

# State of Alaska Highway Safety Annual Report Federal Fiscal Year 2016

*prepared for*

**Governor Bill Walker**

*under the direction of*

**Commissioner Marc Luiken  
Transportation and Public Facilities**

*prepared by*

**The Department of Transportation and Public Facilities  
Alaska Highway Safety Office**  
3132 Channel Drive, P.O. Box 112500  
Juneau, Alaska 99811-2500

December 31, 2016



## Alaska Highway Safety Office Staff

Tammy L. Kramer, Governors Highway Safety Representative and AHSO Administrator

Miles Brookes, Research Analyst III/State FARS Analyst

Stefanie Bingham, Accounting Technician II

Jolene Julian, Grants Administrator II

# Table of Contents

<b>Acronym Guide .....</b>	<b>v</b>
<b>Executive Summary.....</b>	<b>1</b>
Our Mission .....	1
<b>1.0 Safety in Alaska .....</b>	<b>3</b>
1.1 Measurable Progress.....	3
1.2 Key Accomplishments.....	4
1.3 Priorities .....	6
1.4 Lessons Learned .....	7
1.5 2016 Legislative Efforts.....	7
<b>2.0 Performance Data – Alaska 2006 to 2016 .....</b>	<b>9</b>
2.1 Crash Statistics Summary .....	9
<b>3.0 Program Areas.....</b>	<b>19</b>
3.1 Impaired Driving.....	20
3.2 Occupant Protection .....	23
3.3 Speeding.....	26
3.4 Motorcycle Safety .....	27
3.5 Pedestrian and Bicycle Safety .....	28
3.6 Novice Drivers.....	30
3.7 Traffic Records.....	31
3.8 Paid Media .....	34
3.9 Planning and Administration .....	36
<b>4.0 Alaska Highway Safety Phone Survey - 2016.....</b>	<b>38</b>
<b>5.0 Alaska Observational Surveys of Seat Belt Use – 2016 .....</b>	<b>42</b>
<b>6.0 Paid Media Report .....</b>	<b>43</b>
<b>7.0 Financial Summary .....</b>	<b>44</b>

## List of Tables

Table 1.1	Fatality Rate Comparison .....	3
Table 1.2	Fatalities and Fatality Rates among NHTSA Region 10 States .....	4
Table 1.3	FFY 2016 Highway Safety Performance Report .....	5
Table 1.4	Fatalities and Major Injuries Involving Speeding .....	6
Table 2.1	Alaska Traffic Safety Trends 2006 to 2016 .....	10

## List of Figures

Figure 2.1	Statewide Fatalities.....	11
Figure 2.2	Statewide Fatality Rate.....	11
Figure 2.3	Statewide Serious Injuries .....	12
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC .....	12
Figure 2.5	Unrestrained Passenger Vehicle Occupant Fatalities .....	13
Figure 2.6	Speeding-Related Fatalities .....	13
Figure 2.7	Motorcycle Fatalities .....	14
Figure 2.8	Unhelmeted Motorcycle Fatalities .....	14
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes .....	15
Figure 2.10	Pedestrian Fatalities .....	15
Figure 2.11	Bicyclist Fatalities .....	16
Figure 2.12	Observed Belt Use for Passenger Vehicles .....	16
Figure 2.13	Seatbelt Citations Issued During Grant Funded Events.....	17
Figure 2.14	DUI Arrests Made During Grant Funded Events .....	17
Figure 2.15	Speeding Citations Issued During Grant Funded Events.....	18
Figure 4.1	Survey Responses on Chances for a Seatbelt Ticket .....	39
Figure 4.2	Survey Responses on Chances of Arrest after Drinking .....	40
Figure 4.3	Survey Responses on How Often You Read or Text While Driving.....	41

## Acronym Guide

ACS	Alaska Court System
AHSA	Alaska Highway Safety Office
AIPC	Alaska Injury Prevention Center
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APSIN	Alaska Public Safety Information Network
ARIDE	Advanced Roadside Impaired Driving Enforcement
ASTEP	Alaska Strategic Enforcement Partnership
ATR	Alaska Trauma Registry
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Centers for Disease Control
CDR	Crash Data Repository
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DDACTS	Driven Approaches to Crime and Traffic Safety
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
EIMOR	Electronic Minor Offense Repository
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HAS	Highway Analysis System
HDDS	Alaska Hospital Discharge System
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IDTF	Impaired Driving Task Force
LEL	Law Enforcement Liaison
MOU	Memorandum of Understanding
MADD	Mothers Against Drunk Driving
MAJIC	Multi-Agency Justice Integration Consortium
MAP-21	Moving Ahead for Progress in the 21st Century

NEMSIS	National Emergency Medical Service Information System
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey
SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TDMS	Traffic Data Management System
TRCC	Traffic Records Coordinating Committee
TRIPRS	Traffic Records Improvement Program Reporting System
TSRP	Traffic Safety Resource Prosecutor
UMOT	Uniform Minor Offense Table
UOCT	Uniform Offense Citation Table
VMT	Vehicle Miles Traveled



## Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2016 serves as the State's assessment of the 2016 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP that identifies current highway safety problems, defines performance targets and measures, and describes safety programs and projects that will be implemented to address highway safety concerns and achieve safety performance targets. The AR reviews the yearly progress on implementing Alaska's HSP and documents the use of grant funding administered by National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) and the more recently passed Fixing America's Surface Transportation (FAST) Act.

