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	Match 405d	
Rationale	Match is required for all 405d projects	
Primary Performance Measure (Target)	Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 72 or fewer	
FY 2023 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	<b>405f Match</b>	
Project	SMA23MA	MC-2023-02-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405f Match	
Rationale	Match is required for all 405f activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	This activity tracks 405f match. All match is provided with mileage and volunteer hours. Match for 405f projects is a minimum of 25 percent.	

Planned Activity Name	<b>2023 Local benefit</b>	
Project	SLB4023	
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID		
Planned Activity Description	2023 Local benefit	
Rationale	Local Benefit is required for 402	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2023 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.		



# FFY23 OHS Paid Media Report

## Impaired Driving

Holiday Impaired	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	Digital Video	Statewide	12/16 - 01/03	1,837,235	
	OOH - Static	Statewide	12/16 - 01/03	130 Locations	
	OOH - Bar Interactive	Statewide	12/16 - 01/03	3,123,386	
	Social Media		12/16 - 01/03	2,344,663	
SID23PM	Media Placement			7,305,284	\$105,012
SID23PM	Creative Services				\$31,241
4th of July	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	06/27 - 07/10	468,568	
	Streaming Audio	Statewide	06/27 - 07/10	374,832	
	Streaming Video	Statewide	06/27 - 07/10	284,242	
	Social Media	Statewide	06/20 - 09/10	2,941,425	
SID23PM	Media Placement			4,069,067	\$102,170
SID23PM	Creative Services				\$68,869
Labor Day	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	Social Media	Statewide	08/01 - 09/04	5,044,779	
	YouTube	Statewide	08/01 - 09/04	441,861	
	Streaming TV	Statewide	08/01 - 09/04	795,505	
	Streaming Audio	Statewide	08/01 - 09/04	277,110	
	Digital Programmatic	Statewide	08/01 - 09/04	374,572	
SPM2301	Media Placement			6,933,827	\$103,741

## Occupant Protection

Fall Seat Belt	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	11/14 - 11/30	385,264	
	Streaming TV	Statewide	11/14 - 11/30	977,724	
	Streaming Radio	Statewide	11/14 - 11/30	1,336,610	
	Social Media	Statewide	11/14 - 11/30	2,056,963	
SOP23PM	Media Placement			4,756,561	\$69,709
Spring Seat Belts	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	05/17 - 05/31	365,419	
	Social Media	Statewide	05/17 - 05/31	1,812,333	
	Streaming Video	Statewide	05/17 - 05/31	571,170	
SOP23PM	Media Placement			2,748,922	\$84,315
Child Passenger Safety	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	09/16 - 09/30	364,017	
	Social Media	Statewide	09/16 - 09/30	1,127,039	
SPM2301	Media Placement			1,491,056	\$36,264

## Vulnerable Road Users

Motorcycle Awareness	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	Google Ads	Statewide	05/17 - 05/31	1,492,989	
	Social Media	Statewide	05/17 - 05/31	1,689,756	
SMA2301	Media Placement			3,182,745	\$45,372

## Aggressive Driving

Winter Aggressive	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	02/23 - 03/05	706,616	
	Streaming TV	Statewide	02/23 - 03/05	230,508	
	Social Media	Statewide	02/23 - 03/05	1,839,648	
	KTVB - Broadcast/Web Takeover	Boise	02/23 - 03/01	253,943	
SPM2301	Media Placement			3,030,715	\$54,682.59
SPM2301	Creative Services				\$2,867.50
100 Deadliest Days	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	07/10 - 07/31	688,764	
	Social Media	Statewide	07/10 - 07/31	1,872,630	
	Streaming Video	Statewide	07/10 - 07/31	727,132	
	Streaming Audio	Statewide	07/10 - 07/31	610,070	
SPM2301	Media Placement				\$93,954
SPM2301	Creative Services				\$65,786

