

STATE OF ARIZONA ***FFY 2008 ANNUAL REPORT***

(October 1, 2007 – September 30, 2008)

Prepared for:

**THE UNITED STATES DEPARTMENT OF
TRANSPORTATION**

**National Highway Traffic Safety Administration
and
Federal Highway Administration**

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Problem Identification Overview

Update

Although complete statistics are not available for 2007 it should be noted that fatality statistics are available. Arizona reported an 18% reduction in fatalities from 2006 (1,293) to 2007 (1,066) resulting in 227 saved lives. Arizona also recorded reductions in impaired driver fatalities, vehicle deaths, pedestrian fatalities, motorcycle fatalities and bicycle fatalities.

Mission Statement: The Arizona Governor's Office of Highway Safety (GOHS) is the focal point for highway safety issues in Arizona. GOHS provides leadership by developing, promoting, and coordinating programs; influencing public and private policy; and increasing public awareness of highway safety.

Highway Safety means the reduction of traffic crashes, deaths, injuries, and property damage on public roads. The Arizona Highway Safety Plan (HSP) is developed through annual problem identification and analysis of traffic records, citations, convictions, judicial outcome, incarcerations, assessments, screening, treatment, prevention, and surveys.

Through the Director of the Governor's Office of Highway Safety, a channel of communication and understanding has been developed between the Governor's Office, the Legislature, state agencies, political subdivisions, and activist groups concerning all aspects of the statewide highway safety program.

Executive Order 2004-24 designates the GOHS as the State Highway Safety Agency (SHSA) and, as such, the appropriate agency to administer the HSP on behalf of the Governor.

One emphasis of the highway safety funding process is to provide "seed" money to develop effective programs that can become operational within a three-year period. If the program(s) are successful, the state or local jurisdiction will establish the program(s) as a permanent responsibility of the jurisdiction.

Problem identification involves the study of relationships between crashes and the characteristics of population, licensed drivers, registered vehicles, and vehicle miles traveled. Drivers can be classified into subgroups according to age, sex, etc. Vehicles can be divided into subgroups according to year, make, body style, etc. Roads can be divided into subgroups according to number of lanes, type of surface, political subdivision, etc. Crashes can be further analyzed in terms of the time, day of the week, month; age and sex of drivers; primary crash factors; and use of safety equipment.

Other factors also influence motor vehicle crashes and should be considered in conducting comparative analyses between jurisdictions. For example, variations in composition of population, modes of transportation, the highway system, economic conditions, climate, and the effective strength of law enforcement agencies can be influential. The selection of crash comparisons requires the exercise of judgment.

Additionally, GOHS was in compliance with the Governor's Traffic Safety Advisory Council's 2008 Strategic Highway Safety Plan emphasis areas as follows:

1. Restraint Usage
2. Speeding
3. Young Drivers
4. Impaired Driving
5. Data Improvement

Key Components of the Highway Safety Plan include:

- **Alcohol and Other Drugs / Youth Enforcement (AL/YA)** - To reduce the number and severity of crashes in which alcohol and/or drugs are contributing factors.
- **Occupant Protection (OP)** - To increase the statewide seat belt / child safety seat (CSS) usage rate of motor vehicle occupants and to increase public information and education of the benefits of seat belt / CSS usage for adults and children.
- **Police Traffic Services (PT)** - To achieve and maintain compliance with traffic laws such as aggressive driving, speeding and red light running. Enforcement must be consistent, impartial and uniformly applied to all street and highway users.
- **Traffic Records (TR)** -To develop a comprehensive data processing system that brings together the engineering, enforcement, educational, medical, behavioral health, prosecution, judicial, correctional, and emergency response disciplines.
- **Emergency Medical Services (EM)** - To continue to support rural providers with emergency medical services (EMS) equipment.
- **Motorcycle, Bicycle, and Pedestrian Safety (MC/PS)** - To increase the public's awareness and understanding of and participation in motorcycle, bicycle and pedestrian safety.
- **Public Information and Education (PI&E)** – GOHS strives to have PI&E programs running throughout the year. GOHS produces printed materials that are available to the public and private sector. GOHS staff attends and participates in safety and health fairs throughout the year at locations throughout the state. The GOHS Director, Deputy Director and GOHS staff members speak at various events throughout the year. The GOHS Deputy Director has a media and journalism background which allows him to initiate and create media events throughout the year.
- **Roadway Safety (RS)** -To improve traffic conditions in identified corridors and local jurisdictions by funding minor traffic engineering improvements, correcting signing deficiencies and promoting safety programs.

Features of the Highway Safety Plan include:

- A working document that is revised throughout the year to accommodate unforeseen events and opportunities;
- A statewide overview and detailed summaries of traffic safety data as well as project/program descriptions, objectives, costs, and time frames;
- A plan that is operational during the federal fiscal year which commences October 1, 2007 and ends September 30, 2008;
- Traffic safety project activities and a budget for the allocation of resources;
 - The opportunity by which the State is able to secure federal highway safety funds under the Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU).

Program/Project Development:

During January of each year, a letter outlining the Proposal Process and priority areas is sent out to political subdivisions, state and non-profit agencies regarding the Governors’ Office of Highway Safety’s (GOHS) Proposal Process. All governmental and non-profit agencies are encouraged to take an active part in Arizona's Highway Safety Program. In addition to the written notification, the letter and Proposal Guide are posted on the GOHS website.

Proposals are due to the GOHS Phoenix Office on 1 April. Each proposal is using the GOHS on line Intelligrants program.

The GOHS Director, Deputy Director, Program Manager, Project Coordinators, DRE Operations Coordinator, and Occupant Protection Coordinator review each proposal and provide written comments in preparation of the Highway Safety Plan meeting.

The Highway Safety Plan meeting is held during June. This meeting is typically a multiple day meeting because each proposal is discussed and level of funding is determined. These discussions include the following evaluation criteria:

1. Is the proposal fundable?
2. Does the proposal address one or more of the priority areas identified in the Proposal Letter?
Priority areas include those identified by NHTSA and the Governor.
3. Did the submitting agency follow the guidelines set forth in the Proposal Guide, i.e. did not exceed page count, provided statistical data, cover letter signed by agency CEO, etc.
4. Has the agency been included in the HSP before? If yes, how did they perform? Were narrative and financial reports completed in accordance with contractual requirements?
5. What is the status of the agency? Is the agency stable or is there significant internal turmoil and personnel turnover?
6. Political considerations.

It is the policy of GOHS to fund all proposals that meet the listed criteria. This ensures that the entire state is represented in the HSP.

Once funding levels are determined, the Program Manager assigns the Program Area, Project Coordinator and task number to each funded proposal. Project Coordinators then write their assigned tasks for inclusion in the HSP.

GOHS relies on the Arizona Department of Transportation, Motor Vehicle Division, Traffic Records Section for all crash related statistics. **Please note:** calendar year 2007 crash data is not currently available. Because of this, 2006 data is being used.

Arizona's 2008 Performance Goals

The primary highway safety goals for Arizona are:

To decrease the fatality rate per 100 million vehicle miles traveled (VMT) from the base level of 2.06 in 2001 to 1.00 in 2008.

The percentage of increase of the total number of persons killed from the base level of 1,057 in 2001 should be less than the percentage of increase of VMT and population in 2008.

The percentage of increase of the total number of persons injured from the base level of 73,962 in 2001 should be less than the percentage of increase of VMT and population in 2008.

Arizona Licensed Drivers, Motor Vehicle Registrations, and Crash History

Calendar Year	Total Crashes	Fatal Crashes	Injury Crashes	Property Damage Crashes	Total Persons Killed	Total Persons Injured	Total Licensed Drivers	Total Registered Vehicles
2002	134,887	984	46,389	87,514	1,132	74,542	3,668,704	4,089,662
2003	131,170	974	45,276	84,920	1,121	72,081	3,819,823	4,193,262
2004	138,650	990	46,711	90,949	1,151	73,528	3,784,365	4,364,857
2005	139,828	1,042	45,556	93,230	1,183	70,619	3,963,005	4,556,448
2006	140,197	1,121	44,458	94,618	1,296	68,574	4,091,789	4,748,957

Five Year Trend for Selected Highway Safety Data
2002 – 2006

Calendar Year	U.S. Fatality Rate*	Arizona Fatality Rate*	Arizona Traffic Deaths	Estimated Motor Vehicle Miles Traveled*	Arizona Fatal Crash Rate*
2002	1.51	2.17	1,132	52,014	1.89
2003	1.50	2.10	1,121	53,345	1.83
2004	1.44	2.01	1,151	57,260	1.73
2005	1.47	2.01	1,183	58,796	1.77
2006	1.42	2.07	1,296	62,528	1.79
Vehicle miles traveled are shown in million miles and rates per 100 million miles					

*Due to refinements in the method used for the calculation of vehicle miles traveled and the use of preliminary data in some cases, the Arizona crash and fatality rates may differ slightly from previous reports. The most current data is always used at the time of publication, but it may change as new information is received.

TABLE 1

**Five Year Trend for Selected Highway Safety Data
2001 – 2006**

DATA ELEMENT	2002	2003	2004	2005	2006	% Change 2005 – 2006
Fatality Rate per VMT*	1.89	1.83	1.73	1.77	1.79	1.12%
Total Fatalities	1,132	1,118	1,153	1,183	1,296	9.55%
Total Urban Fatalities	489	432	551	561	572	1.96%
Total Rural Fatalities	630	686	600	622	724	16.40%
Total Alcohol-Related Fatalities	271	298	249	233	266	14.16%
Total Alcohol-Related Injuries	6,644	6,213	6,187	5,746	5,534	9.10%
Occupant Fatalities - Percent Restrained						
All Occupants	29%	31%	32%	33%	34.3%	3.93%
Occupants, age 16 - 20	21%	25%	29%	28%	N/A	-3.57%
Infants, age 0 - 4	28%	33%	40%	50%	38%	-24%
Pedestrian/Bicycle/Motorcycle Fatalities						
Total Pedestrian Fatalities	158	126	132	165	170	3.03%
Total Bicycle Fatalities	15	15	27	36	29	19.44%
Total Motorcycle Fatalities	95	111	119	146	148	1.36%
% Helmeted Motorcycle Operators	24%	28%	29.2%	40%	N/A	37%
Percentage of Fatal Crashes by Speed						
35 - 40 MPH	20%	22%	21%	24%	N/A	14.28%
60 + MPH	23%	30%	31%	29%	N/A	-6.89%

*Vehicle Miles Traveled = fatality rate per 100 million miles driven

**Preliminary Data

Data Source: Arizona Department of Transportation, Traffic Records Section

N/A – Not Available

TABLE 2

Traffic Fatalities by County

2005– 2006

COUNTY	2005	2006	% Change
APACHE			
Total	30	34	13.33%
COCHISE			
Total	47	35	-25.5%
COCONINO			
Total	61	85	39.3%
GILA			
Total	19	20	5.2%
GRAHAM			
Total	8	11	37.5%
GREENLEE			
Total	2	8	300%
LA PAZ			
Total	35	27	-22.9%
MARICOPA			
Total	526	567	7.8%
MOHAVE			
Total	63	60	-5%
NAVAJO			
Total	47	42	-10.6%
TABLE 2 CONTD.			
COUNTY	2005	2006	% Change

PIMA			
Total	138	151	9.4%
PINAL			
Total	85	134	57.6%
SANTA CRUZ			
Total	13	16	23.1%
YAVAPAI			
Total	72	69	-4.2%
YUMA			
Total	37	37	0%
GRAND TOTAL	1,183	1,296	9.55%

Summary of Statewide Commonly Reported Statistics

Table 3 – DATA ELEMENT	2002	2003	2004	2005	2006
Population	5,472,750	5,629,870	5,833,685	6,044,985	6,239,482
Motor Vehicle Registrations	4,089,662	4,193,262	4,364,857	4,556,448	4,748,957
Licensed Drivers	3,668,704	3,819,823	3,784,365	3,963,005	4,091,789
Vehicle Miles Traveled (Millions)	52,014	53,345	57,260	58,796	62,528
Fatality Rate per VMT	2.17	2.10	2.01	2.01	2.07
Total Crashes	134,887	131,170	138,650	139,828	140,197
Total Injury Crashes	46,389	45,276	46,711	45,556	44,458
Total Fatal Crashes	984	974	990	1,042	1,121
Fatal Rate Per 100,000 Population	17.98	17.24	17.00	17.23	17.96
Total Injuries	74,542	72,081	73,528	70,619	68,574
Total Fatalities	1,132	1,118	1,153	1,183	1,296
Fatality Rate per 100,000 Population	20.68	19.86	19.76	19.56	20.77

TABLE 4

Arizona Crash Facts

Category	2005	2006	Pct Change
Reported crashes	139,828	140,197	0.26%
Total killed	1,183	1,296	9.55%
Total injured	70,619	68,574	-2.90%
Pedestrians killed	165	170	3.03%
Pedestrians injured	1,476	1,447	-1.96%
Motorcyclists killed	146	155	6.16%
Motorcyclists injured	2,466	2,814	14.11%
Pedalcyclists killed	36	29	-19.44%
Pedalcyclists injured	1,723	1,514	-12.13%
Millions of vehicle miles traveled (VMT)	58,796	62,528	6.35%
Deaths per 100 million VMT	2.01	2.07	3.12%
Injuries per 100 million VMT	120.11	109.67	-8.69%

Highlights and Historical Trends

2006 Crash Overview

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
Fatal Crashes	1,121	0.78%
Killed	1,296	not applicable
Injury Crashes	44,458	31.71%
Injured	68,574	not applicable
Property Damage	94,618	67.49%

2006 Crashes by Geographic Location

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
Urban Crashes	115,901	82.67%
Fatal Crashes	519	0.45%
Killed	572	not applicable
Injury Crashes	36,495	31.49%
Injured	55,507	not applicable
Property Damage	78,887	68.06%
Rural Crashes	24,296	17.33%
Fatal Crashes	602	2.48%
Killed	724	not applicable
Injury Crashes	7,963	32.77%
Injured	13,067	not applicable
Property Damage	15,731	64.75%

2006 Crash Description

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
Single Vehicle	25,629	18.28%
Fatal Crashes	619	2.42%
Injury Crashes	9,767	38.11%
Property Damage	15,243	59.48%
Multi-Vehicle	114,568	81.72%
Fatal Crashes	502	0.44%
Injury Crashes	34,691	30.28%
Property Damage	79,375	69.28%

2006 Safety Devices

DESCRIPTION	QUANTITY	PERCENTAGE
Total Impacted	382,373	not applicable
<i>Drivers Total</i>	270,858	70.84%
<i>With Safety Device</i>	224,884	83.03%
Fatalities	243	not applicable
Injuries	36,413	not applicable
<i>Without Safety Device</i>	8,847	3.27%
Fatalities	345	not applicable
Injuries	3,636	not applicable
<i>Unknown</i>	37,127	13.71%
<i>Passengers Total</i>	115,515	29.16%
<i>With Safety Device</i>	100,158	89.82%
Fatalities	91	not applicable
Injuries	15,612	not applicable
<i>Without Safety Device</i>	5,717	5.13%
Fatalities	156	not applicable
Injuries	2,325	not applicable
<i>Unknown</i>	5,640	5.06%

2006 Motor Vehicle and Driver Descriptions

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
Total Vehicles	270,858	100.00%
Passenger Cars	181,094	66.86%
Trucks	67,583	24.95%
Motorcycles	3,415	1.26%
Commercial Trucks	9,228	3.41%
Other	2,525	0.93%

2006 Alcohol Related Crashes

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	7,693	100.00%
Fatal Crashes	266	3.46%
<i>Killed</i>	315	not applicable
Injury Crashes	3,279	42.62%
<i>Injured</i>	5,534	not applicable
Property Damage	4,148	53.92%

Highest Blood Alcohol Concentration in Crash										
Counties	BAC = 0.00		BAC = .01 - .07		BAC = .08+		BAC = .10+		Total Killed	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Blank	0		0		0		0		0	
Not Applicable	0		0		0		0		0	
Apache	18	55%	1	2%	12	36%	13	38%	33	100%
Cochise	24	70%	0	1%	10	29%	11	30%	35	100%
Coconino	55	67%	4	5%	23	28%	27	33%	82	100%
Gila	15	69%	1	2%	6	29%	7	31%	22	100%
Graham	6	56%	0	1%	4	43%	4	44%	10	100%
Greenlee	5	63%	2	25%	1	13%	3	38%	8	100%
La Paz	18	65%	1	2%	8	30%	9	31%	27	100%
Maricopa	335	59%	44	8%	185	33%	228	40%	564	100%
Mohave	34	55%	3	5%	24	40%	28	45%	61	100%
Navajo	28	68%	1	3%	12	29%	13	32%	41	100%
Pima	93	60%	10	6%	49	32%	58	38%	154	100%
Pinal	73	55%	16	12%	41	31%	57	44%	131	100%
Santa Cruz	13	83%	1	3%	2	14%	3	17%	16	100%
Yavapai	51	71%	10	14%	11	15%	21	29%	72	100%
Yuma	26	69%	1	4%	10	27%	11	31%	37	100%
Other	0		0		0		0		0	
Unknown	0		0		0		0		0	
Total	792	61%	94	7%	399	31%	493	38	1,293	100%

2006 Pedestrian and Pedalcyclist Crashes

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
<i>Pedestrian Crashes</i>	1,618	1.15%
Fatal Crashes	163	10.07%
Killed	170	not applicable
Injury Crashes	1,332	82.32%
Injured	1,447	not applicable
Property Damage	123	7.60%
<i>Pedalcyclist Crashes</i>	1,815	1.29%
Fatal Crashes	30	1.65%
Killed	29	not applicable
Injury Crashes	1,503	82.81%
Injured	1,514	not applicable
Property Damage	282	15.54%