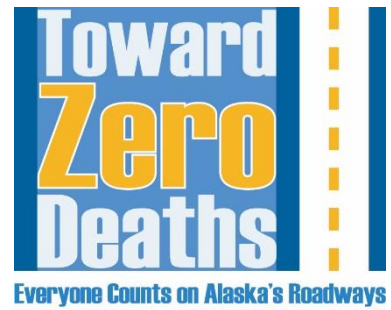
The AHSO administers Federal funds distributed to state, local, and nonprofit organizations who agree to work toward the shared goal of reducing death and major injuries due to motor vehicle crashes through implementation of programs and projects that address driver behavior and improvements in the traffic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

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Most notable were decreases in overall fatalities from 2014, specifically, reductions in fatalities resulting from crashes involving unrestrained passengers and young drivers. The AHSO thanks our local, state, and Federal partners for their commitment to our mission and is grateful for their support.

Fatalities increased in 2015 over 2014 in the areas of speeding and motorcycles. Although there were other increases in fatalities as well, one-year does not translate into a trend and over time, many areas have seen significant declines over the years. Regardless, any life lost due to a motor vehicle crash is tragic. The AHSO and our safety partners continue to work toward our shared goal of Towards Zero Deaths – Everyone Counts on Alaska's Roadways through joint implementation of the HSP and our Strategic Highway Safety Plan (SHSP). The AHSO will continue to provide funding and support for the national mobilizations and effective highway safety programs aimed at reducing the unnecessary fatalities and injuries on Alaska's roadways.

### Our Mission

The Alaska Highway Safety Office is committed to enhancing the health and well-being of the state's citizens and visitors through a comprehensive statewide behavioral safety program that prevents crashes and saves lives. Any loss of life or injury sustained in a traffic crash is unacceptable and likely preventable. The AHSO embraces, and actively promotes, the state's Toward Zero Deaths campaign in collaboration with its partners.





## 1.0 Safety in Alaska

### 1.1 Measurable Progress

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

The performance goals and measures in the AR are from the FFY 2016 Alaska Highway Safety Plan (HSP). If available, 2015 and 2016 data are preliminary and have been included in figures and tables. Fatality data included in the report are complete through 2015, with the exception of serious injury data (referred to as major injury in Alaska), which is complete through 2014. Previous years' data have been revised where necessary.

Traffic fatalities in Alaska decreased in 2015 from 73 in 2014 to 65 in 2015. The AHSO is committed to implementing and revising safety projects as needed to maintain a long-term downward trend in the number of fatalities and major injuries.

Table 1 compares the fatality rates between Alaska and the United States (U.S.) from 2006 through 2015 and Table 2 compares fatalities and fatality rates among NHTSA Region 10 states in 2014.

**Table 1.1 Fatality Rate Comparison**

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2006	1.42	1.49
2007	1.36	1.59
2008	1.26	1.27
2009	1.13	1.3
2010	1.11	1.17
2011	1.1	1.57
2012	1.14	1.23
2013	1.1	1.05
2014	1.08	1.51
2015	N/A	1.29

Source: AHSO, FARS

**Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States**

State	Fatalities	Fatality Rate (Per 100 MVMT)
Alaska	73	1.51
Idaho	186	1.15
Oregon	357	1.03
Montana	192	1.58
Washington	462	0.8

Source: AHSO, FARS

## 1.2 Key Accomplishments

- Fatalities dropped 11 percent from 2014 to 2015.
- Met target of zero bicyclist fatalities for 2015.
- Exceeded target by 57 percent for reducing young driver fatalities down to six from the target of 14 for 2015.
- Unrestrained fatalities fell from 21 in 2014 to 15 in 2015.

Table 1.3 FFY 2016 Highway Safety Performance Report

Performance Measure Type	PM ID	Performance Measure	2015 Target	2015 Actual	2015 Met Target	Percent Difference (Actual versus Target)	2016 Target
Core Outcome Measures	C-1	Fatalities	59	65	●	10.17%	55
	C-1a	Fatalities (three-year average)	58	63	●	8.62%	N/A
	C-2	Serious Injuries	337	N/A	N/A	N/A	369
	C-3	Fatalities per 100 MVMT	1.17	1.29	●	10.26%	1.15
	C-3a	Fatalities per 100 MVMT – Urban	0.47	0.61	●	29.79%	N/A
	C-3b	Fatalities per 100 MVMT – Rural	1.67	0.67	●	-59.88%	N/A
	C-4	Unrestrained passenger vehicle occupant fatalities	18	15	●	-16.67%	15
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	18	23	●	16.67%	16
	C-6	Speeding-related fatalities	24	22	●	-8.33%	21
	C-7	Motorcycle fatalities	6	11*	●	83.33%	8
	C-8	Unhelmeted motorcycle fatalities	1	4*	●	300.00%	2
	C-9	Young drivers (20 or under) involved in fatal crashes	14	6	●	-57.14%	7
C-10	Pedestrian fatalities	7	12	●	71.43%	7	
C-11	Bicyclist fatalities	0	0	●	0.00%	0	
Core Behavior Measure	B-1	Observed seat belt use	90.00%	89.30%	●	-0.78%	90.00%
Activity Measures (during grant-funded activities)	A-1	Seat belt citations		966	N/A		
	A-2	Impaired driving arrests	N/A	202	N/A	N/A	N/A
	A-3	Speeding citations		747	N/A		