## Distracted Driving

Engaged Driving Month	Media Type	Markets	Flight Dates	Impressions	Actual Cost
	YouTube	Statewide	04/03 - 05/14	690,305	
	Streaming Video	Statewide	04/03 - 05/14	1,451,670	
	Social Media	Statewide	04/03 - 05/14	4453706	
SPM2301	Media Placement				\$111,205
SPM2301	Creative Services				\$73,019
Other Media Projects					
Vendor	Project Description	Program	Service Dates	Focus Area	
Riester	Year-long Billboards	SPM2301	Yearlong	Various	\$50,774
Riester	Year-long Billboards	SPM2301	Yearlong	Various	\$5,520
Riester	Impaired Motorcycle Media Shiny Side Up - Motorcycle Media	SPM2301	07/31 - 08/31	Impaired	\$20,118
Riester	Media	SPM2301	06/01 - 06/10	Motorcycle Safety	\$4,660
Learfield Sports	Sports Marketing	SPM2301	Yearlong	All Impaired, Seat Belts	\$140,000
Learfield Sports	Sports Marketing	A401060	Yearlong	Belts	\$110,000
College of Idaho	Sports Marketing	A401060	Yearlong	All	\$22,500
Idaho Falls Chukars	Sports Marketing	A401060	Yearlong	All	\$34,600

Alliance Highway Safety	Teen Engagement	A401060	Fall/Spring	Teens	\$82,355
Boise Hawks	Sports Marketing	A401060	Yearlong	All	\$40,500
District 93 News	Parent/Student Outreach	A401060	Yearlong	All	\$9,500
Treafort Music Festival	Bike Rodeos	A401060	03/25 - 03/26	Bike & Pedestrian	\$10,000
Duft & Watterson	Do the Math	A401060	Spring/Summer	Teens	\$8,555
Duft & Watterson	Active Transportation Web Update	A401060	Spring/Summer	Bike & Pedestrian	\$10,280

## Key Takeaways -

The Summer 2023 campaigns were planned in a way to utilize the same paid media vendors for the 3 different campaigns. Creating longer campaigns with different messaging was a new approach to help with cost efficiencies and allow for the ability for more detailed targeting and retargeting our audience based on machine learnings and AI.

Overall, the three summer campaigns delivered over 13.9M digital impressions. Not counting the impressions delivered from the out of home billboards as well as in bar static and gas station static placements. The Summer Campaigns included the launch of new tactics such as programmatic audio, cinema, as well as in-game advertising. Working with less partners, we were able to be more focused on optimizing campaigns and shifting from tactics that were performing better than others. As always, the younger male audience is hard to reach from a scale perspective, therefore some in-game impressions needed to be shifted to Connected TV, but overall we overdelivered the estimated impressions and had positive results from the paid media benchmark perspective. The VCR for StackAdapt was 95% - above the 90% benchmark and the engagement with the video placements grew over each campaign - showing engagement and interest in the new video content.

In-Game would be deemed a success after various optimizations and tweaks. Moving forward we'd recommend a shortened video for these placements, to feel authentic to the media space. Cinema was incredibly successful with our campaigns delivering during the biggest summer of movies in years. This engaged audience not only saw our ad on the big screen but in future campaigns will also include lobby static support. Cinema audiences are captivated in what they're viewing in the brief moments before the show.

In addition to the main three campaigns, there was a Motorcycle Impaired initiative ran in July and August. The target audience motorcycle riders in bars/restaurants across Idaho. Across 232 bar and nightlife locations 4,618,721 impressions (including over 53k added value mobile impressions) ran across video, display and in-venue mobile.