2006 Motorcycle Crashes

DESCRIPTION	QUANTITY	PERCENTAGE
Total Crashes	140,197	100.00%
<i>Motorcycle Crashes</i>	3,333	2.38%
Fatal Crashes	148	4.44%
Killed	155	not applicable
Injury Crashes	2,585	77.56%
Injured	2,814	not applicable
Property Damage	600	18.00%

Month	2001	2002	2003	2004	2005	2006
January	64	101	85	82	97	86
February	66	97	76	86	87	73
March	88	95	85	90	109	98
April	92	90	91	114	108	113
May	99	93	110	99	81	104
June	78	98	84	87	101	87
July	90	99	93	87	129	109
August	105	93	98	114	114	96
September	91	92	96	105	70	96
October	112	102	101	91	101	103
November	80	86	105	100	108	80
December	86	86	94	98	88	76
Total	1,057	1,132	1,118	1,153	1,183	1,121*
VMT	2.08	2.17	2.10	2.01	2.01	2.07

*Fatal crashes not all passengers killed (1,296)

LICENSED DRIVERS, REGISTERED VEHICLES, POPULATION & VMT DATA

Year	Licensed Drivers	Registered Vehicles	Population	Vehicle Miles Traveled (Millions)
2001	3,550,766	4,037,359	5,319,895	50,860
2002	3,668,704	4,089,662	5,472,750	52,014
2003	3,819,823	4,364,857	5,629,870	53,345
2004	3,784,365	4,364,857	5,833,685	57,260
2005	3,963,005	4,566,448	6,044,985	58,796
2006	4,091,789	4,748,957	6,239,482	62,528

Alcohol-Related Crashes
2001 - 2006

	2001	2002	2003	2004	2005	2006
Crashes	8,088	8,157	7,837	8,013	7,689	7,693
Fatal Crashes	227	237	253	218	213	266
Injury Crashes	3,881	3,766	3,587	3,598	3,426	3,279
Property Damage	3,980	4,097	3,960	4,178	4,047	4,148
Fatalities	258	280	299	256	232	315
Injuries	6,880	6,644	6,215	6,187	5,799	5,534

Drinking Drivers Involved in Crashes
2001 - 2006

AGE	2001	2002	2003	2004	2005	2006
15-18 years	427	497	452	435	408	375
19-20 years	604	631	606	584	581	612
21-24 years	1,518	1,512	1,527	1,653	1,512	1,471
25-34 years	2,258	2,248	2,204	2,292	2,233	2,224
35-44 years	1,673	1,597	1,501	1,413	1,417	1,370
45-54 years	881	911	892	949	924	968
55-64 years	304	370	378	392	350	393
65 and older	240	208	160	125	362	104
Unknown/ Not Reported	323	250	198	270	0	261
TOTAL	8,221	8,224	7,918	8,113	7,787	7,778

Motorcycle Occupant Fatalities by Helmet Use*
2001 - 2006

YEAR	USED	NOT USED	UNKNOWN USE	TOTAL	% USED
2001	21	46	3	70	30.00%
2002	23	57	15	95	24.21%
2003	31	67	13	111	27.93%
2004	41	70	7	118	34.75%
2005	59	85	7	151	39.07%
2006	51	89	15	155	32.9%

*Figures include 3 or 4 wheel ATVs and exclude mopeds, motor scooters, and mini-bikes.

Motorcycle Crashes*
2001 – 2006

	2001	2002	2003	2004	2005	2006
Crashes	2,042	2,299	2,402	2,652	2,876	3,333
Fatalities	75	95	111	119	150	148
Injuries	1,924	2,166	2,287	2,456	2,651	2,585

*Figures include 3 or 4 wheel ATVs and exclude mopeds, motor scooters, and mini-bikes.

Operator Involvement by Age in MC Crashes

Age of Operator	Total	Percent of Total	Fatal	Injury	PDO
15& Under	56	1.64%	1	48	7
16	30	0.88%	2	24	4
17	38	1.11%	3	29	6
18	73	2.14%	6	59	8
19	101	2.96%	6	83	12
20	112	3.28%	5	92	15
21	108	3.16%	4	89	15
22	101	2.96%	4	87	10
23	101	2.96%	4	84	13
24	113	3.31%	4	96	13
25-34	660	19.33%	23	515	122
35-44	657	19.24%	31	508	118
45-54	668	19.56%	38	512	118
55-64	362	10.60%	20	285	57
65-74	86	2.52%	4	65	17
75 & Older	19	0.56%	1	13	5
Not Stated	130	3.81%	1	59	70
TOTAL	3,415	100.00%	157	2,648	610

Occupant Fatalities / Age 0 - 4
2001 - 2006

YEAR	USED	NOT USED	UNKNOWN USE	TOTAL	% USED
2001	4	12	3	19	21.05%
2002	4	8	2	14	28.57%
2003	6	6	2	14	42.86%
2004	4	6	0	10	40.0%
2005	2	9	2	13	15.45%
2006	7	7	4	18	38.8%

Occupant Fatalities by Restraint Usage - All Ages
2001 - 2006

YEAR	USED	NOT USED	UNKNOWN USE	TOTAL	% USED
2001	249	415	121	785	31.7%
2002	269	426	169	864	31.1%
2003	279	404	177	866	32.2%
2004	316	519	147	982	32.2%
2005	310	520	142	972	31.9%
2006	334	501	159	994	33.6%

Occupant Fatalities by Restraint Usage - All Ages
2001 - 2006

YEAR	USED	NOT USED	UNKNOWN USE	TOTAL	% USED
2001	249	415	121	785	31.7%
2002	269	426	169	864	31.1%
2003	279	410	177	866	32.2%
2004	321	426	138	885	36.3%
2005	310	520	142	972	31.9%
2006	334	501	159	994	33.6%

***RESULTS OF ARIZONA GOVERNOR'S OFFICE OF
HIGHWAY SAFETY ANNUAL SEAT BELT USAGE SURVEY
2000 - 2007***

GROUPS OBSERVED	2001	2002	2003	2003*	2004	2005*	2006* *	2007
All Drivers Seat Belt Use	74.29%	73.99%	79.5%	86.00%	95.12%	94.42%	79.4%	80.9%
Front Seat Occupants Seat Belt Use	74.35%	73.71%	79.46%	85.84%	95.28%	94.22%	76.4%	80.9%
Children Safety Restraint Use	72.63%	71.60%	82.24%	89.69%	97.57%	96.66%	88.4%	86.2%
Motorcycles Helmet Use	41.69%	43.50%	35.84%	44.85%	35.93%	57.52%	59.0%	74.6%
Cell Phone Use	-	-	-	-	-	-	-	14.6%

*Post "Click It or Ticket" Survey - Source: CSI Santa Rita Research Center

**Post "Click It or Ticket" Survey - Source: Behavioral Research Center

Pedestrian Crashes
2001 - 2006

	2001	2002	2003	2004	2005	2006
Crashes	1,601	1,608	1,595	1,629	1,586	1,618
Fatalities	159	158	126	135	165	170
Injuries	1,509	1,484	1,528	1,571	1,476	1,447

Pedestrian Fatality Rates
2001 - 2006

YEAR	NUMBER	RATE PER 100,000 POPULATION
2001	159	2.98
2002	158	2.89
2003	126	2.24
2004	136	2.33
2005	165	2.73
2006	170	2.74

Pedestrian Crashes by Geographic Location

Category	Total	Urban	Rural
Number of Crashes	1,618	1,463	156
Persons Killed	170	112	58
Persons Injured	1,447	1,349	98
Property Damage Only	123	114	9

Bicycle Crashes
2001 - 2006

	2001	2002	2003	2004	2005	2006
Crashes	1,993	1,893	1,874	2,001	2,025	1,815
Fatalities	29	15	15	27	36	29
Injuries	1,757	1,618	1,617	1,703	1,723	1,514

Bicycle Fatalities by Contributing Factors (of Bicyclist)
2001-2006

FACTOR	2001	2002	2003	2004	2005	2006
No contributing factor	7	5	3	6	8	7
Failure to yield right-of-way	8	4	4	7	5	15
Failure to obey traffic control device	3	2	2	3	1	1
Darting, running, or stumbling into road	3	1	2	4	6	6
Operating without required equipment	2	1	2	3	2	0
Failure to keep in proper lane or running off road	2	1	2	3	2	1
Unknown/Other	8	3	10	16	27	8
TOTAL*	33	17	25	42	51	29

*Multiple factors for some bicyclists

Accident Investigation

The Arizona Governor's Office of Highway Safety awarded federal dollars to the Glendale Police Department, the Phoenix Police Department and the Tohono O'Odham Nation for a training and crash data retrieval systems. The Tohono O'Odham Nation was also awarded federal dollars for a globe positioning system.

Alcohol and Other Drugs

Impaired Driver Training Team

The Governor's Office of Highway Safety has created an Impaired Driver Training Team. The fourth member of this team, Officer Alan Haywood, officially joined the team on July 1st. Officer Haywood has been with the Arizona Department of Public Safety (DPS), Highway Patrol Division since June 2000. Due to his aggressive DUI enforcement activities, the Metro DUI Enforcement Unit recruited him in May of 2002. He was assigned to the unit until September of 2006. Officer Haywood was assigned to the DPS Agency Support Division as the Impaired Driver Training Coordinator. Officer Haywood is an instructor in DRE, HGN, SFSTs, and DITEP. Officer Haywood has been a law enforcement phlebotomist since June 2001, and is adjunct faculty at Phoenix College for the Law Enforcement Phlebotomy Program. He holds an Associate of Applied Sciences in Law Enforcement Technology degree. Officer Haywood has made more than 750 DUI arrests and has conducted more than 100 DRE evaluations. He has given instruction and seminars in DRE, DUI Enforcement, HGN, Phlebotomy, DITEP, and the use of seat belts and child passenger restraints. He has testified in the Superior and Justice Courts of Maricopa and Pinal Counties.

Listed below are the areas that each of the Team Members are responsible for:

Officer Dan Mulleneaux, DRE Coordinator: Scheduling, coordinating, instructing at, and auditing DRE Pre-Schools, DRE Schools, DRE Instructor Schools, ARIDE Schools, and DRE In-services. In addition, coordinate and facilitate DUI Task Force, DRE Steering Committee meetings, and implementation of LEADRS. Dan can be contacted at dmulleneaux@azgohs.gov.

Tim Gaffney SFST Coordinator: Scheduling, coordinating, instructing at, and auditing SFST Schools, wet labs, SFST Instructor and Prosecutor Training. Coordinate both in state and out of state DRE Certification Nights. In addition, assist with Phlebotomy Pilot Project. Tim can be contacted at tgaffney@azgohs.gov.

Officer Alan Gaffney, Phlebotomy Coordinator: Scheduling, coordinating, instructing and auditing DITEP and Phlebotomy Training, implementing State and National Certification and Standards for Law Enforcement Phlebotomy. Officer Haywood is the Project Coordinator for the National Phlebotomy Pilot Project. In addition, assist with DRE Certification Nights. Alan can be contacted at ahaywood@azgohs.gov.

Beth Barnes, Traffic Safety Resource Prosecutor: Be a resource to Arizona's prosecutors and law enforcement. Areas that she provides assistance in include breath and blood test admissibility, defense expert witnesses, general trial strategy, corpus delicti, mandatory sentencing in DUI cases, how to admit toxicology results without the criminalist who conducted the test, source code, and reasonable grounds to stop a vehicle. She also provides materials such as scripts for cross examining expert witnesses copies of DUI Manual, model pleadings, studies relied upon by

experts, and PowerPoint presentations that agencies can use for training. Beth can be contacted at beth.barnes@phoenix.gov.

October 1, 2007 to September 30, 2008 DUI Task Force Enforcement Statistics

<u>Description</u>	<u>Quantity</u>
Officers participating	10,864
Total contacts	105,992
Extreme DUI	3,342
Aggravated DUI	995
Misdemeanor DUI	9,307
Average BAC	0.148
DUI with a prior	934
Seat Belt citations	1,069
Child Restraint citations	253
DUI person under 21 years of age	592
Minor in possession	1,605
DRE Evaluations Conducted	621
Other Citations	43,738



Southern Arizona Holiday DUI Enforcement
Press Conference 2008

Phlebotomy

The Law Enforcement Phlebotomy Program is a statewide program unique to the State of Arizona. In the last 15 years, over 800 police officers and law enforcement agency employees have been trained to conduct blood draws for DUI related investigations and other criminal investigations. In

June 2008, GOHS assigned a full time Phlebotomy Coordinator to the GOHS Office in Phoenix. The coordinator tasks include:

- Establish effective statewide guidelines and standards for the Law Enforcement Phlebotomy Program
- Establish guidelines for applications, prerequisites, and training at the training facilities.
- Increase the number of law enforcement phlebotomists statewide.
- Increase the number of law enforcement phlebotomy instructors statewide.
- Schedule and oversee the initial training of all new students in the Law Enforcement Phlebotomy Program.
- Schedule and oversee the continuing refresher training for all Law Enforcement Phlebotomists statewide.
- Function as a liaison between the education, medical and law enforcement communities that are an integral part of the program.
- Provide statistical data to GOHS, state and federal agencies on the program.
- Work with NHTSA and other state agencies to promote the Law Enforcement Phlebotomy Program in other parts of the country, and to establish pilot programs on prospective states.
- Represent the State of Arizona, GOHS, and Arizona DPS on the Law Enforcement Phlebotomy Program through presentations, training, conferences, and meetings on a national level.
- Schedule bi-annual Phlebotomy Steering Committee meetings for all law enforcement agency coordinators, training coordinators, medical program representatives, and interested parties to provide effective communications and strategies on the future of the program.

The training of police agency personnel has increase dramatically in 2008, with 18 phlebotomy schools held statewide and over 171 new students being trained. This is an increase of 72% trained over the 2007 totals, where 99 students were trained in 11 classes statewide. This increase in training was largely due to funding for the program being taken over by GOHS, which allowed previously budget limited small agencies in rural communities to participate. These rural agencies were well represented in the total amount of students trained, more so than in previous years.

The refresher or continuing education training for the Law Enforcement Phlebotomy Program was expanded to include agencies across the entire state. In previous two years, only four classes were held, with a total of 56 students. This was due to inconsistent funding sources and limited resources due to no centralized clearing house for information or training information. With GOHS creating the state coordinator position, this training has become an integral part of the program, and many prosecutorial agencies have recommended that this become mandatory for law enforcement phlebotomists to attend. Totals for calendar 2008 are 248 students in 11 classes statewide. The classes were presented in Phoenix, Tucson, and Prescott, which were extremely well received by agencies that did not have to commute as far to participate in the training.

DITEP

The Drug Impairment Training for Education Professionals (DITEP) program has been instrumental in presenting information and training to Arizona's teachers, nurses, administrators and concerned parents on this issue. As direct federal funding for this program ceased in the past years, funding for manuals, presentation materials, visual aids, travel expenses, and overtime for instructors has been critical to continuing and even expanding this program. Arizona has trained over 600 education professionals in 2007-2008, utilizing these resources in an effective manner, partnering with the Arizona Department of Education for scheduling and locations. Classes were conducted in every major metropolitan area in Arizona (Phoenix, Tucson and Flagstaff), as well as rural communities such as Prescott, Tuba City, Yuma, and Fredonia. Instructor Classes were conducted at many of these classes, with over 30 new instructors trained, including a class held in San Diego for the California Highway Patrol and various other agencies from many states.

SFST Assessment

The Standardized Field Sobriety Testing (SFST) Program has been available to law enforcement for approximately 20 years, though emphasis on the program is being stressed now more than ever. Since the program's inception, law enforcement and prosecutors have utilized the program to make tremendous strides in the fight against impaired driving. However, defense attorneys have become more sophisticated in their defense techniques and use these to attack the credibility of the program with the intent to seek reduced penalties imposed on their clients.

Many of these techniques involve the officer's level of training, ability to testify, and knowledge of updated and/or current technical information regarding the SFST Program.

To continue NHTSA's success in reducing impaired driving related deaths on our highways and to successfully remove the drug and alcohol impaired driver, law enforcement, and prosecutors must keep abreast of changing technical and application issues in the SFST Program. Through an assessment of the SFST Programs, NHTSA will be better able to determine the areas of weakness and develop training systems, promote accurate record keeping, and provide technical support in timely manner.

The information produced at the conclusion of the assessment includes the number of law enforcement officers trained as SFST practitioners, SFST instructors, and the level of communication between NHTSA, Arizona, and the local entities involved in the use and delivery of this program. The use of the SFST Assessment is designed to maintain the integrity and completeness of the program within a state or law enforcement agency.

Arizona will have a total of 57 classes that will be completed in 2008. We have trained 1,005 officers this year and we still have 8 more classes that will be completed between now and the end of the year.

SFST Coordinator

- We have trained 248 officers from the Navajo Division of Public Safety in DUI Detection and Standardized Field Sobriety Testing.

- We have trained over 1,400 officers statewide in DUI Detection and Standardized Field Sobriety Testing.
- We have conducted certification nights for the Drug Influence and Classification Program for Arizona students, Canadian student and numerous other students all across the United States. We have completed in excess of 3,000 evaluations during 2008.
- We have taught two “Prosecuting the Alcohol and Drug Impaired Driver” classes. One class was in Tucson and one in Gilbert. We trained 45 prosecutors.
- We have taught two nursing classes with a total of 50 students on drug impairment.
- I have become a member of the Arizona Peace Officer and Standards “Impaired Driving Subject Matter Expert Board.” The board makes decisions on impaired driving taught at all of the academies across the state.
- I conduct monthly training classes for various prosecutors on impaired driving topics.
- I have become a Law Enforcement Phlebotomist and now assist with the instruction on the program.
- I have worked numerous of the DUI Taskforces and Sobriety Checkpoints completing DRE Evaluations and Blood Draws.
- I have taught in numerous ARIDE (Advanced Roadside Impaired Driving Enforcement) classes
- I have taught at the DRE Schools and also been the Course Manager for one of them.
- I received the Karen Tarney National DRE Award.
- I received a certificate from the FBI for my “Outstanding Community Service”.
- I have been a presenter at the Navajo Prosecutors Conference.
- I presented at the GOHS Summit.
- I have taught impaired driving academy classes and several of the Law Enforcement Academies across the state.

ARIDE: A Training Option Bridging the Gap Between SFST and DRE

The Advanced Roadside Impaired Driving Enforcement (ARIDE) Program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP) Technical Advisory Panel (TAP) and the Virginia Association of Chiefs of Police.

ARIDE is intended to bridge the gap between the Standardized Field Sobriety Testing (SFST) and the Drug Evaluation and Classification (DEC) Programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is its review and required student demonstration of the SFST proficiency requirements. The ARIDE Program also stresses the importance of securing the most appropriate biological sample to identify substances likely causing impairment.

ARIDE is a 16-hour training course that will be taught by DRE instructors under the control and approval of Arizona’s DRE Coordinator.

Much of the classroom training is devoted to hands-on practice. The training also promotes interaction with members of the prosecutorial community. Part of the course is intended to be taught by a local prosecutor or the state's Traffic Safety Resource Prosecutor (TSRP).

For more information about ARIDE, contact Officer Dan Mulleneaux, DRE Coordinator at dmulleneaux@azgohs.gov or 602/255-3216 or Tim Gaffney, SFST Coordinator at tgaffney@azgohs.gov or 602.255-3216.

Traffic Safety Resource Prosecutor (TSRP)

Beth Barnes from the Phoenix City Prosecutors Office is now serving as the "State Traffic Safety Resource Prosecutor." Beth has attended HGN and DRE Schools. She has been very busy assisting GOHS with training needs and helping to provide training for prosecutors.

Presentations

The TSRP gave 57 presentations to approximately 1,486 prosecutors, law enforcement officers, and crime lab personnel. [If the tentative one also goes, it will be 58 presentations to approximately 1,501 prosecutors, law enforcement officers, and crime lab personnel.] Coordinated speakers for five additional programs that occurred when TSRP had a previously scheduled presentation.

Of particular note, together with Tim Gaffney (the Arizona SFST coordinator) and Officer Scott Sullivan (a DRE instructor from Tucson) developed and coordinated two "Prosecuting the Drug and Alcohol Impaired Driver in Arizona " three-day courses. The NHTSA Prosecuting the Drug Impaired Driver course was modified to include case law, statutes, and issues specific to Arizona. Additionally, training on alcohol DUI cases and an emphasis on HGN were added to the course. One course was held in Maricopa County with prosecutors from seven agencies attending. Another class was held in Tucson with prosecutors from three prosecutorial agencies attending. More of these courses will be held next year.

Topics of Presentations Given this Year

Prosecuting the Drug and Alcohol Impaired Driver in Arizona (Three-day DRE School for Prosecutors)

Breath Test Admissibility

Common DUI Defense Ploys and How to Address Them at Trial

Right to Counsel for DUI cases

Corpus Delicti for DUI cases

Search and Seizure for Traffic Cases

How to Conduct a DUI PowerPoint Trial

Recent DUI Case Law Review

Upcoming DUI Legislation

Legal Review for DRE Cases

How to Admit Tox Results

Common Defense Challenges in DRE Cases

How to Admit Tox Results Without the Expert to Conducted the Analysis

How to Conduct DUI Trial
Qualifying a DRE Officer as an Expert
Trial Advocacy (opening statements direct-examination, cross-examination, and closing arguments)
Standardized Field Sobriety Tests
The DUI Laws of the State of Arizona
Second Sample and Independent Chemical Test Issues for DUI Cases
Actual Physical Control
Defense Challenges to Breath Tests
Issues for DUI Blood Trials
The Legal Environment (HGN School)
DRE School - Courtroom Demeanor.

Responses to Requests for Assistance

The TSRP estimates that she will respond to at least 340 requests for assistance from prosecutors, law enforcement officers, and crime lab personnel in 2008. (This is a conservative estimate. She has responded to more than 317 so far with 4 1/2 weeks remaining.)

Topics included: source code, retrograde extrapolation, Actual Physical Control (APC), trial *de novo*, discovery, statute of limits, breath temperature defense, DUI jury instructions, COBRA data, probable cause for blood draws, trials on prior convictions, procedures and stipulations for submittals, breath and blood test admissibility, *Frye* challenges to the Intoxilyzer 8000 and PBTs, the right to independent chemical tests, the new boating DUI laws, defense expert witnesses, general trial strategy, *corpus delicti*, mandatory sentencing in DUI cases, how to admit toxicology results without the criminalist who conducted the test, appellate special actions, DRE cases, new DUI legislation and reasonable grounds to stop a vehicle.

Materials such as a guide for cross-examining defense expert witnesses, transcripts from source code hearings and defense experts, scripts for cross-examining expert witnesses and for the direct examination of state witnesses, copies of the DUI Manual, model pleadings, case law, and studies relied upon by experts were provided.

Defense Expert Bank

Materials have been gathered and added to the Arizona TSRP Defense Expert Bank for 27 defense experts and 4 state experts. Most of these were in response to requests from prosecutors. The materials were then provided to the prosecutors to assist with their cases.

In response to the large number of requests for assistance with source code hearings, transcripts of successful source code hearings were also added to the bank and provided to prosecutors to assist with that pervasive issue.

TSRP E-mail List

An e-mail list of Arizona prosecutors from more than 20 agencies was created. When new case law, legislation, defense challenges, etc. arise, notice is sent out to the list. The TSRP also used the APAAC list serve to communicate with Arizona's prosecutors on important issues.

Arizona DUI Manual.

The TSRP maintained the DUI manual and shared it with prosecutors across the state. The manual which was created for the Prosecuting the Drug and Alcohol Impaired Driver in Arizona course has also proven a valuable resource and has been shared.

Conferences

She attended, presented at and helped coordinate the GOHS Annual Summit for Law Enforcement and Prosecutors (arranged speakers for five of the presentations, presented on Common DUI defense ploys)

The TSRP assisted with the GOHS Annual Judicial Conference

The TSRP attended the 2008 Lifesavers Conference and the NHTSA Region 9 Annual Partner's Meeting.

The TSRP attended the TSRP Training Conference and the winter and summer National Association of Prosecutor Coordinator's (NAPC) conferences. (Presented at the NAPC Summer Conference.)

The TSRP helped coordinate and presented at the Arizona Prosecuting Attorney's Advisory Council's (APAAC) Summer Conference.

The TSRP presented at the International Association for Chemical Testing (IACT) National Conference

Committee Memberships

Strategic Highway Safety Plan Committee, Phlebotomy Steering Committee, DUI Task Force, DRE Steering Committee, Prosecutor-Crime Lab Committee, Ad Hoc *Rogovich* Committee

GOHS awarded a chromatograph to the Chandler Police Department, a fully equipped DUI processing trailer. Additionally overtime for alcohol enforcement/training, equipment (i.e. PBT's, in-car videos, etc.) and training was funded.

Governor's Office of Highway Safety Conference for Law Enforcement and Prosecutors

In July 2008, GOHS sponsored the 2008 GOHS Summit for Law Enforcement and Prosecutors. This conference is dedicated to highway safety, impaired driving, occupant protection, and

vehicular homicide. There were general sessions and diverse technical sessions presented to approximately 200 officers and prosecutors from around that state.

Law enforcement and prosecutors who work with the enforcement, legal, or scientific aspects of highway safety must understand each others rules, capabilities, and limitations. Also, with technology, investigative procedures, and laws changing rapidly, it is imperative that current information is provided to these groups. Conference topics included:

GOHS Update

DUI Checkpoints-The ABCs of checkpoints

Common DUI Ploys-Common tactics used by DUI attorneys

Powerpoint Trials

Reporting System (LEADRS)

Traffic Records and the new crash form

Law Enforcement Phlebotomy

Governor's Traffic Safety Advisory Council (GTSAC)-Speed Management

Source Code Issued

Youth Alcohol Panel

Federal Motor Carrier Safety Administration

Legislation – Past Present and Future – What it means to law enforcement

Arizona Motorcycle Safety Advisory Council

Taxi Cab regulations

Bicycle and Pedestrian Safety

Substance Abuse Youth Forum, Compass Health Care-CAST Theatre-Teen peer-to-peer alcohol and drug education and prevention

Getting your message out through your local media

Judges Conference

The Annual Judges Conference was held in Flagstaff during July 2008. There were approximately 120 participants. This conference provided workshops and hands-on activities that provided COJET credits to the judges. The conference included topics such as:

CAST-multi-cultural theater production Compass Health Care Judicial Outreach

Report on the progress of the DUI Pilot Courts

MVD

New Legislation

Photo Enforcement and civil traffic

Bicycle/Pedestrian Offenses

New Toys Demo – Hawkeye (HGN video recorder), PBTs and Intoxilyzer 8000

Hot Topics

ABA Model Canons – Arizona Style



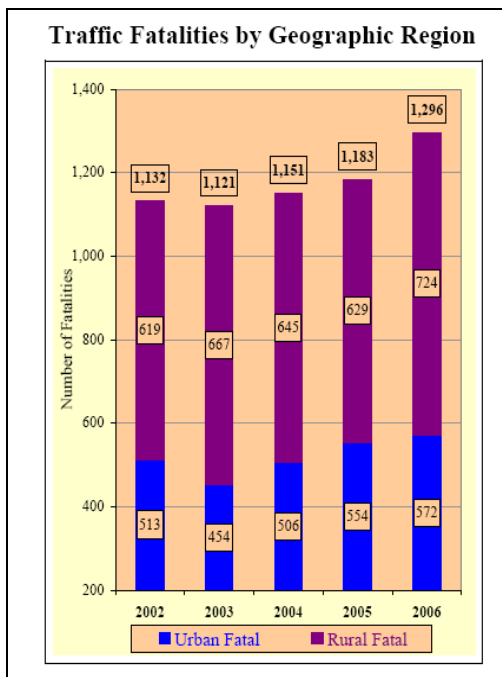
White Mountain DUI Trailer – Eagar, Arizona

Emergency Medical Services

Each year, the main goal of the GOHS Emergency Medical Services program is to assist rural fire departments who are in need of replacing old extrication equipment and developing traffic injury prevention programs. New, updated extrication equipment is vital in reducing response times at highway emergencies. Reaching critically injured and trapped patients is of utmost importance if traffic fatalities are to be reduced in Arizona. The critical importance of the “Hour of Survival” – the time between the first call for help, the first arrival at the scene and arrival at a trauma center plays an enormous role in preventing further disability or premature death.

Arizona’s population growth continues to rank as the second fastest in the U.S. This has placed enormous stress on the state’s EMS services, which has not been able to keep up. Even more challenging, most rural fire departments are providing services to hundreds of acres of land and rural roads, and in many cases, over a thousand acres, that normally includes major state routes and highways. Delinquencies in coverage only increase the response time and treatment of a victim. Arizona ranks as one of worst states for time of crash to time of arrival to a hospital. Major cities such as Phoenix and Tucson may have response times under 10 minutes but it is in the rural areas that the response times take a dive. In 2005, Arizona’s overall crash to hospital arrival times was at 56.7 minutes. The end results of these enormous delays are higher fatality rates in rural communities throughout Arizona.

In 2006, of the 1,296 deaths on Arizona’s roads, 724 (56%) occurred in a rural setting.



GOHS' focus in 2008 for the EMS program continued to be through rural outreach. Of the 20 agencies currently receiving funds, 16 agencies represented rural fire departments or communities with populations of 10,000 people or less. Of the 15 Arizona counties, 12 have fire departments receiving GOHS funds. And four agencies provide EMS services within Arizona tribal communities.

As of November 2008, GOHS allocated \$395,892 to 20 agencies to improve emergency medical services in the State of Arizona (Additional contracts and funding is anticipated). Funds enabled agencies to continue or expand several programs or projects including car seat activities, replacing old and cumbersome extrication equipment and adding safety equipment for EMS personnel while on-site at an emergency scene.

GOHS requires that all subgrantees submit a press release to their local media outlets for each contract. Below are related press events for two agencies who received funding from GOHS for extrication equipment in 2008.

Fort Thomas Rural Fire District

Eastern Arizona Courier

Ft. Thomas Fire Receives Equipment Grants

The Ft. Thomas Fire District was awarded a "Governor's Office of Highway Safety Grant" for the year 2008, stated Fire Chief, McCoy Hawkins. The grant was to replace extrication equipment that is aging and not capable of cutting steel that cars are made of today. The Fire District was awarded with a new Jaws of Life cutter, spreader, new power unit and a rescue 42 vehicle stabilization kit. The new equipment was put into service September 29, 2008. Hawkins stated, that this equipment will allow the volunteer fire men to perform their duties in a safe and rapid manner. Earlier this year, the firemen were able to attend a training course in preparation for the new equipment.

verdenews.com

New equipment allows faster, safer extrications

By Jon Hutchinson
Staff Reporter

Thursday, October 30, 2008



Cody Harkey and Chad Winton show off new extrication equipment Verde Valley Fire District received through a grant from the Governor's Office of Highway Safety. Photo courtesy Verde Valley FD

The Verde Valley Fire District has accepted delivery of extrication equipment valued at approximately \$25,000, funded through a grant from the Governor's Office of Highway Safety. The equipment includes a cutter, spreader, power unit, ram and hoses used for extrication of patients trapped in vehicles.

The gear will help support the agency's highway safety program. The additional extrication equipment will allow faster and safer service on rescue scenes.

The Fire District operations have experienced an increase in responses to accidents, especially on Interstate-17 and State Route 260 in recent years.

The accidents cause safety concerns for personnel on scene, motorists traveling the roadway, as well as those involved in accidents.

The new equipment will avoid waiting for equipment to arrive to help with patient extrication. Additional time increases the chances of a secondary accident. With updated equipment now immediately available on both of the agency's first responding units, extrication will take place without delay.

Related Links

Red Badge

The GOHS Red Badge Program combined with CBS 5 (KPHO), St. Luke's Hospital, the Arizona Attorney General's Office, US Department of Homeland Security, Arizona Counter Terrorism Information Center (ACTIC), Health Choice Generations and Bashas' Groceries to distribute the new CBS 5 Red Badge Emergency Pack (E-Pack). The new E-Pack is distributed through Bashas' Pharmacies with over 100,000 packets to be distributed. ACTIC developed a training video for all first responders to be distributed. This partnership allows the Red Badge to expand throughout the State of Arizona. A

media campaign through CBS 5 was developed using the Attorney General, the Director of GOHS and others to promote the program.

Motorcycle Safety

During June 2007, NHTSA Conducted a Motorcycle Assessment. Listed below are the recommendations:

I. PROGRAM MANAGEMENT

- Develop a plan and budget for a formal, comprehensive motorcycle safety program within the GOHS.
- Establish and fund two full-time employee positions dedicated to the management and implementation of a comprehensive motorcycle safety program. One position should be a State coordinator/manager and the second should be an administrative assistant.
- GOHS should take ownership of the motorcycle safety program as the Arizona Motorcycle Safety Program owned by Arizona motorcyclists. Brand the program with a logo to aid in recognition.

II. MOTORCYCLE PERSONAL PROTECTIVE EQUIPMENT

- Pass a universal helmet law for all riders and passengers compliant with Federal Motor Vehicle Safety Standard (FMVSS) 218.
- Amend 28-964 A to require passengers to wear protective glasses, goggles, or a transparent face shield.

III. MOTORCYCLE OPERATOR LICENSING

- Require mandatory helmet use, protective gear, and a .00 grams per deciliter (g/dL) blood alcohol concentration (BAC) for all instructional permit holders.
- Establish a policy to allow only Motor Vehicle Division (MVD)-designated foreign language interpreters to aid with the administration of knowledge tests.

Motorcycle License Renewal Requirements

- Require the renewal of drivers' licenses, including motorcycle licenses, every four years as recommended by the American Association of Motor Vehicle Administrators (AAMVA) Policy Position for driver's license renewal.

Examiner Training

- Utilize the Motorcycle Safety Foundation/NHTSA/AAMVA Alternate Motorcycle Operator Skills Test (ALMOST) training program for motorcycle examiners.
- Require annual refresher training focused on administration of the ALMOST testing procedures for all motorcycle examiners.
- Improve the monitoring and oversight practices for ALMOST administration. Driver Education Certificate of Completion

- Repeal the policy waiving the motorcycle rider education requirement if parents or guardians certify in writing that applicants under the age of 18 have completed at least 25 hours of motorcycle driving practice. All applicants under the age of 18 should successfully complete a motorcycle rider education program licensed by the MVD to qualify for a Class M license or endorsement.
- Discontinue accepting completed High School Driver Education Certificates to waive the MVD motorcycle knowledge test.

Licensed Third-Party Tester/Motorcycle Education

- Increase monitoring of certificates and motorcycle education end-of-course examinations. Frequent on-site observations of testing procedures should be conducted.

Penalties for Violation of Motorcycle Licensing Requirements

- Implement legislation requiring law enforcement officials to impound motorcycles if riders are not properly licensed.