## FFY 2023 Highway Safety Plan Cost Summary

### Budget and Actuals

Federal Project No.	NHTSA Project No.	2023 Total Budget	Expended	Paid Through GTS- Fast and Supplemental Funds	Description
AL-2023-01-00-00	<b>SAL2301</b>	50,000.00	19,932.24		
AL-2023-02-00-00	<b>SAL2302</b>	37,000.00	35,798.00		
AL-2023-AL-00-00	<b>S0023AL</b>	30,000.00	12,631.59		16841.92**
CP-2023-01-00-00	<b>SCP2301</b>	200,000.00	139,625.31		
CP-2023-02-00-00	<b>SCP2302</b>	75,000.00	65,817.92		
CP-2023-03-00-00	<b>SCP2303</b>	100,000.00	42,627.94		
CP-2023-CP-00-00	<b>S0023CP</b>	58,100.00	57,897.09		
DD-2023-01-00-00	<b>SDD2301</b>	20,000.00	2,767.90		
DD-2023-02-00-00	<b>SDD2302</b>	20,000.00	-		
DD-2023-DD-00-00	<b>S0023DD</b>	30,000.00	12,853.31		
DD-2023-EA-00-00	<b>SDD23EA</b>	140,000.00	123,634.74		
MC-2023-02-00-00	<b>SMC2302</b>	2,000.00	-		
MC-2023-MC-00-00	<b>S0023MC</b>	15,000.00	11,454.42		
OP-2023-01-00-00	<b>SSB2301</b>	140,000.00	87,665.15		
OP-2023-02-00-00	<b>SSB2302</b>	45,000.00	29,565.55		
PA-2023-01-00-00	<b>SPA2301</b>	165,000.00	-		
PA-2023-PA-00-00	<b>S0023PA</b>	200,860.00	131,291.57		
PT-2023-PT-00-00	<b>S0023PT</b>	90,000.00	60,968.23		
PM-2023-01-00-00	<b>SPM2301</b>	1,119,000.00	827,816.67	169,907.62	Supplemental
PM-2023-02-00-00	<b>SPM2302</b>	30,000.00	25,300.00		

PS-2023-01-00-00	<b>SPS2301</b>	65,000.00	27.92		
PS-2023-PS-00-00	<b>S0023PS</b>	25,000.00	12,476.83		
OP-2023-SB-00-00	<b>S0023SB</b>	28,875.00	26,023.43		
PT-2023-01-00-00	<b>SPT2301</b>	200,000.00	91,283.14		
PT-2023-02-00-00	<b>SPT2302</b>	25,000.00	-		
PT-2023-03-00-00	<b>SPT2303</b>	100,000.00	96,537.08		
PT-2023-04-00-00	<b>SPT2304</b>	300,000.00	300,000.00		
PT-2023-05-00-00	<b>SPT2305</b>	150,000.00	117,358.67		
PT-2023-06-00-00	<b>SPT2306</b>	43,000.00	43,000.00		
PT-2023-07-00-00	<b>SPT2307</b>	20,000.00	19,481.46		
PT-2023-08-00-00	<b>SPT2308</b>	40,000.00	11,703.74		
PT-2023-09-00-00	<b>SPT2309</b>	350,000.00	330,633.80		
PT-2023-10-00-00	<b>SPT2310</b>	84,000.00	65,057.66		
PT-2023-11-00-00	<b>SPT2311</b>	98,000.00	77,423.25		
PT-2023-12-00-00	<b>SPT2312</b>	86,000.00	86,000.00		
PT-2023-13-00-01	<b>SPT2313</b>	145,000.00	127,000.75		
PT-2023-14-00-01	<b>SPT2314</b>	44,000.00	44,000.00		
PT-2023-15-00-01	<b>SPT2315</b>	-	-		
PT-2023-16-00-02	<b>SPT2316</b>	117,000.00	117,000.00		
PT-2023-17-00-02	<b>SPT2317</b>	27,000.00	1,941.06		
PT-2023-18-00-02	<b>SPT2318</b>	12,600.00	-		
PT-2023-19-00-03	<b>SPT2319</b>	30,500.00	30,460.39		
PT-2023-20-00-03	<b>SPT2320</b>	43,000.00	-		
PT-2023-21-00-03	<b>SPT2321</b>	38,000.00	26,726.94		