IV. MOTORCYCLE RIDER EDUCATION AND TRAINING

- Establish a records system that allows the State to extract data and produce reports to determine the status of training, evaluate training effectiveness, and determine future needs.
- Establish a formal motorcycle training curriculum review and approval process to ensure the training program meets the needs of Arizona's riders.
- Develop policies and standards for instructor training, certification, and continued professional development.
- Develop policies and procedures for ongoing evaluation and monitoring of the motorcycle education providers, to include the quality and consistency of training and testing.
- Develop strategic plans for ongoing development of the motorcycle education system.

V. MOTORCYCLE OPERATION UNDER THE INFLUENCE OF ALCOHOL OR OTHER DRUGS

- Conduct outreach to law enforcement to educate them on the availability of impaired-riding detection materials available from NHTSA, MSF, the American Motorcycle Association, and individual State programs.
- Include training on impaired-riding during the Annual Training Summit for Law Enforcement, Prosecutors, and Judges. Require alcohol/drug education as well as rider education upon conviction for DUI.

VI. LEGISLATION AND REGULATIONS

- Pass a universal helmet law for all riders and passengers compliant with Federal Motor Vehicle Safety Standard (FMVSS) 218.

- Establish and fund two full-time employee positions dedicated to the management and implementation of a comprehensive motorcycle safety program. One position should be a State coordinator/manager and the second should be an administrative assistant.
- Continue the State Motorcycle Safety Advisory Council past 2010.
- Adopt the FMVSS 218 helmet standard for those operators and passengers under the age of 18 and provide law enforcement training on recognizing approved helmets.
- Require mandatory helmet use, protective gear, and a .00 g/dL BAC for all instructional permit holders. (See Section II: Protective Equipment).
- Require the renewal of drivers' licenses, including motorcycle licenses, every four years as recommended by the AAMVA Policy Position. (See Section III: Motorcycle Operator Licensing).
- Implement legislation allowing law enforcement officials to impound motorcycles if riders are not properly licensed. (See Section III: Motorcycle Operator Licensing).

VII. LAW ENFORCEMENT

- Distribute NHTSA's Detection of DWI Motorcyclists materials through GOHS' law enforcement coordinator to law enforcement agencies statewide.
- Encourage all law enforcement personnel to take a zero-tolerance approach to unendorsed motorcycle operators.
- Include training on impaired riding during the Annual Training Summit for Law Enforcement, Prosecutors, and Judges. Require alcohol/drug education as well as rider education upon conviction for DUI.
- Implement legislation allowing law enforcement officials to impound motorcycles if riders are not properly licensed. (See Section III: Motorcycle Operator Licensing)

VIII. HIGHWAY ENGINEERING

- Establish procedures and safety requirements, in consultation with the State Motorcycle Safety Advisory Council (SMSAC), to consider the handling characteristics of motorcycles when improving, designing, and building highways and structures.

IX. MOTORCYCLE RIDER CONSPICUITY AND MOTORIST AWARENESS PROGRAMS

- Develop guidelines, standards, and evaluation tools for public outreach programs that are associated with GOHS.
- Identify existing programs, for example MAP, and work with the Arizona Driver and Traffic Safety Education Association and Arizona Department of Education for possible incorporation into driver training curriculums.

X. COMMUNICATIONS PROGRAM

- Document current communications activities as a basis for developing and implementing an annual comprehensive communications plan. The plan should include:

- o A research component to identify problem areas to ensure that appropriate themes and messages are developed;
 - o Goals and objectives with realistic and measurable outcomes;
 - o Use of appropriate multi-media channels;
 - o A comprehensive plan for community outreach at events; and
 - o An evaluation component to measure pre- and post-campaign awareness and impact on motorist and motorcyclist behavior.
- Establish GOHS as the primary point of contact for motorcycle safety information and presentations. Establish standards and guidelines for all presentations that utilize State-sponsored materials.

XI. PROGRAM EVALUATION AND DATA

- Conduct a detailed evaluation of motorcycle fatality reports to determine root cause factors. Compare the results to existing training materials and adjust curricula to address the issues.

SUMMARY

Director Fimbres worked with the Council and motorcycle lobbyists to have the cap on the Motorcycle Safety Fund removed. This will allow the fund to increase which will in turn allow planning and execution of more comprehensive motorcycle awareness and safety campaigns.

Director Fimbres continues to work with the Council and motorcycle lobbyists to ensure that the statute that created the Council is continued past the sunset of 2010.

During FY2008 the AMSAC and GOHS conducted numerous activities to promote motorcycle safety and awareness. This was done through the following activities:

Worked with Cox Media to produce two TV ads - one geared toward riders, the other for motorists. They aired statewide on the cable system. Also, worked with Moses Anshell to place billboards and print ads in rider publications.

Held three press conferences (one in Tucson, one in Prescott and one in Phoenix) highlighting May as Motorcycle Safety Month.

Members of the Gold Wing organization in Tucson staffed an informational booth at the Pima County Fair during April 2008.

Supported community outreach programs by providing brochures, pencils, badges, key tags, newspaper supplement, t-shirts with the message "Look Out for Motorcycles" imprinted on the front, and posters to Council members and the public for distribution at events.

Members of the Council and motorcycle community staffed an informational booth during Public Safety Days at the Arizona State Fair. This provided an opportunity for riders and non-riders to become more aware of each other and their needs.

A major accomplishment this year was that Arizona's Fiscal Year 2008 NHTSA 2010 Application was approved and the State was awarded \$100,000 to continue this SAFETEA-LU Grant Program. This award brings the total the State has been awarded to just over \$300,000.00.

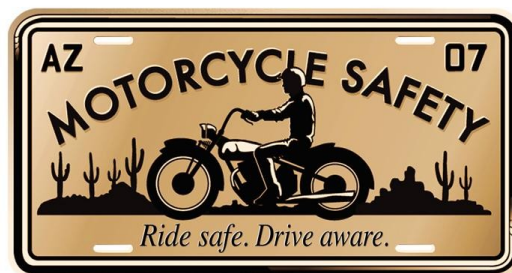
2008 MOTORCYCLE SAFETY AWARENESS MONTH

With warmer weather here, more motorcycles are back out on the road – and the drivers of passenger vehicles need to be alert.

In a crash, motorcyclists are much more vulnerable than passenger vehicle drivers. Research shows that approximately 80 percent of motorcycle crashes injure or kill a motorcycle rider, while only 20 percent of passenger car crashes injure or kill a driver or passenger in their vehicle. In fact, per vehicle mile traveled in 2006, motorcyclists were 35 times more likely than passenger car occupants to die in a motor vehicle traffic crash.

Motorcyclists have also have responsibilities. These responsibilities include following the attending training on the safe operation of a motorcycle, acquire a motorcycle endorsement on the driver's license, follow the traffic laws, ride defensively and always wear safety equipment (helmet, gloves, eye protection, and boots).

Too often operators of cage vehicles say they never saw the motorcycle and were unable to respond in time. This is no excuse when so many crashes are still occurring, and so many lives are being lost. Get involved and take the necessary precautions to help make this the first year in recent years when motorcycle fatalities do not increase. Remember:



GET YOUR FACE IN THE WIND. NOT THE PAVEMENT.

Stay on your ride by completing a training course, even if you've ridden before. Get a motorcycle endorsement on your license today. It's the law!
Visit www.azgohs.gov for a list of training courses in Arizona.

Ride safe.



Drive aware.

Occupant Protection

2007 Click It or Ticket Enforcement Wave Results

Number of agencies participating	17
Number of work hours	1,500
DUI arrests	89
Seatbelt citations	1,532
Child restraint citations	196
Felony arrests	9
Stolen vehicles	4
Fugitives arrested	8
Driving while suspended	112
Uninsured citations	682
Speed citations	1,038
Drug arrests	38
Miscellaneous citations	897
Television spots	18

Univision Care Seat Check Event

During November, GOHS along with a number of partners, conducted two child safety seat check events targeting the Hispanic population in Phoenix and Tucson

On Saturday, November 8, 2008, GOHS along with Univision, Tucson Police Department, Tucson Medical Center, Phoenix Police Department, St Joseph's Hospital, and Maricopa County Health conducted a child safety seat check. There were two locations where seats were checked, in Phoenix and Tucson. During the event 300 child safety seats and related safety materials were distributed to families.

Occupant Protection Conference

The second Occupant Protection Conference was held in Flagstaff during July 2008. There were approximately 130 participants. This conference provided workshops and hands-on activities that provided CEU credits to technicians to help in re-certification. The conference included topics such as:

- A car seat check event
- Review of the Recertification Process
- Precious Cargo – Protecting our Future
- LATCH
- Hands-on with Child Safety Seats
- Update on Boosters and other child restraints

Special Needs

Impact of Motor Vehicle Crashes to the Brain and Spinal Cord

AAA Senior Car Fit

Other OP Programs

El Protector

SNAP

CAPP

Public Safety Days at the Arizona State Fair Saturday, October 11, 2008 – 10:00 am to 6:00 pm Sunday, October 12, 2008– 10:00 am to 6:00 pm

The Governor's Office of Highway Safety was proud to sponsor “Public Safety Days at the Arizona State Fair” on Saturday, October 11, 2008 – 10:00 am to 6:00 pm and Sunday, October 12 2006 – 10:00 am to 6:00 pm.

This year the Law Enforcement and Fire Departments safety days were on separate days. Law Enforcement was Saturday October 11th and the Fire Departments Safety Day was on Sunday the 12th.

Kids of all ages took home “Buckles” the Seat Belt Bear when they completed a Public Safety Day Passport. While getting their passport stamped, they met police officers, sheriffs’ deputies, firefighters, and representatives from more than 25 public safety and civic organizations from throughout the state.

Public safety personnel answered questions and taught important safety tips about seat belts, impaired driving, fire safety, bicycle safety, and much more. Music and stage presentations offered public safety education for all ages in a fun and entertaining format.

The Governor's Office of Highway Safety’s “Public Safety Days” program is *FREE* to fairgoers.



Arizona State Fair – Public Safety Days
GOHS Staff and Partners

Occupant Protection Coordinator

The Occupant Protection Coordinator continued to work with the rural communities to increase the number of Children Are Priceless Passengers (CAPP) Programs which is a court diversion program and a program for indigent families to learn about child safety seats, how to properly install them and receive a child safety seat.

In addition, the Occupant Protection Coordinator coordinated and taught child safety seat technicians and instructors statewide.

During May's Buckle Up America Week and September's Child Passenger Safety Awareness Week, the Occupant Protection Coordinator worked with agencies statewide to conduct education and enforcement programs.

Pedestrian and Bicycle Safety

Pedestrian and bicycle fatalities in Arizona experienced a slight decline in 2006 (last year full set of data was available), compared with year 2005. In 2005, the total number of pedestrians and bicyclists killed on Arizona's roads was 201; 165 pedestrians and 36 cyclists. In 2006, 199 pedestrians and bicyclists were killed; 170 pedestrians and 29 cyclists.

As of 2006, Arizona has the third highest cyclist fatality rate based on population in the U.S. (4.7 vs. U.S. Rate of 2.58 per million population -2006, NHTSA). Additionally, Arizona ranks as seventh worst state for pedestrian fatalities. For pedestrians (per 100,000 population) Arizona's rate of fatalities (based on 2007 data) dropped from 2.46 to 2.43; the U.S. average is 1.54. In 2006, Arizona ranked as the fifth deadliest state for pedestrians.

Arizona has unique challenges in respect to bicycle and pedestrian safety. Arizona's weather enables the majority of its population to bike and walk throughout the year. Arizona ranks as one of the best places in America for outdoor activities such as cycling. In May 2008, the City of Tucson and Pima County Region, an area with 1 million residents, once again received a Gold Award from the League of American Bicyclists (LAB) in recognition of the region's ability to provide a bicycle friendly environment. The region is the only region in the country that is recognized with the Gold status as a bicycle friendly community. The region first received Gold status from LAB in May 2006.

GOHS greatly increased its bicycle and pedestrian outreach activities during 2008, and as a result, received several awards for its efforts which included an award to GOHS and staff member Sean Hammond from the City of Tucson for its efforts on the Pima County Clean Air and Bike 2 Work events in April 2008.

GOHS continued to make a strong commitment to distributing bicycle helmets to communities throughout Arizona, with a focus on low-income areas. GOHS distributed 2,935 helmets during 2008 and provided the following agencies with helmets:

Rio Rico Fire Department, Perimeter Bicycle, Mesa Police Department, Children's Assistance and Resource Event (C.A.R.E. Fair), Tohono O'odham Nation, Eloy Police Department, San Luis Police, Tolleson Police, Douglas Police and the City of South Tucson.

GOHS staff participated in the following activities during 2008 to improve safety for bicyclists and pedestrians:

On April 4, GOHS coordinated a press conference for bicycle and pedestrian safety. GOHS held a press conference in partnership with the Coalition of Arizona Bicyclists (CAZB) and Perimeter Bicycle Association, El Tour de Phoenix organizers, to discuss funding opportunities for bicycle and pedestrian programs and to talk about strategies to improve conditions for cyclists and pedestrians. Jeanine L'Ecuyer of the Governor's Office was a special guest and spoke about the loss of her brother who was killed by a drunk driver while riding his bicycle home in December 2006. Additional speakers and guests were: Andy Clarke, League of American Bicyclists; Sheila Foraker, Perimeter Bicycling Association of America, Inc., MADD, Mesa Police, Phoenix Police,

Tempe Police, Arizona Department of Transportation and Gilbert Police Department. Several Arizona media outlets covered the press conference.

GOHS was the proud sponsor of the El Tour de Phoenix Kids Family Fun Ride. The Kids Family Fun Ride is part of the much larger El Tour de Phoenix that takes place during the same weekend. The sponsorship enabled GOHS to highlight bicycle safety issues to over 50,000 people, mostly through advertisements placed in the quarterly bicycle news magazine –Tail Winds. During the same week as the press conference and bike race, GOHS Staff members Sean Hammond and Amy Lattimer participated in the El Tour de Phoenix bicycle expo. Traffic safety information was provided to several thousand El Tour bike riders and their families.

In April, Staff member Sean Hammond, along with other GOHS staff members, coordinated a Bike 2 Work event in partnership with the City of Tucson. The event was part of a month long celebration of Earth Day activities. Bike 2 Work is an annual multi-jurisdictional program to promote alternative modes of transportation. GOHS partnered with several local businesses, including 92.9 the Mountain radio station, community volunteers, including the Tucson City Council. GOHS provided free traffic safety information, give-a-ways, and a free breakfast to all cyclists. More than 100 bicycle riders and individuals attended the event.

Throughout 2008 Staff member Sean Hammond participated in the development of a Safe Routes to School program in Pima County. As Vice-Chair of Tucson Safe Kids, Sean and several Safe Kids members received training and then adopted a total of seven schools throughout the greater Tucson area. The program reached over 2,000 children.

In an effort to provide training to law enforcement, prosecutors, and judges on issues concerning bicycle and pedestrian safety, representatives from the Coalition for Arizona Bicyclists (CAZB) and the newly formed organization –Arizona Walks, were invited by GOHS to present at the annual GOHS Summit. Presenters [provided information on bicycle and pedestrian safety and how to reduce injuries and fatalities, with emphasis on actions that law enforcement, prosecutors and judges can make efficient use of](#) in their line of work.

In September, staff member Sean Hammond participated in a 30 minute talk show on the Bob Lee Community Forum Show, the local Fox affiliate. Sean partnered with the coordinator of the Pima County Department of Transportation's Bicycle and Pedestrian Safety Program to focus on the steps needed to keep children safe while they walk and or bike to school.

GOHS funded bicycle and pedestrian programs, 2008.

The Coalition of Arizona Bicyclists (CAZB) will undertake a concerted program of cyclist safety education, and will also use media (primarily PSAs) to foster greater public understanding of proper, legal and safer bicycling behavior. Specifically, (CAZB) will promote and teach the nationally recognized courses that the League of American Bicyclists teaches through their certified Instructors. The Courses will be taught in both the Phoenix and Tucson metropolitan areas, at no cost to participants, with incentives offered (such as free helmets and lights) to induce participants to enroll.

Police Traffic Services

In the five years from 2001–2006, speeding contributed to 2,194 fatalities and 12,670 serious injuries. Most speeding related fatalities and serious injuries (82%) were due to driving too fast for the conditions. The remaining 12% of speeding related fatalities and serious injuries were the result of exceeding the posted speed.

Because speed violations are the cause of serious injuries and deaths throughout Arizona, GOHS, along with local and state partners attended and participated in the NHTSA Speed Management Workshop presented in Sacramento. This training and planning session will result in Arizona conducting training sessions throughout the state to encourage the strict enforcement of the speed laws.

Arizona Department of Public Safety – Operation Maximum Impact

Operation Maximum Impact concentrates its police traffic enforcement efforts on the greater Phoenix Metropolitan area freeways, to conduct high visibility, zero tolerance details. The objective of Maximum Impact 2008 was to decrease traffic collisions and increase citations issued for criminal speed and aggressive driving. Emphasis is placed on promoting the increased usage of child safety restraints and seat belts, and removing impaired, aggressive, inattentive and fatigued drivers from the roadway.

On on-going public information and education program will be utilized with the assistance of the DPS Community Outreach and Education Unit.

Bullhead City Police Department – Selective Traffic Enforcement Program

The Bullhead City Police Department used radio, internet, television, and partnered with other law enforcement agencies in printed featured articles encouraging resident and visiting drivers to be sober and safe on the road, to use patience on the congested roadways and highways, and to report suspected DUI/aggressive drivers to the police.