PT-2023-EA-00-00	<b>SPT23EA</b>	300,000.00	233,458.77		
PT-2023-EA-00-00	<b>SPT23EB</b>	-	-		
TR-2023-01-00-00	<b>STR2301</b>	660,000.00	397,325.40		
TR-2023-TR-00-00	<b>S0023TR</b>	20,000.00	16,397.45		
	<b>Total</b>	<b>5,618,935.00</b>	<b>3,958,965.37</b>	<b>169,907.62</b>	
M2CPS-2023-00-00-00				9,763.78	Fast Funds
M3CSS-2023-00-00-00				8,659.20	Fast Funds
M2CSS-2023-03-00-00	<b>SOP2303</b>	20,000.00	20,000.00		
M2X-2023-00-00-00				65,001.90	Fast Funds
M2X-2023-00-00-00				22,200.54	Supplemental
M2X-2023-02-00-00	<b>SOP2302</b>	60,000.00	50,251.64		
M2X-2023-04-00-00	<b>SOP2304</b>	40,000.00	24,143.27		
M2X-2023-05-00-00	<b>SOP2305</b>	45,000.00	30,711.64		
M2X-2023-MA-00-00	<b>SOP23M A</b>	200,000.00	34,117.14		
M2X-2023-O1-00-00	<b>SOP2301</b>	95,800.00	95,767.70		
M2X-2023-OP-00-00	<b>S2399OP</b>	60,000.00	11,320.65		
M2X-2023-PM-00-00	<b>SOP23PM</b>	200,000.00	181,332.56		
M2HVE-2023-00-00-00				8,660.42	Fast Funds
M2HVE-2023-EA-00-00	<b>SOP23EA</b>	200,000.00	92,443.08		
M2HVE-2023-EB-00-00	<b>SOP23EB</b>	150,000.00	118,051.62		
	<b>Total</b>	<b>1,070,800.00</b>	<b>658,139.30</b>	<b>114,285.84</b>	
M3DA-2023-00-00-00				5,224.76	Supplemental
M3DA-2023-01-00	<b>SKD2301</b>	180,000.00	-		
M3DA-2023-02-00	<b>SKD2302</b>	500,000.00	253,422.45		

	Total	680,000.00	253,422.45	5,224.76	
<b>M5CS-2023-00-00-00</b>				89,162.11	Supplemental
M5CS-2023-02-00-00	<b>SID2302</b>	325,000.00	306,908.36		
M5CS-2023-CS-00-00	<b>SID23CS</b>	500,000.00	123,887.27		
M5HVE-2023-EA-00-00	<b>SID23EA</b>	200,000.00	134,567.55		
M5HVE-2023-EB-00-00	<b>SID23EB</b>	50,000.00	42,697.34		
M5HVE-2023-EC-00-00	<b>SID23EC</b>	150,000.00	105,718.63		
M5IDC-2023-03-00-00	<b>SID2303</b>	310,000.00	187,166.23		
M5PEM-2023-PM-00-00	<b>SID23PM</b>	300,000.00	238,423.13		
M5X-2023-01-00-00	<b>SID2301</b>	100,000.00	20,271.58		50,271.58**
M5X-2023-04-00-00	<b>SID2304</b>	23,500.00	23,500.00		
M5X-2023-ID-00-00	<b>S2399ID</b>	60,000.00	29,099.33		
M5HVE-2023-ED-00-00	<b>SID23ED</b>	150,000.00	79,629.71		114,072.87
M5HVE-2023-EE-00-00	<b>SID23EE</b>	50,000.00			41,579.32
	<b>Total</b>	<b>2,218,500.00</b>	<b>1,291,869.13</b>	<b>89,162.11</b>	
M11MA-2023-00-00-00				6,640.48	Fast Funds
M11MA-2023-00-00-00				2,743.14	Supplemental
M11MA-2023-01-00-00	<b>SMA2301</b>	60,000.00	4,170.92		45,371.59**
M11MA-2023-02-00-00	<b>SMA2302</b>	16,000.00	4,985.45		5,577.28**
	<b>Total</b>	<b>76,000.00</b>	<b>9,156.37</b>	<b>9,383.62</b>	