Holbrook Police Department – DUI Equipment

The Holbrook Police Department has continued its proactive approach to traffic enforcement in its effort to reduce crashes and their related injuries and death.

The Holbrook Police Department acquired two (2) radar units and four (4) PBTs which has allowed them to more effectively target drivers who are violating traffic laws within the City.

The Holbrook Police Department continues to use their local newspaper and radio stations to educate the community on the importance of safety belt use and complying with traffic laws. The agency participated in the Navajo County Annual Fair by staffing an information booth.

Goodyear Police Department – Selective Traffic Enforcement Program

The Goodyear Police Department acquired a police package vehicle which has allowed them to more effectively target drivers who are violating traffic laws within the City.

La Paz County Sheriff's Office – Selective Traffic Enforcement Program

The La Paz County Sheriff's Office used funds to purchase six (6) radar units, twenty-five (25) stop sticks, one (1) Intoxilyzer 8000 and one (1) digital eyewitness media manager to update the department's technology and increase traffic enforcement.

La Paz County Sheriff's Office continues to use local print and electronic media along with community events to increase awareness of the consequences of unsafe driving habits.

Nogales Police Department and Sahuarita Police Department – Selective Traffic Enforcement Program

Both police departments purchased a fully equipped police motorcycle in their department's ongoing efforts to reduce traffic incidents.

Somerton Police Department – Selective Traffic Enforcement Program

The Somerton Police Department acquired an unmarked police package vehicle which has allowed them to more effectively target drivers who are violating traffic laws within the City.



Somerton Aggressive Vehicle Presentation with local area elected representatives

Prescott Valley Police Department – Selective Traffic Enforcement Program

The Prescott Valley Police Department has continued its proactive approach to traffic enforcement in its effort to reduce crashes and their related injuries and death.

The Show Low Police Department acquired a fully equipped police motorcycle which has allowed them to more effectively target drivers who are violating traffic laws within the City.

The Prescott Valley Police Department continues to use their local newspaper and radio stations to educate the community on the importance of safety belt use and complying with traffic laws. Additional grants were awarded throughout the state for radar units, in-car videos and other equipment and overtime to ensure that police departments have the equipment and resources needed to reduce traffic incidents.

Traffic Records

LEADRS

The Law Enforcement Advanced DUI Reporting System (LEADRS) is a single software program with the capability to produce crash reports, criminal DUI reports, other related criminal activity related to DUI arrests and investigative reports. LEADRS can produce any form that a state or department requires.

GOHS has contracted with the Texas Municipal Police Association to modify this program to fit Arizona's needs. Focus group meetings have been and continue to be scheduled statewide to ensure input from all end users (law enforcement, prosecutors and judges).

During the GOHS Summit Awards Luncheon, personnel from the Texas Municipal Police Association presented an overview of this program. Presenting during this luncheon provides GOHS with an opportunity to expose additional law enforcement, prosecutors, judges, and other highway safety advocates to this program. This will assist in making sure that we have input from all of these groups which will result in a comprehensive data base.

Governor's Traffic Safety Advisory Council – Traffic Records Coordinating Committee

Traffic safety data is needed for a variety of safety programs. An understanding of the what and where of traffic crashes allows decision makers to address existing deficiencies, explain how they were identified, and identify Arizona's approach to develop corrective action in priority order.

To meet the requirements of SAFETEA-LU's State Traffic Safety Information Systems Improvement Grant Program (Section 408) the Council designated the Traffic Records Subcommittee as the state's Traffic Records Coordinating Committee (TRCC). The establishment and operation of a TRCC is required for Arizona's application to the National Highway Traffic Safety Administration (NHTSA) for funding under Section 408.

Arizona's TRCC is a statewide multi-disciplinary organization including managers, collectors, and users of traffic records. The subcommittee, which has met seven times in 2007, includes 22 professionals from ADOT, GOHS, FHWA, Enforcement, Health Services, Courts, and Indian and local communities.

The goal of the TRCC is for the State of Arizona to have complete interoperability of all traffic data safety systems with uniform, timely, and accurate data assessable by all users. This is a major undertaking that will significantly improve Arizona's efforts to prioritize the scarce resources available to address traffic crash data and analysis.

A major accomplishment this year was that Arizona's Fiscal Year 2007 NHTSA 408 Application was approved and the State was awarded \$500,000 to continue this SAFETEA-LU Grant Program. This award brings the total the State has been awarded to just over \$1.1 million.

Although this is a generous grant, it will not cover all action items identified by the TRCC. Therefore, the TRCC prioritized their needs and identified a five-year program of projects which requires phased implementation.

Projects that were completed in 2007 include a research project to identify statewide data collection software, revision of Arizona's Traffic Accident Report form to more closely conform to Model Minimum Uniform Crash Criteria (MMUCC) elements, support of Arizona's Crash Outcome Data Evaluation System (CODES), and the hiring of a full-time TRCC Coordinator.

The TRCC hired Larry Talley to be the Traffic Records Coordinator in September 2007. He is positioned at ADOT and works full-time to oversee the funding and projects for the statewide coordination of traffic records.

Outreach

Participation in direct community service was once again a focus for GOHS in 2008. The GOHS Director and staff members participated in over 200 events. These events included safety/health fairs, presentations and training which reached thousands of citizens and professionals. These events were spread throughout the State of Arizona in diverse areas as San Luis, Eagar, Safford, Thatcher, and Parker as well as others and the two main metropolitan areas of Phoenix and Tucson. GOHS also did events on Indian reservations. Following is a sampling of the types of events participated in:

The GOHS Occupant Protection Coordinator coordinated and instructed several Child Safety Seat Technician 32-hour classes throughout the state with a focus on rural areas.

GOHS staffed a safety informational booth at the Glendale Fire and Safety Fair.

GOHS staffed an informational booth at the Peoria Sports Complex sponsored by Banner Thunderbird Children's Safety Fair.

GOHS coordinated the Fourth Annual Legislative Safety Event held in Phoenix. More than 25 state legislators visited with the 32 safety-related organizations that had booths on the House Lawn, and listened to speakers talk about transportation issues during a breakfast event. National and local transportation officials (David Manning, NHTSA Regional Administrator, GOHS Director Fimbres, ADOT Director Victor Mendez, and DPS Director Roger Vanderpool) and state legislators were among the speakers. The general public visited the booths that were operational until 1 pm.

GOHS participated in the Mt. Graham Health and Safety Fair. On January 31 the fair focused on 4th grade students in the local schools with all fourth graders attending. On February 1 the fair focused on senior citizens and on February 2 it was open to the general public.

GOHS staffed an informational booth at the Tohono O'odham Health Fair.

GOHS participated in the annual National Reach Out and Read program. Staff read to children at El Rio Health Clinic and also passed out Buckles the Bear, car seat stickers and other child-related educational materials.

GOHS staffed a booth at the University of Arizona Spring Break Safety Fair.

GOHS participated and also presented at the national Lifesavers Conference held in Chicago, Illinois.

GOHS, in partnership with the State Motorcycle Safety Advisory Council, hosted a press conference at the Pima County Fairgrounds to kick-off Motorcycle Safety Awareness Month which is during the month May. In addition, a press conference was also held in Phoenix at the Capitol and one in Prescott.

GOHS hosted and gave a number of presentations at the Governor's Highway Safety Administrators annual conference held in Scottsdale.

GOHS hosted the National Association of Women Highway Safety Leaders conference held in Scottsdale.

GOHS staff attended Arizona's 3rd Statewide Substance Abuse Conference "Partnerships to Prevent Underage Drinking Through Policy, Education and Enforcement" held in Litchfield Park. GOHS also staffed a safety informational booth at the event.

GOHS staffed a safety informational booth for Ft. Huachuca Safety Days in Ft. Huachuca.

GOHS staff participated in the Youth Leaders Conference at Pima Community College seeing over 5,000 students from 6th grade through the 12th grade

During 2008 participation at safety events and health fairs took GOHS to Indian Nations, counties, cities, military installations, and state events greeting thousands of individuals, answering questions and distributing safety materials.

Children's Assistance and Resource Event (CARE Fair) 2008

In 2008, GOHS continued its involvement with Arizona's largest health and safety event for families -the Children's Assistance and Resource Event (CARE Fair). Staff member Sean Hammond is Co-Chair of the Steering Committee and assists in overall event planning, which among many services, provides free car seats and bicycle helmets to over 1,500 families.

Care Fair has been held annually every year since 1989 and assists families with services and products that help prepare their children for the upcoming school year. The CARE Fair serves a low income, ethnically diverse population. The majority of CARE Fair participants have family incomes at or below the federal poverty level (in 2008, the average income of families attending the event was \$13,800). Due to their financial situation, families attending the event are able to receive needed products and services they otherwise would not have been able to afford. These items and services can make the difference in protecting the health and safety of these families. CARE Fair helped 10,000 children and adults in 2008. Upwards of 80% of the families served identified themselves as being of Hispanic origin.

The CARE Fair is a collaborative partnership with over 40 community agencies and over 400 community volunteers participating in the two day event, which was held on July 18, and 19, 2008 at Sunnyside High School in Tucson, Arizona. Having all these agencies at one location allows CARE Fair to provide "one-stop" shopping. Families received a number of direct services, including: immunizations, school physicals, food boxes, school supplies, and the safety items.

GOHS' support of the 2008 CARE Fair event was a key reason for the continuance of the annual event: GOHS provided support in the following ways:

- Led the effort to relocate the event to Sunnyside High School, a move that enabled CARE Fair to continue to exist.
- Staff member Sean Hammond built (volunteer time) a website for CARE Fair – www.carefairaz.org.
- GOHS provided over \$10,000 in overtime funds for Tucson Police to conduct car seat education to over 600 families during the two day event. In total, 598 car seats and 1,800 booster seats were distributed to families during the event. For the car seat component, each family member attended an on-site, 90 minute car seat class before receiving a car seat. Both English and Spanish classes were taught.
- GOHS purchased 1,500 helmets for the event.
- Partnered with the Pima County Department of Transportation and Perimeter Bicycle Association to recruit bicycle ambassadors. These ambassadors managed and coordinated all activities in the bicycle safety area of the event –ensuring that all children and families received a properly fitted helmet and safety information. A total of 3,500 bicycle helmets were distributed.
- Three GOHS staff members worked the event and distributed traffic safety information to several thousand people.
- Recruited several partners to participate in the event, including MADD, Operation Lifesaver (Train Crossing Safety), Drexel Heights Fire and Family Life Radio (assisted with recruitment of community volunteers).



Ford Motor Company's Driving Skills For Life Program
Phoenix, Arizona

Spanish Outreach

La Protectora

NEW ITEMS

- Program Coordinator Cecilia Lerma traveled to Mexico as part of a team in which collaborative efforts address bi-national border traffic safety issues. The meeting (conducted in Spanish) was held on June 3rd, at the reciprocating agency of the office of Estado de Sonora por la Salud Pública in Hermosillo, Sonora. The invitation by the Sonora office, came as a result of discussions in which the program was featured and seen as a partner. This initial meeting which included the entire staff of the Sonora office, concluded with a proposed declaration to formalize a joint partnership. Additionally, this first step not only provided an opportunity to gain insight into the traffic safety challenges confronted by the state of Sonora, but also a better understanding as to why Arizona faces its specific issues when motorists cross borders.

Estado de Sonora por la Salud Pública then invited program coordinator Lerma to provide a “La Protectora” power point presentation for the health services portion of the Arizona/Mexico Commission Conference break out session held in Scottsdale on June 20th. It should be noted that the declaration of understanding was signed by Governor Napolitano at this time.

Program coordinator Lerma presented a power point on behalf of the Governor’s Office of Highway Safety’s to highlight programs that directly affect the Latino population. This lecture was conducted during the Arizona/Mexico Plenary which was held in Hermosillo on Dec 5th.

- La Protectora program was included in collaborative team efforts in planning the 2009 Arizona Click It or Ticket Next Generation Demonstration scheduled for Maricopa and Pima Counties. Arizona Latino’s now represent 29% of the population.
- Hispanic Heritage Month celebrated nationally between September 15th-October 15th was selected as a timely forum to launch “La Protectora Traffic Safety Fiestas” in Arizona to promote safety. Five cities within counties with the highest Latino population were selected. A series of preliminary meeting were conducted with each area to plan and implement the logistics of events with participating agencies. A statewide press release was used to unveil the up-coming events. Then each city in which the events were held ran an article in their local newspaper. Dignitaries from legislative, state, and local levels were invited to speak at a press conference which kicked off each event. A faith based representative then performed an invocation to bless items of various occupant protection. Child safety seat installation checks were offered and conducted by certified technicians. Bicycle rodeos were conducted whereby each child was fitted for a bike helmet. Children between the ages of 4-8 were measured and weighed for booster seat giveaways. An exhibit table with traffic safety information was provided. Food booths and entertainment rounded off the family oriented event and made it

festive. Local law enforcement, fire department, and health agencies helped sponsor, and join in the events.

- Douglas Justice Court and Mammoth Justice Court came on board to implement CAPP “Children Are Priceless Passengers” Program as a result of numerous meeting with the La Protectora Program. CAPP directly impacts attendees with an educational component to reduce the risk of injuries and deaths with Arizona youth. An agreement between law enforcement and courts allows for a person cited for not having a child restrained in a vehicle, to attend a class on child passenger safety and have the court fee waived. In return the person is taught how to install a child seat correctly, the importance of child passenger safety, and receives a new seat if the person is in need. The city of Douglas has a Hispanic population of 85%. Douglas is located in Cochise County, which has the lowest (56.3%) child restraint usage in Arizona. The town of Mammoth has a Hispanic population of 73%.
- Coordinator Lerma attended Train the trainer “Occupant Protection Safety (TOPS) seminar for states with a secondary safety belt law which focuses on motivating law enforcement to adopt 12 months of vigilance on safety belt use. According to AZ seatbelt survey 2008, safety belt usage is 79.9%-81.4 for drivers and 73.3 % for passengers. The overall rate has not changed from 2007. Additionally child safety seat use is down from 74.6% to 67.3 %. This training will be offered and coordinated with police agencies in 2009.

Additionally, new training included ADOA Safe Driving classes, Concerns of Police Survivors, Socio-Cultural aspects of Latino Underage Drinking, Prevention in Cultural Capacity, AAA Dare to Prepare training for parents and youth who are getting ready to drive, Public Information Officer training by National Officer Information Association, and Arizona Communications Workshop by NHTSA.

CONTINUOUS ACTIVITY

BOTB- La Protectora is the Southern Arizona Campaign Liaison for “Battle of the Belt” for the second year. Teen safety belt usage in AZ is lower than the national average but more noticeably in ages 16-17 where you see AZ at 35% and the national average at 46%. This year efforts continue in working with high schools with a high Hispanic population in rural settings to raise awareness.

PRESENTATIONS- La Protectora presented power point presentations to the Arizona/Mexico Commission plenary session to feature programs directly aimed at the Hispanic community in Arizona. Recent efforts to feature national and state safety campaigns simultaneously with Sonora has been well received. The result would be that the same message is seamed with the border travelers. In addition, presentations have been made to Pima County, Cochise County, Mammoth-San Manuel-Winkleman justice courts, Governor’s Office of Highway Safety Summit: Occupant Protection break-out session,

COLLABORATION- La Protectora was invited to sit in on the Sahuarita Town Council meeting to reduce youth fatalities in their community, facilitate in a town hall meeting for Excelencia School Community, speak at the annual AZ Interagency Farm Worker Coalition in Rio Rico,

attend the Pima County Community Prevention Coalition to promote RED which stands for Responsibility, Education, and Deterrence aimed at merchants to reduce alcohol sales to minors, and the Mary Vale coalition “Trabajando por la Comunidad” which focuses on reducing driving while under the influence with it’s 98% Latino population.

RADIO- Radio spots included exclusive features on Radio-Fiesta, who reaches adult audiences of approximately 250,000, Prensa Hispana to address traffic safety during monsoon conditions for traveling motorists, K-NOG in Nogales for the “La Salud” weekly show, and the annual live telethon for child safety seats on Univision.

TELEVISION- Television spots included being a guest speaker and featured on television programs “How is Your Driving” in Phoenix, and “In Focus on KTTU in Tucson.

NEWSPAPER- Newspaper spots included La Protectora program articles featured in Prensa Hispana, with a circulation of approximately 65,000. This newspaper circulates 85% in Arizona and the remainder to New York, Boston, Houston, Chicago, and Los Angeles. Prensa Hispana is one of the oldest and largest Spanish newspapers in Arizona, and one of the top 5 in the U.S.

COMMUNITY EVENTS- La Protectora interacted with thousands of attendees during 2008 by providing an exhibit booths for 3 Magos in Tucson, Northwest Neighborhood Center in Tucson, Gila Valley Health and Safety Fair in Safford, Los Desaparecidos Safety Event in Phoenix, U of A spring break for students, Youth Leadership Conference in Tucson, Spring Training with the Diamondbacks in Tucson, Tucson Medical Centers’ Be Safe event, Annual Native American Safety Days in Tucson, Wilson Elementary Safety Days, Drexel Heights Fire Safety Days in Tucson, Cinco de Mayo con Orgullo in Tucson, Fort Huachuca Safety Days for military personnel in Sierra Vista, City of Mesa River View Safety Event, Care Fair in Tucson, Firebird Raceway Motorcycle Event in Phoenix, Latino Youth Conference at Pima Community College, Amistades Town Hall in Tucson, Keeling Elementary Safety Event in Tucson, 42nd Law Enforcement Rodeo Finals in Tucson, and Thanksgiving in the Barrio in Tucson.

COMMITTEES- La Protectora sits on the Governor’s Traffic Safety Advisory Council, Injury Prevention Advisory Council, Safe Kids Tucson Coalition, Amistades Coalition, Strategic Highway Safety Plan, Excelencia Coalition, Governor’s Office of Highway Safety staff calendar selection team, Tucson Youth Advisory Council, and the Latino Peace Officer Association.

EDUCATION- La Protectora conducted educational classes for Laguna Elementary in Tucson, Kennedy Elementary in Phoenix, Boys and Girls Club in Phoenix, and Roskrudge Elementary in Tucson.

CONFERENCES- La Protectora attended the NHTSA Regional Partners conference, Governor’s Substance Abuse Conference, Marcus de Niza HS “mock crash” in Tempe, AZDPS Officer Memorial in Phoenix, Ford Safety Presentations in Phoenix, Arizona Governor’s Office of Highway Safety Summit in Flagstaff, National Association of Women Highway Safety Leaders Conference, Governor’s Highway Safety Association Conference, and Border Human/Slavery Traffic Issues Conference.

PRESS CONFERENCES- La Protectora attended a bicycle safety press conference in Phoenix, National Motorcycle Awareness Month in Tucson, BE Campaign at Trevor Brown High School in Phoenix, Holiday DUI Taskforce in Tucson, and the Sahuarita High School Teen Safety Belt Campaign in Sahuarita.



“Be” Campaign – Latino Teen Focused Campaign aimed to influence sound decision making among our teens.

Spanish Immersion

Number of 5-day classes presented and agency requesting course:

1. Surprise Police Department with 25 officers attending
2. Maricopa County Sheriff's Office five separate classes delivered with 125 deputies/officers trained
3. Arizona Department of Public Safety three separate classes taught with 64 officers trained
4. Gilbert Police Department with 25 officers trained
5. Sahuarita Police Department two classes delivered with 42 officers trained

During the 2007 calendar year, we did not deliver a large number of Spanish classes because our contract with the supplier of the Spanish curriculum and student materials expired. Based on a review of the overall program, our office decided to develop our own Spanish language-training program based on the input of former students and the law enforcement agencies participating in the program. This decision resulted in our not delivering any Spanish training for several months while the assigned program coordinator developed the curriculum and the course materials.

The revamped Spanish training program now consists of three separate classes:

Basic Spanish
Intermediate Spanish
Immersion course

Both the Basic and the Intermediate Spanish classes consist of a five-day, 40-hour program. The Immersion course consists of a 10-day, 100-hour class that requires every student to reside at the training facility for the duration of the program. Our office now offers 180-hours of Spanish language training whereas before, we only provided 140-hours of training. The Arizona Peace Officers Standards and Training board (AZPOST) qualified each class for continuing education credits.

Based on the response from the officers attending the revamped courses, we can say that our classes are an unqualified success. Every single student critique praises the program leading to an increased demand for the training. Despite the fact that we have not “advertised” the availability of this training, we currently have classes scheduled through November of 2009 and continue to receive additional requests for training from agencies throughout the state. In addition, numerous officers have taken the time to send examples of actual incidents where they used the training that they received.

In concert with the development of our own courses, this office purchased additional software and computer equipment for use in the program. This equipment provides us with the means to produce audio compact discs that students can access on their own time to continue developing their language skills. The material presented in the discs consists of several PowerPoint presentations of Spanish vocabulary. For example, one of the presentations is of Spanish vowels. When the student opens the file, they view the vowel accompanied by an audio recording of the proper pronunciation. Students also receive a comprehensive course manual and a set of flashcards. Since we now produce our own course materials, our costs to provide course materials dropped from \$63.36 to less than \$10.00 per student. This saves our office over \$50,000 annually in materials alone. In addition, we now offer a much-improved program when compared to the previous course of study.

Recently, we developed a clipboard containing the NHTSA Standardized Field Sobriety tests in both English and Spanish. Every student that completes one of the classes receives a clipboard. The clipboards allow an officer to give systematic instructions on the completion of the field sobriety tests in either Spanish or English.

Agencies participating in training

Apache County Sheriff's Office
AZ Department of Public Safety
AZ Department of Public Safety GITEM
Buckeye Police Department
Benson Police Department
Chandler Police Department
Cochise County Sheriff's Office
Coolidge Police Department
Flagstaff Police Department
Gilbert Police Department
Glendale Police Department
Goodyear Police Department
La Paz County Sheriff's Office
Maricopa County Attorney's Office
Maricopa County Sheriff's Office
Mesa Police Department
National Park Service
Peoria Police Department

Phoenix Police Department
Pima County Sheriff's Office
Pinal County Sheriff's Office
Prescott Valley Police Department
Santa Cruz County Sheriff's Office
Surprise Police Department
Tempe Police Department
Tolleson Police Department
Tucson Police Department
U.S. Border Patrol
Yuma Police Department

Presentations and Other Pertinent Assignments:

Presentation on Latinos and Occupant Protection at the 2008 Lifesaver's Conference in Portland, Oregon
Attended annual International Law Enforcement Educator's Training Association conference in Wheeling, Ill
Attended Governor's Highway Safety Association conference in Scottsdale, AZ.

Agencies participating in training

Arizona Department of Public Safety
Arizona Department of Public Safety GITEM
Arizona Department of Corrections
Arizona Game and Fish
Buckeye Police Department
Bureau of Land Management
Chandler Police Department
Cochise County Sheriff's Office
Coolidge Police Department
Gilbert Police Department
Glendale Police Department
Goodyear Police Department
La Paz County Sheriff's Office
Maricopa County Attorney's Office

Maricopa County Sheriff's Office
Mesa Police Department
National Park Service
Navajo County Sheriff's Office
Peoria Police Department
Phoenix Police Department
Pima Community College Department of Public Safety
Pinal County Sheriff's Office
Surprise Police Department
Tempe Police Department
Tucson Police Department
U.S. Fish and Wildlife Service
Yuma County Sheriff's Office
Yuma Police Department

Media

ARIZONA GOVERNOR'S OFFICE OF HIGHWAY SAFETY ALCOHOL AND SAFETY-RELATED MEDIA CAMPAIGNS OCTOBER 1, 2007- SEPTEMBER 30, 2008

I) Introduction

The Arizona Governor's Office of Highway Safety (GOHS) along with its advertising agency Brand Canyon Co. worked together in Fiscal Year 2007 – 2008 to create, produce and promote a series of campaigns, brands, advertisements and messages designed to raise awareness of and reduce crashes and fatalities that resulted from alcohol and safety-related issues. These campaigns featured a number of different messages aimed at various primary, secondary and tertiary demographic groups. In an effort to extend and strengthen the messages, we included a number of different partners and sponsors throughout the year. The effect of these campaigns coupled with continuous enforcement and the passage of new and more stringent laws was a sixteen percent reduction in drunk driving deaths. We firmly believe that our efforts, the fact that we achieved a sixty-plus percent recognition rate for our primary Expect the MAX brand, had a lot to do with both the passage of these new laws and the reduction in fatalities.

II) Primary Safety Issues

GOHS has several areas of responsibility when it comes to safety messaging and our mission is both to promote safety through the education of both the government community and the public while providing resources and funding for improved, innovative and required law enforcement on Arizona roadways.

In addition to the how, GOHS deals with specific safety issues; in our work with Brand Canyon and with regards to this report, we have focused primarily on the following safety issues:

- Impaired driving – Several different campaigns and messages were created in an effort to reduce driving under the influence by educating consumers about the penalties and by promoting designated drivers and alternative forms of transportation.
- Distracted driving – A campaign was created at the behest of the Governor to encourage drivers not to text message while driving. In addition, we expanded the message to encourage drivers to focus while behind the wheel, to obey speed and traffic laws and to stay in their proper lanes.
- Seatbelt use – This message was packaged into several of our more general and sweeping campaign themes.
- Automobile safety – This message, including checking tires and being prepared for emergencies while on the road was also delivered under the umbrella of several other campaign themes.
- Motorcycle safety—rider and motorist education to include not riding impaired, wearing the proper safety gear, and getting the necessary rider training and endorsements.

III) Promotional Partners and Sponsors

During the course of the year GOHS worked with a host of sponsors and partners in an effort to extend and add to our campaigns via incremental sponsor media buys, new promotional and cross promotional opportunities and added message credibility through “star power”. The partners have been gracious and actually thankful for the opportunity to be part of our safety campaigns as it usually speaks to a need they have for community and positive messaging. Some of our partners include:

- a. The Phoenix Suns
- b. The Arizona Cardinals
- c. The Arizona Diamondbacks
- d. The Phoenix Coyotes
- e. The Peoria Sports Complex
- f. AAA
- g. Discount Cab
- h. AAA/Yellow Cab
- i. Discount Cab
- j. Arizona State University
- k. University of Arizona
- l. MADD
- m. SADD
- n. Arizona Licensed Beverage Association
- o. Arizona Restaurant and Hospitality Association

IV) Campaigns, messages and target audiences

We created or extended a number of themed and icon-driven messages during the year. Below is a list of all the campaigns followed by a description of the primary

- a. DUI? Expect the MAX® - Promoted the legal, financial, professional and social impact of getting a DUI in AZ. Target audience is males aged 21 – 44.
- b. OUI – DUI? Expect the MAX® - Promoted the increase in penalties for operating watercraft while under the influence. Target audience is males and females aged 21 – 54.
- c. Avoid the MAX® - Encouraged the public to avoid getting a DUI by designating a driver, calling a sober friend or a taxi for a ride home. Target audience is males aged 21 – 44.
- d. Flip the Chip. – An exclusive message created for a cross-promotion with the Phoenix Suns National Basketball Association team that encouraged consumers to select a designated driver BEFORE the night begins by flipping a uniquely numbered poker chip. Over 70,000 sequentially numbered poker chips were distributed to over 300 bars and restaurants statewide. The campaign was supported by an on-line registration website and prizes were awarded to individuals and establishments for registering. Target audience is males aged 21 – 44.

- e. Drunk driving. Over the limit. Under arrest. – A national campaign that featured and enforcement message in order to discourage impaired driving. Target audience is males aged 21 – 44.
- f. Buzzed driving is drunk driving. – A national campaign that attempted to educated drivers as about what impaired driving really is and when it starts. Target audience is males and females 18 – 34.
- g. Drive buzzed. Get busted. – A local campaign with a decided enforcement message that echoes and extends the national “Buzzed driving is drunk driving.” Message. Target audience is 18 – 34 males and females.
- h. These lights will Silent your Night® - A promotional product-drive campaign that reminds people not to drink and drive at the point of consumption. GOHS works with cab companies and law-enforcement to distribute 50,000+ blinking red and blue ice cubes to bars, restaurants and in homes across the sate. Primary audience is 21 – 44 year-old females with a secondary audience the 21 – 44 year old males.
- i. Always prepared. Always aware®. Never impaired. – A general safety and DUI message that features a television commercial using a top NASCAR driver and promotes tire safety, seatbelt use, no texting while driving and unimpaired driving. Target audience is males aged 16 – 54.
- j. Safe. Sensible. Sober. – A new campaign that captures the overall GOHS mission and includes all of the safety component messages of the office. Target audience is the driving public.
- k. Don’t be a text crash. Dummy. – A new campaign that encourages drivers not to text while driving. Target audience is all drivers aged 16 – 34.
- l. Zero, NADA, None – Under 21- A SADD underage consumption campaign that encourages teenagers not to drink until they are 21.
- m. Draw the line. – A campaign created by a local agency for the Governor’s Office of Youth, Family and Children that encourages parents to talk to their children about the dangers of alcohol and drugs. Target audience is 24 – 44 year old parents of teens.
- n. Pass the Keys – A campaign that encourages impaired drivers to give their keys to unimpaired partners. Target audience is males aged 21 – 44.
- o. Be Smart, Be Safe and Be Alive – *Piensa, Cuidate, Vive*. Spanish-language campaign for SADD students to encourage students to make responsible decisions. Target audience is high school students.
- p. Know the Laws, Know Your Limit, Plan Accordingly – Campaign created for the hospitality industry designed to shift some responsibility back to the consumer while encouraging them to enjoy the hospitality industry.
- q. Ride Safe. Drive Aware—a campaign created by the Motorcycle Safety Advisory Council (MSAC) and GOHS to educate riders and motorists about sharing the road, and safe riding habits—not riding impaired, getting the proper training and endorsements, and wearing proper safety gear. Target audience is motorcycle riders and motorists.

V) Media, message and marketing outlets

a. Television - The majority of the budget remains with television advertising, but it's only about one third of the budget. We continued to air the nationally recognized and award winning "DUI? Expect the Max" campaign (winner of the 2006 AASHTO Excel Award). Nearly a dozen stations around the state received funding for media buys, with a strong emphasis on cable television. Cox Media offers multiple programs at the same time due to its 83 channels of programming, allowing GOHS to target its specific audiences based on statistics and focus groups. GOHS focus' on sports programming, and broadcasts and shows that fit the 18-34 demo for those most likely to drink and drive. Ads were aired in English and Spanish and throughout the duration of the 12 months, with heavier media buys around special holidays or DUI enforcement deployments but still maintaining a regular presence on the airwaves to remind the driving public impaired driving is never tolerated. Late last year, GOHS created a new ad, titled "Lucky" that involved an officer walking through an alcohol-related crash site while a young girl's voice narrated the penalties for impaired driving. As the officer lifted back the body bag to reveal a young girl killed in the crash, the voice said: "That is if you're lucky enough to kill someone." The ad has received very positive feedback for its intensity and honesty. This ad is rotated among our existing "football-themed" ads and existing "DUI? Expect the Max" commercials. A racing ad, featuring NASCAR driver David Ragan and famed announced Jeff Hammond was filmed for another AZ campaign: "Always Prepared, Always Aware, Never Impaired." Ragan and Hammond's time and involvement was free and part of a partnership with Discount Tire, AAA, and other racing-related partners. All stations that receive GOHS funding are required to produce additional PSA airings of the ads. KAZ (a statewide, independent station) offers dollar-for-dollar match on their programming, which includes sports programming, and popular syndicated reruns and weekend movies.

i. **Cox Media Cable**—able to reach majority of state cable operators by buying the Phoenix, Tucson/Southern Arizona, and Flagstaff/Northern Arizona markets Monthly year-round on sports programming, like ESPN; and programs popular by the 18-34 demo: FX, NASCAR schedule for Always Prepared message (generic safety, includes a DUI message)

College Football, including bowl games, Suns games, NFL games, including Coyotes Ice Cube flight in December focusing on females *Station offers 1 bonus ad per 2* bought (use bonus often for seat belt and texting ads, since those ad dollars are very limited). The Motorcycle Safety Advisory Council also created two ads—for riders and motorists—that aired for six months on the cable channel, and included an interactive component that allowed MSAC/GOHS to survey the viewers on safety issues, like helmet use, and safe driving distance from motorcyclists.

ii. **FOX/UPN**—sports, like Suns games, NFL (focusing more on pre-game shows), MLB games (plus 5-second designated driver billboards throughout week), demo popular shows like Seinfeld

- iii. **KAZ (local independent)**—Coyote hockey games, popular reruns (Reno 9-1-1, Married With Children); *station offers 1-for-1 bonus*
 - iv. **CBS**—Sports programming, like NCAA basketball, college football, and generic programming for OUI-DUI campaign. Utilized 5-second designated driver bumper for more expensive programming, like Final Four NCAA Tournament.
 - v. **CW**—Labor Day ads for DUI-OUI campaign; Ice Cube campaign during holidays geared toward women. *Station has a young audience, and female demo, so limited programming for generic campaigns*
 - vi. **NBC**—Labor Day OUI-DUI ads; Notre Day football, and Olympic programming (more in Tucson area, due to cheaper rates)
- b. Radio – While GOHS believes radio is losing its audience to satellite radio and Ipods, we still feel there are areas that draw good listeners, mainly traffic reports and sports programming. The majority of our radio funds were spent on Diamondback radio games, especially in rural areas where radio is more popular. Radio also was purchased for Phoenix Suns, and University of Arizona sporting event broadcasts. All GOHS radio ads are placed online at our webpage (www.azgohs.gov), and distributed to radio stations as PSAs for additional airings.
- i. **“Roc and Manuch”**—GOHS sponsors the “Bar Gossip” section of the local sports radio talk show. The hosts talk about celebrity names and other “gossip” during the session, and include discussions on DUI task forces, updates on arrests numbers, penalties and other information to help deter their listeners from driving impaired.
 - ii. **Skyview radio**—20+ radio stations around the state, focusing on rural areas, broadcast ads during Phoenix Suns and Diamondback games, and news programming. *Generous bonus ads, which includes the texting and seat belt ads.* Also aired ads during the holidays regarding the Ice Cube campaign.
 - iii. **Spot Radio Buys** – In addition to the recurring spots we utilize in the proprietary programming on Roc and Skyview, we purchase local radio on drive-time, traffic and weather and pre and post-game events.
- c. Printed Materials – GOHS utilized a variety of print advertisements, with the most traditional one with College Times newspaper, a free paper distributed to nearly 20,000 people in the Phoenix area at more than 60 locations geared toward college age students. Besides the ads, GOHS also had a strong presence at College Times themed events around campuses and other population gathering locations (ie, bowling alleys, movie premieres). At these events, educational materials were distributed and students were given an opportunity to learn more about the dangers of alcohol, often with “drunk goggles” that simulate levels of impairment to show how their reactions become more dangerous while drinking.