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**9,664,235.00    6,171,552.62    387,963.95**

\* The Fast Funds and Supplemental were applied to the programs within their respective programs, 402, 405b, 405f, 405c, 405d

\*\* The program totals may be different due to the use of supplemental and carry over Fast Funds

\*\*\*Please note Expenditures on Voucher 17 the program totals did not adjust in the GTS System

## HSP AMENDMENTS

### IDAHO FFY '23 HSP

- 1. Project Number:** TR-2023-01-00-00 (Increase by \$300,000) **STR2301**  
**Sub-recipient:** Office of Highway Safety  
**Amount of Federal Funds:** \$300,000.00 (\$660,000.00 Total)  
**Funding Source:** 402  
**Description:** ITD is requesting increased funding to provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems. This includes implementing the e-citation software platform for the statewide electronic citation system. Provide equipment and installation costs to implement the software platform for law enforcement, including scanners, computers, printers, software, and servers.  
**Problem Identification:** Improve one or more of the six attributes (timeliness, accuracy, completeness, and uniformity) as well as the Citation/Adjudication database. Reduce the 5-year average number of fatalities to 245 or fewer.  
**Amendment Determination:** Approved
- 2. Project Number:** PT-2023-21-00-00 (Increase by \$12,000) **SPT2321**  
**Sub-recipient:** Twin Falls Police Department  
**Amount of Federal Funds:** \$38,000.00 Total  
**Funding Source:** 402  
**Description:** ITD requests a speed monitoring trailer to support SPT2321 Twin Falls Police Department; Police Traffic Services. This piece of equipment satisfies the Buy America Act. The city of Twin Falls plans to collect data from the speed trailer to more accurately deploy law enforcement and establish corridors with speeding issues.  
**Problem Identification:** Twin Falls Police Department has faced several aggressive driving issues in the city, specifically related to speeding. Citations for street racing have doubled in the city since 2019 and have exceeded the number of citations issued for the past five years. Twin Falls Police Department is requesting an increase in grant funding for the purchase of a speed trailer to assist in mitigating the speeding in street racing in the city. The City of Twin Falls has several areas of concern that would be addressed with funding from the grant. Officers have observed an increase in hit-and-run collision reports over the past five years, from a low of 443 in 2016 to a high this past calendar year of 728. Reckless driving reports have increased from 1,164 reported in 2018 to 1,819 in 2020-2021 combined. Citations issued for street racing doubled in 2019 from the previous year and have exceeded the number of citations issued for the past five years.  
**Amendment Determination:** Approved
- 3. Project Number:** OP-2023-01-00-00 (Increase by \$40,000) **SSB2301**  
**Sub-recipient:** Office of Highway Safety  
**Amount of Federal Funds:** \$140,000 Total  
**Funding source:** 402  
**Description:** ITD is requesting an increase in funding to support technician training education and public outreach for the child passenger safety program and to provide three mini-grants for CPS a Technician class, and for child passenger seats to provide to families in need at active CPS

check sites for St. Alphonsus Hospital in Nampa, Pocatello Police Department and NISSA (Northwest Infant Survival & SIDA Alliance) in Coeur d'Alene.

**Problem Identification:** The population and number of births in Idaho have continued to increase 6% of Idaho's population is under five years old. The percentage of unrestrained fatal and serious injury crashes involving a child under the age of 7 increased by 16.7%. from 2020 to 2021

**Amendment Determination:** Approved

4. **Project Number:** M5HVE-2023-EE-00-00 (Add) **SID23EE**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$50,000 Total

**Funding source:** 405

**Description:** Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving-related traffic fatalities, serious injuries, and economic loss during the February 2023 Super Bowl weekend.

**Problem Identification:** Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 73 or fewer.

**Amendment Determination:** Approved

5. **Project Number:** M5HVE-2023-ED-00-00 (Add) **SID23ED**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$50,000 Total

**Funding source:** 405

**Description:** Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving-related traffic fatalities, serious injuries, and economic loss during St. Patrick's Day celebrations during March 2023.

**Problem Identification:** Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of 0.08 or greater to 73 or fewer.

**Amendment Determination:** Approved

6. **Project Number:** PT-2023-EB-00-00 (Add) **SPT23EB**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$150,000 Total

**Funding source:** 402

**Description:** Statewide aggressive driving high visibility enforcement mobilization to eliminate aggressive driving-related fatalities, serious injuries, and economic loss during February 2023. Increasing aggressive driving mobilizations from one to two.

**Problem Identification:** Aggressive driving was a contributing factor in 48 percent of motor vehicle crashes, and 94 people were killed in aggressive driving crashes in 2021. This project supports Idaho's goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

7. **Project Number:** PT-2023-01-00-00 (Increase by \$50,000) **SPT2301**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$200,000 Total

**Funding source:** 402

**Description:** Funding to support high visibility enforcement campaigns during targeted community events based on need/data and tools and training required to support and enhance HVE efforts.

**Problem Identification:** Aggressive driving was a contributing factor in 48 percent of motor vehicle crashes, and 94 people were killed in aggressive driving crashes in 2021. This project supports Idaho’s goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

8. **Project Number:** PT-2023-15-00-00 (Remove -\$100,000) **SPT2315**

**Sub-recipient:** Kootenai County Sheriff’s Office

**Amount of Federal Funds:** \$0 Total

**Funding source:** 402

**Description:** Remove the STEP project under Police Traffic Services from Idaho FY23 HSP. Agency no longer wanted to enter into a year-long agreement.

**Problem Identification:** Reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

9. **Project Number:** CP-2023-03-00-00 (Add) **SCP2303**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$100,000 Total

**Funding source:** 402

**Description:** Idaho OHS will work with Students Against Destructive Decisions (SADD) to implement a statewide young driver-focused project to eliminate youth-related fatalities, serious injuries, and economic loss during 2023.

**Problem Identification:** The 34 people killed in youthful driver crashes were of all ages, not just youthful drivers. Of the 34 people killed in youthful driver crashes, 16 were youthful drivers. Of the 14 youthful drivers of passenger motor vehicles, only 7 (50%) wore seat belts. The other two youthful drivers killed were on motorcycles. Additionally, there were 9 teen passengers killed in motor vehicle crashes (6 of them were killed in crashes involving a youthful driver). Of the 9 teen passenger motor vehicle passengers killed in crashes, only 3 of them (33%) were wearing a seat belts. While 72% of all crashes involving youthful drivers occurred in urban areas, 73% of fatal crashes involving youthful drivers occurred in rural areas. This project supports Idaho’s goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

10. **Project Number:** CP-2023-01-00-00 (Increase by \$50,000) **SCP2301**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$50,000 (\$200,000 Total)

**Funding source:** 402

**Description:** Conduct training, educational opportunities, outreach, and communication for highway safety partners and stakeholders, including high-risk populations. In addition to the annual training and education event to take place in April, Idaho will also conduct individual outreach to communities and organizations.

**Problem Identification:** In 2021, the number of motor vehicle crashes increased by 22 percent, from 22,528 in 2020 to 27,547 in 2021. The number of fatalities resulting from motor vehicle crashes increased from 214 in 2020 to 271 in 2021, a 27 percent increase. The number of fatal crashes increased from 188 in 2020 to 244 in 2021. The number of suspected serious injuries increased from 1,102 in 2020 to 1,367 in 2021, a 24 percent increase. This project supports Idaho’s goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

**11. Project Number:** PS-2023-01-00-00 (Increase by \$50,000) **SPS2301**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$65,000 Total

**Funding source:** 402

**Description:** Increase education and outreach that support and promote bicycle and pedestrian safety through events and programs utilizing available resources and mini-grants across Idaho, specifically focusing on children ages 4 to 14. There was an increase of 8 pedestrian fatalities from 2020 to 2021 in ages 4 to 14. Only 19% of young bicyclists involved in crashes were wearing helmets.