- i. **College Times**—regular print ads geared to college age readers, plus community events.
 - ii. **Capitol Times**—ads to explain the role and goals of GOHS
 - iii. **New Times**—Best of issue, and other special editions
 - iv. **Rider publications**—three motorcycle rider publications ran a series of safety ads
 - v. **Additional printed materials** – educational and informational materials were produced and distributed to the public at events like:
 - 1. Arizona Cardinals games; code of conduct cards
 - 2. Suns games / Chip bars
 - 3. Blinking Ice cube bars
 - 4. Super Bowl; AZ DUI laws cards; lanyards; personalized photos
 - 5. Baseball-themed DUI “Max” poster
- d. Online – More of our funding is going to new media outlets, like online, where a lot of young people can be found surfing the internet for news and entertainment. This year, GOHS purchased advertising space on www.azcentral.com (the local NBC-affiliate/Arizona Republic joint webpage and most popular online news source in the state). The site played GOHS’ 30-second “Expect the Max” ads on its homepage instead of airing them just on the TV station. These webpages help expand the TV buys by connecting viewers who visit their corresponding webpages. Other online sites, like www.tucson.com (which is a joint website for three southern Arizona media outlets), and www.mydatingplace.com, also ran the video boxes, as well as traditional banner ads. Online advertising is attractive not only for reaching younger audiences, but also for its tracking features that allows GOHS to see how many people click through on the ad to our webpage for more information about impaired driving. Online ads continue to be one of the most successful ways to drive traffic to GOHS online materials. Web pages we are linked to include:
- i. www.azcentral.com – most popular webpage in AZ
 - ii. www.mydatingplace.com – a free dating service via the local Fox TV station
 - iii. www.tucson.com – home page for three Tucson newspapers
 - iv. MLB page on www.myfoxphoenix.com
 - v. www.arizonaathletics.com thru IMG / Arizona Athletics departments, for basketball, baseball and football promotions during the seasons focused on the ‘Zona Zoo / students club, as well as active alum
 - vi. www.justbeaz.com – SADD’s youth campaign geared to Latinos.
 - vii. www.ecollegtimes.com – Complement to our print campaign in the same publication
 - viii. www.azfamily.com – No. 2 website in the state, and partner with independent station used in GOHS TV buys
 - ix. www.quick6.com – strong youth audience
- e. In-stadium – We created “Point of Release” ads and placards for display in the restrooms at:

- i. US Airways Arena (home of the Phoenix Suns, Phoenix Mercury—WNBA, and Phoenix Roadrunners—minor league hockey; plus other annual events)
 - ii. Chase Field (home of the Diamondbacks; plus other annual events)
 - iii. ASU’s football, basketball, and baseball venues (with a message that includes underage drinking)
- f. Out-of-home – We utilized out-of-home advertisements primarily for our more permanent campaigns including the Expect the MAX and Avoid the MAX messages. OOH ads included
 - i. Taxi cab toppers – We featured the ETM message on 60 cabs in the Phoenix metro area and 15 cabs in the Tucson metro area
 - ii. Dial a ride phone fronts – The Avoid the Max message was displayed on 60 dedicated telephones in bars and restaurants in the Phoenix metro area
 - iii. Billboards—the MSAC used outdoor media to share their rider and motorist safety messages around the state
 - iv. VMS Boards – “DUI? Expect the MAX” and “Avoid the Max / Drive Sober” displayed on 80 freeway signs around the state during high-traffic, holiday periods



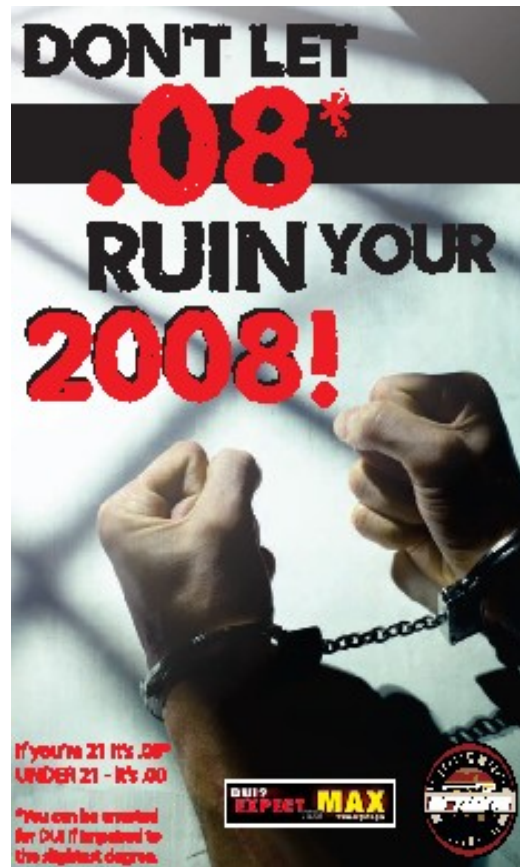
Taxi Cab Topper



The AZ Governor's Office of Highway Safety is committed to making Arizona's roadways safer by promoting and coordinating programs that influence public and private policy and increase awareness about highway safety issues. We are dedicated to promoting seatbelt use, protecting children, educating motorists, motorcycle riders, bicyclists and pedestrians about traffic safety and eliminating impaired driving, increasing seatbelt usage and reducing traffic-related deaths and injuries.

Our efforts and your awareness reduced Arizona highway fatalities by 18 percent in 2007, meaning 227 fewer people killed on our roadways.





- g. Promotional products – We created a long line of promotional products which were imprinted with the messages and distributed free to target audience members. The list of promotional products includes
 - i. Blinking Ice Cubes – 50,000 blinking blue and red ice cubes
 - ii. Flip the Chip Chips – 70,000 uniquely numbered GOHS/Suns chips for flipping to determine a designated driver before the evening/drinking begins
 - iii. Lanyards – 12,000 racing lanyards and placards with driver cards for distribution at two NASCAR events
 - iv. Inflatables – Inflatable basketballs and footballs for use in the drunk goggles promotion at the Suns basketball and U of A football games
- h. Events and On-Court promotions– GOHS sponsors a number of different events during the year including:
 - i. Drunk Goggles (outside of Suns basketball games, and during weekly College Times events on campus and other venues around the Phoenix area)
 - ii. On-court promotion during time outs of Phoenix Suns games

For the 5th consecutive year, GOHS and the Arizona DUI Task Force have distributed more than 50,000 plastic red and blue ice cubes across the entire state as part of its impaired driving, “These Lights Will Silent Your Night” DUI campaign. The goal of the program is to remind drivers this holiday season that they don’t want to see the flashing red and blue lights in their rear view mirrors, so if they’ve had too much to drink, so see their server for a safe and sober ride home.

Besides providing them to bars, the cubes were available to the public, and more than 3,000 individuals requested them for their office or home parties. The campaign is supported by TV, radio and online ads, including at: www.blinkingice.com

AZ GOHS Webpage – To make sure that the public has a chance to see our campaigns after their expiration date and to continually update the plans and campaigns, our ads and links to our partners are available at www.azgohs.gov

Awards and Honors

Director Richard Fimbres and Project Coordinator Sean Hammond were invited by NHTSA and the National Latino Council on Alcohol and Tobacco Prevention (LCAT) to participate in a one-day meeting to address “Priorities for Reducing Impaired Driving Among Latinos.” The meeting was held in Washington, D.C. on February 21, 2007. Director Fimbres and Mr. Hammond delivered a presentation on Arizona’s Pasa las Llaves/Pass the Keys Grant project.

GOHS was invited by the Lifesavers Planning Committee to moderate and present at their Lifesavers 2007 National Conference on Highway Safety Priorities workshop titled “Communicating Traffic Safety to Newly-Arrived Latinos” on Mark 25-27, 2007, in Chicago, Illinois. Director Fimbres was selected as a moderator “because of his knowledge and commitment to the highway safety industry.”

3/13-16/07: GOHS held a Child Seat Technician Class at Bueff Community Center. This class was a pilot class for the New NHTSA Child Safety Seat Technician Curriculum. Safekids National participated in the class all week to make any changes to the curriculum before distributing it to other instructors nationwide. **We were one of two instructor teams in the nation to teach the pilot class.** The other class was taught in Florida.

GOHS was highlighted with its Spanish Language Training Program at the 2007 National Association of Women Highway Safety Leaders in September. Project Coordinator Martin Moreno, who oversees the program and is the lead instructor, did a presentation on the Spanish Language Training (for law enforcement) Program on September 22. This program takes officers that speak no Spanish and in five days they can execute a traffic stop/arrest completely in Spanish. The next step is a 10-day training where the officers are only allowed to speak Spanish and are required to stay (live) at the training facilities during the 10 days. This training increases the officers’ skills. This program has been very successful and GOHS is exploring opening it up to first responders, i.e., paramedics.

COPE Community Services presented Director Richard Fimbres with the COPE STARToday Award on June 15 for his commitment “for standing in the gap in the lives of others.”

GOHS Project Coordinator Sean Hammond was nominated, along with University of Arizona adjunct lecturer Michael Humphrey, for the Compass Healthcare’s Dynamic Duo Award. The award recognized two people who, working together, have made an outstanding contribution to their business, family, organization, community, school, neighborhood, wherever they have helped to make a difference. The award nomination was based on work done by Sean and Michael on the

Family Safety Corner project of the C.A.R.E. Fair. The winning team was announced in September.

Director Richard Fimbres was recognized by Davis-Monthan Air Force Base for his efforts in safety issues especially in reducing underage impaired driving. Director Fimbres was presented with a Commander's Coin as a token of their appreciation at the August 27 Davis-Monthan Air Force Base Comedy Show.

Five GOHS staff members—Terry Rutan, Susan Gradillas, Dan Mulleneaux, Tim Gaffney and Javier Herrera—were recognized by the FBI and LULAC for their highway safety advocacy with an FBI/LULAC Community Services Award. They were presented with the award at the FBI/LULAC Community Services Awards Luncheon on September 14 in Tucson.

At the September 12 AzPOST Subject Matter Expert Meeting, GOHS Staff Member Tim Gaffney was selected as a board member. He updated the AzPOST Lesson Plan that will be released to all Arizona Academies. This is an on going project and the final meeting was on October 10th.

Director Richard Fimbres was recognized by Governor Napolitano for his work regarding underage drinking. He was presented with the award on September 19 at the Substance Abuse Coalition Forum held in Sedona.

Program Manager La Retta Lehan was recognized by the Arizona Trucking Association and the Over Dimensional Permit Council for her leadership, dedication and support to the Arizona trucking industry.

Director Richard Fimbres was recognized by the Arizona Chapter of the Doeg Nelson National Organization of Black Law Enforcement Executives (NOBLE) with their "2007 Friend of NOBLE Law Enforcement Award." Director Fimbres was presented with the award at the Arizona NOBLE Awards Banquet Extravaganza, a black tie event, on October 20 at the Glendale Civic Center.

ARIZONA MOTORCYCLE SAFETY ADVISORY COUNCIL RECEIVES NATIONAL MSF AWARD

In recognition of "valuable contributions to motorcycle safety" the Arizona Motorcycle Safety Advisory Council (AMSAC) received the 2006 Outstanding Motorcycle Safety Support award from the Motorcycle Safety Foundation.

"The MSF is appreciative of hard work and commitment, and commends the Arizona Motorcycle Safety Advisory Council on this achievement," said MSF President Tim Buche. "The MSF Awards Program is one way we are able to recognize such outstanding accomplishments. Congratulations again."

Legislation

48th Legislature—Second Regular Session January-June 2008

NOTE: For bill details, please visit www.azleg.gov

- **House Bills**
 - **HB2003 – Traffic survival school; maximum enrollment.** Limits enrollment at a Traffic Survival School to the lawful fire safety capacity of the facility.
 - Sponsor: Reagan
 - 1/14/08 – Assigned to: Transportation, Rules
 - 2/7/08 – Bill passed Transportation Committee
 - 2/19/08 – Bill amended constitutional and in proper form by Rules Committee.
 - 2/25/08 – Bill passed Committee of the Whole.
 - 2/27/08 – Bill passed third reading.
 - 2/27/08 – Bill transmitted to Senate.
 - 3/3/08 – Assigned to: Transportation, Rules
 - 3/11/08 – Bill passed Transportation Committee
 - 3/17/08 – Bill found to be proper for consideration by Rules Committee
 - 4/3/08 – Bill passed third reading
 - 4/3/08 – Bill transmitted to House.
 - 4/7/08 – Bill transmitted to Governor.
 - 4/11/08 – Bill signed.
 - Chapter 18
 - **HB2088 – Motor carrier safety; vehicle equipment.** Repeals the state statute related to truck driver's hours of operation and makes a number of federally required motor vehicle equipment changes.
 - Sponsor: Biggs, Burges, Crump, Farley
 - 1/14/08 - Assigned to: Transportation, Rules
 - 2/7/08 – Bill passed Transportation Committee
 - 2/19/08 – Bill found to be constitutional and proper by Rules Committee.
 - 2/25/08 – Bill passed Committee of the Whole
 - 2/27/08 – Bill passed third reading.
 - 2/27/08 – Bill transmitted to Senate.
 - 3/3/08 – Assigned to: Transportation, Rules
 - 3/25/08 – Bill passed Transportation Committee

- 4/7/08 – Bill found to be proper for consideration by Rules Committee
 - 4/22/08 – Bill passed Committee of the Whole.
 - 4/29/08 – Bill passed third reading.
 - 4/29/08 – Bill transmitted to House.
 - 4/29/08 – Bill transmitted to Governor.
 - 5/1/08 – Bill signed.
 - Chapter 142
- **HB2090 – Extreme DUI; violation.** Resolves a conflict between Chapters 195 and 219 of Laws 2007 regarding a judge’s discretion when imposing jail time for Extreme Driving Under the Influence (EDUI) if the blood alcohol content (BAC) is greater than 0.15 but less than 0.20. The bill also establishes a separate violation code for persons who drive with a BAC of 0.20 or higher.
 - Sponsor: Biggs, Schapira, Anderson, Barto, Groe
 - 1/14/04 - Assigned to: Transportation, Commerce, Rules
 - 1/31/08 – Bill passed Transportation Committee
- **HB2092 – Motor vehicle accidents; death; injury (NOW: transportation plans; ballot format).** Adds two additional moving traffic violations to those with increased penalties if the violation results in an accident causing serious physical injury or death.
 - Sponsor: Biggs, Anderson, Barto, Murphy, Gorman
 - 1/16/08 – Assigned to: Transportation, Judiciary, Rules
 - 1/17/08 – Bill passed Transportation Committee
 - 2/7/08 – Bill passed Judiciary Committee. Strike everything.
 - 2/26/08 – Bill found to be constitutional and proper by Rules Committee.
 - 2/28/08 – Bill passed Committee of the Whole. Amended.
 - 3/10/08 – Bill failed
 - 3/11/08 – Motion to reconsider
 - 3/17/08 – Bill failed
 - 3/17/08 – Motion to reconsider passed.
- **HB2093 – School crossings.** Clarifies when civil penalties are doubled for school crossing violations.
 - Sponsor: Biggs
 - 1/16/08 – Assigned to: Transportation, Rules
 - 1/31/08 – Bill passed Transportation Committee
 - 2/5/08 – Bill found to be constitutional and proper by Rules Committee.
 - 2/11/08 – Bill passed third reading.
 - 2/11/08 – Bill transmitted to Senate.
 - 2/26/08 – Assigned to: Transportation, Rules

- 3/11/08 – Bill passed Transportation Committee
 - 3/24/08 – Bill found to be proper for consideration by Rules Committee
 - 4/3/08 – Bill passed Committee of the Whole.
 - 4/24/08 – Bill passed third reading.
 - 4/24/08 – Bill transmitted to House.
 - 4/28/08 – Bill transmitted to Governor.
 - 5/1/08 – Bill signed.
 - Chapter 143
- **HB2287 – DPS; governor’s office highway safety.** Places the Governor’s Office of Highway Safety back under the oversight of the Arizona Department of Public Safety.
 - Sponsor: Schapira
 - 1/22/08 – Assigned to: Natural Resources and Public Safety, Transportation, Rules
 - Bill has yet to be heard
- **HB2395 – PSPRS; investments; management (NOW: Driving; boating; under the influence).** Increases penalties for persons convicted of operating a watercraft while intoxicated. Requires the Arizona Department of Transportation’s (ADOT) Motor Vehicle Division (MVD) to order a person whose license is suspended as a result of a driving under the influence offense to complete alcohol or other drug screening as a condition of license reinstatement. Requires the time period that an ignition interlock device (IID) is ordered to be reduced by six months under certain circumstances. Expands circumstances in which an officer must serve an order of license suspension.
 - Sponsor: J Weiers, Robson
 - 1/17/08 – Assigned to: Public Institutions and Retirement, Rules
 - 1/28/08 – Bill passed Public Institution and Retirement Committee.
 - 2/5/08 – Bill found to be constitutional and proper.
 - 2/11/08 – Bill passed third reading.
 - 2/11/08 – Bill transmitted to Senate.
 - 2/26/08 – Bill assigned to: Financial Institutions, Insurance and Retirement, Rules
 - 3/10/08 – Bill passed Financial Institutions, Insurance and Retirement Committee. Amended.
 - 3/24/08 – Bill found to be proper for consideration by Rules Committee.
 - 3/31/08 – Bill assigned to: Public Safety and Human Services, Rules
 - 4/10/08 – Bill passed Public Safety and Human Services Committee. Strike Everything.