**Problem Identification:** The percentage of bicyclists involved in crashes that were wearing helmets continues to remain very low at 26%. However, 53% of bicyclists over the age of 64 involved in crashes were wearing helmets, while only 19% of bicyclists ages 4-19 were wearing helmets, and 25% of bicyclists ages 20 to 44 were wearing helmets. This project supports Idaho's goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

**12. Project Number:** PA-2023-01-00-00 (Add) **SPA2301**

**Sub-recipient:** Office of Highway Safety

**Amount of Federal Funds:** \$165,000 Total

**Funding source:** 402

**Description:** Electronic grant management system, software, and support to aid in the managing of highway safety grants.

**Problem Identification:** In 2021, the number of motor vehicle crashes increased by 22 percent, from 22,528 in 2020 to 27,547 in 2021. The number of fatalities resulting from motor vehicle crashes increased from 214 in 2020 to 271 in 2021, a 27 percent increase. The number of fatal crashes increased from 188 in 2020 to 244 in 2021. The number of suspected serious injuries increased from 1,102 in 2020 to 1,367 in 2021, a 24 percent increase. This project supports Idaho's goal to reduce the 5-year average number of fatalities to 245 or fewer.

**Amendment Determination:** Approved

**13. Project Number:** PT-2301-01-00-00

**Sub-recipient:** City of Blackfoot Police Department

**Amount of Federal Funds:** \$6,548

**Funding Sources:** 402

**Description:** The OHS requests approval to purchase a speed monitoring trailer to support Blackfoot Police Department's ongoing aggressive driving activities under SPT2301 Police Traffic Statewide Services. The speed trailer will be placed in school zones and high-traffic locations to provide a visual law enforcement presence and will be accompanied by traffic enforcement as necessary.

**Problem Identification:** With recent population growth and annexation, Blackfoot is seeing an increase in driver inattention, speeding too fast for conditions, and failure to yield in/around schools and high-traffic locations during large community events. In addition, US15, SH34, and SH39 run through Blackfoot with various posted speed limits contributing to these factors. The city of Blackfoot ranked second in the state for Pedestrian fatal and injury crashes for the years 2018-2020. In 2021 there was one fatal crash, 49 injury crashes, and 184 total crashes. The speed trailer will remind drivers to slow down and make Blackfoot a safer place for residents and those passing through the area.

**Amendment Determination:** Approved



**Project Number: M3DA-2023-02-00-00 SKD2302**

**Sub-recipient: Boise County Sheriff**

**Amount of Federal Funds: \$7,402**

**Funding Sources: 405C**

**Description:** The OHS requests approval to purchase Motorola XML Citation Interface software to allow Boise County Sheriff Department integrate their citation data with their records management system

**Problem Identification:** Boise County citation data is currently only housed in an independent database which does not allow them to link that citation data to other agencies or to other records, such as crash reports, within their records management system (RMS). Linking the citation data with the RMS would allow the agencies to geo locate the data and use it to determine hotspots or areas of high priorities. It would also provide more information to the officer when they are writing a ticket such as previous arrests/citations for DUI, speeding and other safety offenses. Boise County has had 33 fatal crashes and 71 serious injury crashes from 2017-2021. They are ranked number one for fatal and serious injury total crashes, aggressive driving crashes, impaired driving crashes, distracted driving crashes and motorcycle crashes in their size category. They have the highest rate for fatal and serious injury of any county, regardless of size.

**Amendment Determination:** Approved

## Office of Highway Safety Program Team

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