- 4/14/08 – Bill found to be proper for consideration by Rules Committee.
 - 4/17/08 – Bill passed Committee of the Whole. Amended
 - 4/21/08 – Bill passed third reading
 - 4/21/08 – Bill transmitted to House.
 - 4/24/08 – Bill passed final reading.
 - 4/24/08 – Bill transmitted to Governor.
 - 4/29/08 – Bill vetoed.
- **HB2488 – Defensive driving schools.** As of January 1, 2009, permits an eligible person to attend any Defensive Driving School certified by the Arizona Supreme Court if the school complies with automation and reporting requirements.
 - Sponsor: J. Weiers, Robson
 - 1/29/08 – Assigned to: Transportation, Rules
 - 2/7/08 – Bill passed Transportation Committee
 - 2/12/08 – Bill found to be constitutional and in proper form by Rules Committee
 - 2/21/08 – Bill passed Transportation Committee. Amended/strike everything on re-referral
 - 2/26/08 – Bill found to be constitutional and in proper form by Rules Committee on re-referral.
 - 2/28/08 – Bill passed Committee of the Whole. Amended.
 - 3/3/08 – Bill passed third reading
 - 3/3/08 – Bill transmitted to Senate.
 - 3/6/08 – Assigned to: Transportation, Rules
 - 3/18/08 – Bill passed Transportation Committee
 - 3/31/08 – Bill found to be proper for consideration
 - 4/3/08 – Bill passed Committee of the Whole.
 - 4/8/08 – Bill passed third reading.
 - 4/8/08 – Bill transmitted to House.
 - 4/9/08 – Bill transmitted to Governor.
 - 4/15/08 – Bill signed.
 - Chapter 39
- **HB2603 – Photo enforcement; driving record; insurance.** Prohibits the Motor Vehicle Division (MVD) from assessing points to driver licenses for photo enforcement related citations. In addition the bill would prevent insurers from using that information when determining insurance rates and insurability.
 - Sponsor: Mason, Anderson, Biggs, Boone, McComish, B. Miranda, Murphy, Nichols, Pancrazi, Pearce, Robson, Yarbrough
 - 1/24/08 - Assigned to: Transportation, Financial Institutions and Insurance, Rules
 - 2/28/08 – Bill passed Transportation Committee. Amended.

- **HB2643 - Liquor; restaurant licenses; continued operation.**
- Makes following changes:
 - ***Operating a Motorized Watercraft Under the Influence (OUI)*** – Increases penalties for persons convicted of OUI. Specifically, mandates a minimum sentence of ten days for a person convicted of first time OUI; however, the court may suspend the entire sentence or all but 24 consecutive hours of the sentence, depending on the circumstances. Makes the following changes related to second time OUI offenses: 1) the court must order 30 hours of community service; and 2) adds a restriction to the circumstances under which the court may suspend all but 30 days of the sentence. A person convicted of extreme OUI whose blood alcohol concentration is 0.20 or more must serve 45 days for a first offense and 180 days for a second offense. Adds to the aggravated OUI statute committing an extreme or second offense OUI while a person under 15 years of age is aboard the watercraft or committing a first offense OUI if the person endangers the person under 15 years of age, and specifies minimum sentences. Increases the fines and assessments for OUI offenses, aligning them with the current DUI statutes, but eliminates the civil penalty of \$1,250 for refusing to submit to a blood alcohol concentration test related to OUI.
 - ***Driving Under the Influence (DUI)*** – Eliminates a conflicting enactment by removing the ability of judges to suspend any portion of extreme DUI sentences and repealing language as necessary. Adds additional circumstances when an officer must serve an order of license suspension. Specifically, the officer must serve the order when the officer makes an arrest for homicide, endangerment or aggravated assault involving a motor vehicle and also when the results of a blood test are not available. Requires the Motor Vehicle Division to order a person whose license is suspended to complete alcohol or other drug screening as a condition of license reinstatement and establishes processes and procedures.
 - ***Watercrafts*** – Prescribes requirements for the operator of a watercraft involved in a collision, accident or other casualty. Eliminates the class 2 misdemeanor classification for not immediately stopping a watercraft to allow a peace officer to come aboard, and instead designates as a class 5 felony willfully fleeing or attempting to elude a pursuing officer who is ordering the operator ashore to correct any unlawful condition or issuing a written warning, repair order or citation.
 - ***Miscellaneous*** – Continues, until FY 2012-2013, the Arizona Department of Liquor License and Control's ability to approve the continuation of a restaurant license for an establishment that derives between 30 and 40 percent of its gross revenue from food sales.
 - Sponsor: Crandall
 - 1/24/08 – Assigned to: Commerce, Rules
 - 1/30/08 – Bill passed Commerce Committee. Amended.

- 2/5/08 – Bill found to be constitutional and proper by Rules Committee.
 - 2/7/08 – Bill passed Committee of the Whole.
 - 2/11/08 – Bill passed third reading.
 - 2/11/08 – Bill transmitted to Senate.
 - 2/26/08 – Assigned to: Commerce and Economic Development, Rules
 - 3/12/08 – Bill passed Commerce and Economic Development Committee.
 - 3/31/08 – Bill found to be proper for consideration by Rules Committee.
 - 5/21/08 – Bill retained by the Committee of the Whole.
 - 5/22/08 – Bill passed Committee of the Whole. Amended.
 - **HB2680 – Vehicle equipment; splash guards.** Exempts tandem or triple axle trailers with fenders wide enough to cover the tire tread and not more than 14 inches from the ground, from being equipped with rear fender splash guards.
 - Sponsor: Burges, JP Weiers, Ableser, Alvarez, Anderson, Barto, Brown, Cl. Campbell, Hershberger, Kavanagh, Lujan, McComish, McGuire, Mclain, Nelson, Nichols, Prezelski, Sinema, Thrasher, Tobin, Tom, Johnson
 - 2/4/08 – Assigned to: Transportation, Rules
 - 2/14/08 – Bill passed Transportation Committee.
 - 2/19/08 – Bill found to be constitutional and in proper form by Rules Committee
 - 2/27/08 – Bill passed third reading.
 - 2/27/08 – Bill transmitted to Senate.
 - 3/3/08 – Assigned to: Transportation, Rules
 - 3/18/08 – Bill passed Transportation Committee. Amended.
 - 3/24/08 – Bill found to be proper for consideration by Rules Committee
 - 4/3/08 – Bill passed Committee of the Whole.
 - 4/8/08 – Bill passed third reading.
 - 4/8/08 – Bill transmitted to House.
 - 4/9/08 – Bill passed final reading.
 - 4/10/08 – Bill transmitted to Governor.
 - 4/16/08 – Bill signed.
 - Chapter 47
- **Senate Bills**
 - **SB1004 – Extreme DUI; jail.** Prohibits the suspension of the jail sentence of a person convicted of extreme driving under the influence (DUI), eliminating a conflicting enactment.
 - Sponsor: Waring
 - 1/14/08 – Assigned to: Public Safety and Human Services, Rules.

- 1/17/08 – Bill passed Public Safety and Human Services.
 - 1/28/08 – Bill considered proper for consideration by Rules Committee.
 - 1/31/08 – Bill passed Committee of the Whole
 - 2/11/08 – Bill passed third reading.
 - 2/11/08 – Bill transmitted to House.
 - 3/20/08 – Assigned to: Government, Commerce, Rules
 - 3/24/08 – Assigned to: Transportation

- **SB1008 – Immediate license suspension; traffic accidents.** Requires a law enforcement officer to immediately suspend the license of a person who is involved in a traffic accident that involved serious physical injury or death under certain circumstances.
 - Sponsor: Waring
 - 1/14/08 – Assigned to: Transportation, Public Safety and Human Services, Rules
 - 1/15/08 – Bill held in Transportation Committee
 - 2/14/08 – Bill passed Public Safety and Human Services Committee. Amended/Strike Everything
 - 2/26/08 – Bill failed to pass Transportation Committee

- **SB1033 – DUI; community restitution; driver’s license.** Prohibits the Arizona Department of Transportation, Motor Vehicle Division (MVD) from issuing a new license to a person convicted of a second regular Driving Under the Influence (DUI) offense or second Extreme DUI offense unless the person completes community restitution or alternative sanctions ordered by the court. In addition, SB 1003 provides that the driver’s license suspension period does not begin until the offender’s term of incarceration for a moving violation ends. The bill contains a delayed effective date of December 31, 2008.
 - Sponsor: Waring
 - 1/14/08 – Assigned to: Public Safety and Human Services, Transportation, Rules
 - 1/15/08 – Bill passed Transportation Committee.
 - 2/28/08 – Bill passed Public Safety and Human Services Committee. Amended.
 - 3/5/08 – Bill found to be proper for consideration by Rules Committee
 - 3/11/08 – Bill passed Committee of the Whole.
 - 3/12/08 – Bill passed third reading.
 - 3/12/08 – Bill transmitted to House.
 - 3/20/08 – Assigned to: Government, Commerce, Rules.
 - 3/24/08 – Assigned to: Transportation.

- **SB1041 – HOV lane usage; hybrids.** Allows hybrid vehicles that have at least forty-five per cent fuel efficiency in combined city-highway fuel economy to operate in High Occupancy Vehicle (HOV) lanes.
 - Sponsor: Harper
 - 1/14/08 – Assigned to: Transportation, Rules
 - 2/26/08 – Bill passed Transportation Committee
 - 3/10/08 – Bill found to be proper for consideration by Rules Committee.
 - 3/13/08 – Bill passed third reading.
 - 3/13/08 – Bill transmitted to House.
 - 3/18/08 – Assigned to: Transportation, Environment, Rules
 - 4/10/08 – Bill passed Transportation Committee. Amended/Strike Everything.

- **SB1080 – Operating under the influence; watercraft.** Increases penalties for persons convicted of operating a watercraft while intoxicated or who refuse to submit to an alcohol or drug test.
 - Sponsor: L. Gray, Pearce, Huppenthal, O’Halloran, Verschoor, Groe, JP Weiers
 - 1/14/08 – Assigned to: Public Safety and Human Services, Transportation, Rules
 - 1/31/08 – Bill passed Public Safety and Human Services Committee. Amended.
 - 2/26/08 – Bill passed Transportation Committee. Amended.
 - 3/5/08 – Bill found to be proper for consideration by Rules Committee. Amended.
 - 3/20/08 – Bill passed third reading.
 - 3/20/08 – Bill transmitted to House.
 - 3/25/08 – Assigned to: Government, Commerce, Transportation, Rules.

- **SB1184 – DUI; treatment; education; ignition interlock.** Requires the Arizona Department of Transportation’s (ADOT) Motor Vehicle Division (MVD) to order a person whose license is suspended as a result of a driving under the influence offense to complete treatment and install an ignition interlock device (IID) as conditions of license reinstatement.
 - Sponsor: L. Gray, Verschoor, Groe, Schapira
 - 1/24/08 – Assigned to: Public Safety and Human Services, Rules
 - 2/14/08 – Bill passed Public Safety and Human Services Committee. Amended.
 - 3/5/08 – Bill found to be proper for consideration by Rules Committee.
 - 3/19/08 – Bill passed Committee of the Whole
 - 3/20/08 – Bill passed third reading.
 - 3/20/08 – Bill transmitted to House.

- 3/25/08 – Assigned to: Government, Commerce, Transportation, Rules.
- **SB1231 – Reimbursement costs; DUI; drug offenses.** Requires a person convicted of certain drug offenses and driving under the influence (DUI) offenses to reimburse the political subdivision that is responsible for the costs that are associated with the person's conviction.
 - Sponsor: L. Gray
 - 1/30/08 – Assigned to: Judiciary, Rules
 - 2/19/08 – Bill withdrawn from Judiciary Committee
 - 2/19/08 – Assigned to: Public Safety and Human Services
 - 2/28/08 – Bill passed Public Safety and Human Services Committee. Amended.
 - 3/10/08 – Bill found to be proper for consideration by Rules Committee.
 - 3/19/08 – Bill passed Committee of the Whole. Amended.
 - 3/20/08 – Bill passed third reading.
 - 3/20/08 – Bill transmitted to House.
 - 3/25/08 – Assigned to: Judiciary, Rules.
- **SB1420 – Toll roads; public highway authorities.** Authorizes the establishment of public highway authorities (Authority) to construct, finance, operate and maintain public highways and tollways in Arizona.
 - Sponsor: Tibshraeny
 - 2/7/08 – Assigned to: Transportation, Finance, Rules
 - 2/25/08 – Bill withdrawn from Finance Committee
 - 2/26/08 – Bill passed Transportation Committee
 - 3/10/08 – Bill found to be proper for consideration by Rules Committee
 - 3/18/08 – Bill passed Committee of the Whole.
 - 3/20/08 – Bill passed third reading.
 - 3/20/08 – Bill transmitted to House.
 - 3/25/08 – Assigned to: Transportation, Rules
- **SB1455 – Sponsored highway safety signs.** Requires the Director of the Arizona Department of Transportation (ADOT), at the request of a third party, to install safety and informational signs on state highways.
 - Sponsor: Gould, Harper, Groe
 - 2/11/08 – Assigned to: Transportation, Rules
 - 2/12/08 – Bill passed Transportation Committee
 - 3/3/08 – Bill found to be proper for consideration by Rules Committee.
 - 3/11/08 – Bill passed Committee of the Whole.
 - 3/18/08 – Bill failed to pass third reading.
 - 3/20/08 – Motion to reconsider.

- 3/25/08 – Bill passed third reading.
 - 3/25/08 – Bill transmitted to House.
 - 3/31/08 – Bill assigned to: Transportation, Rules
 - **SB1470 – Photo radar; prohibition on highways.** Prohibits the use of photo enforcement systems on state highways to detect speed violators.
 - Sponsor: Gould, Groe
 - 2/11/08 – Assigned to: Transportation, Rules
 - 2/12/08 – Bill passed Transportation Committee
 - **SB1471 – HOV lane conversion, toll lane.** Requires the Arizona Department of Transportation (ADOT) to issue a request for proposals (RFP) by November 15, 2013, to convert the high occupancy vehicle (HOV) lanes on State Route 51 into high occupancy toll (HOT) lanes and allows ADOT to issue additional RFPs to convert HOV lanes on any other highway in Arizona into a HOT lane.
 - Sponsor: Gould, Groe
 - 2/11/08 – Assigned to: Transportation, Rules
 - 2/19/08 – Bill passed Transportation Committee
 - **SB1503 – FAST lanes.** Requires the Arizona Department of Transportation (ADOT), on or before July 1, 2009, to issue a Request for Proposals (RFP) for the purpose of entering into a contract with a private entity for the construction of new freeway acceleration and sensible transportation (FAST) lanes.
 - Sponsor: Gorman, Blendu, Nichols
 - 2/12/08 – Assigned to: Transportation, Rules
 - 2/19/08 – Bill passed Transportation Committee
 - **SB1505 – Photo enforcement zones; signs; citations.** Makes multiple changes related to photo radar enforcement.
 - Sponsor: Gorman, Blendu, Gould, Biggs, Groe, Nichols, Pearce
 - 2/12/08 – Assigned to: Transportation, Rules
 - 2/26/08 - Bill passed Transportation Committee
- **Senate Concurrent Memorial**
 - **SCM1009 States; withdrawal; federal highway system.** Requests the United States Congress to enact legislation to either end the current Federal Highway Transportation System or to allow states to opt out of it.
 - Sponsor: Gould, Groe, Harper
 - 2/12/08 – Assigned to: Transportation, Rules
 - 2/26/08 – Bill passed Transportation Committee.
 - 3/5/08 – Bill found to be proper for consideration by Rules Committee.

- 3/13/08 – Bill passed third reading.
- 3/13/08 – Bill transmitted to House.
- 3/27/08 – Bill assigned to: Transportation, Rules
 - 4/10/08 – Bill passed Transportation Committee.

- **Senate Concurrent Resolutions**

- **SCR1032 – Requirements on highways; photo radar.** Subject to voter approval, statutorily requires a photo enforcement system to be used on state highways to detect violators of speed restrictions.
 - Sponsor: Gould, Groe, Harper
 - 2/12/08 – Assigned to: Transportation, Rules
 - 2/12/08 – Bill passed Transportation Committee.
- **SCR1033 – Speeding citations; photo enforcement systems.** Subject to voter approval, statutorily limits the issuance of photo enforcement system citations to speed violations for vehicles traveling faster than 85 percent of the vehicles on the highway and specifies how to determine the minimum speed limit that will result in a citation.
 - Sponsor: Gould
 - 2/12/08 – Assigned to: Transportation, Rules
 - 2/12/08 – Resolution passed Transportation Committee.

Additional Grants

Federal Grant Awards

The Governor's Office of Highway Safety has successfully applied for, and received four grants from the National Highway Traffic Safety Administration (NHTSA).

These grants are for the following:

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This is the alcohol-impaired driving counter measures incentive grant program which was developed to encourage states to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while under the influence of alcohol.

Demonstration to Reduce Test Refusal

NHTSA is providing federal financial assistance to support efforts to coordinate the replication of Arizona's highly successful Law Enforcement Phlebotomy Program in at least two other states. A minimum of ten officers in each state will be trained as phlebotomists and utilize that training to obtain blood samples from impaired driving suspects that refuse the breath test.

Demonstrate the Effectiveness of Judicial Education to Increase Ignition Interlock Use in Rural Jurisdictions

NHTSA is providing federal financial assistance to support educating the rural judicial community about interlock devices.

Click It or Ticket – The Next Generation

NHTSA is providing federal financial assistance to support the implementation of this project. This project will test the effects of conducting multiple, interim Click It or Ticket (CIOT) mobilization periods throughout a 24-month period. The goal is to sustain and increase the seat belt usage gains realized in a secondary belt law state with a usage rate below the national average of 82.4%.

Arizona will use the proven method of combining education with strict enforcement during this project. After a meeting with NHTSA Headquarters and their evaluation and media representatives, it was determined that DUI Task Force agencies in Maricopa and Pima Counties will be those that will be asked to participate in this project.