### 1.3 Priorities

The AHSO identified seven priorities in the FFY 2016 HSP. These priorities are consistent with the three strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers), Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles), and Roadways. Each emphasis area action plan identifies enforcement, education, engineering, and data strategies that are being implemented and tracked over the next five years. The seven AHSO priorities included:

- **Impaired Driving** – In 2015, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above saw an increase over the past several years to 23. This remains lower than the 25 alcohol-impaired fatalities seen in 2007. However, a substantial increase in DUI arrests made occurred during grant-funded events, increasing from 80 in 2014 to 202 in 2016.
- **Occupant Protection** – Unrestrained passenger vehicle fatalities decreased in 2015 to 15 from 21 in 2014. Over the past ten years, the unrestrained fatalities have seen similar spikes and declines in the number of unrestrained fatalities. Encouraging signs in reducing unrestrained fatalities points to observed seat belt usage rate maintaining at 89 percent in 2015 and 2016 coupled with an increase in grant-funded seat belt citations (from 612 in 2014 to 966 in 2016).
- **Speeding** – After a substantial reduction in speeding related fatalities in 2014, Alaska saw its speeding related fatalities climb slightly in 2015 to 22. Historically speeding-related fatalities have accounted for the largest percentage of all fatalities, however, in recent years they have fallen to around the same number of impaired driving and unrestrained fatalities. Furthermore, the number of speeding citations issued during grant-funded enforcement increased to 747 in 2016 from 438 in 2014.

**Table 1.4 Fatalities and Major Injuries Involving Speeding**

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Speeding Fatalities	34	27	29	26	25	14	22	16	22
Speeding Major Injuries	85	98	82	112	64	91	--	--	--
Speeding Fatalities as a Percent of All Fatalities	41%	44%	45%	46%	35%	24%	43%	22%	34%
Speeding Major Injuries as a Percent of All Major Injuries	20%	25%	18%	23%	16%	25%	--	--	--

Source: FARS and Alaska DOT&PF

Note: Injury data involving speeding was not available beyond 2012 at the time of this report

- **Motorcycle Safety** – In recent years, the number of motorcycle fatalities have trended downward, however, in 2015 Alaska saw fatalities increase from 8 in 2014 to 11 in 2015. Of the 11 fatalities in 2015, four were unhelmeted.
- **Pedestrian and Bicycle Safety** – Pedestrian and bicyclist fatalities have been trending up in Alaska in recent years, as well as nationally. Fortunately, 2015 may signal that the trend is beginning to go down. Pedestrian fatalities fell from 14 in 2014 to 12 in 2015 while bicyclist fatalities fell from three to zero. Although the percentage of all fatalities involving pedestrians and bicyclists accounted for 18 percent of all fatalities in 2015, this is a decrease from 23 percent of all fatalities seen in 2014.

- **Novice Drivers** – Nationally novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 states, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. Novice drivers under 20 years old involved in fatal crashes reached 6 in 2015 in Alaska, a considerable decrease from 11 in 2014.
- **Traffic Records** – Traffic Records is a unique priority that touches all areas the AHSO addresses to improve traffic safety. Alaska's robust traffic safety strategic plan implementation continued in FFY 2016 to improve the timeliness, completeness, reliability, interoperability, accessibility, and utility of traffic records data used to develop and track traffic safety countermeasures. The AHSO also completed a Traffic Records Assessment in FFY 2016. Improvements in traffic records in FFY 2016 included the continued improvement of the timeliness of citation data of all law enforcement agencies in Alaska (except Anchorage and Fairbanks Police Departments) from 30.6 percent of citations submitted to the courts for adjudication on the day of service in 2014, to 33.8 percent in 2015. Additionally, the reliability of over 3,000 driver records was improved after being reviewed for citation disposition errors. Of these, over 1,000 records were corrected due to erroneous data. Discovery of these errors led the Courts and local jurisdictions to correct disposition data deficiencies in how they are reported to driver records.

## 1.4 Lessons Learned

AHSO recognizes emerging trends will influence traffic safety in the State. The economy turned around, which resulted in higher vehicle miles traveled (VMT) rates. More miles traveled, in turn, increases exposure to crashes, and an increased fatality rate that Alaska and much of the rest of the country have experienced. The AHSO recognizes the need to strengthen relationships with local police departments and the establishment of a law enforcement liaison program to enhance the involvement of law enforcement across the State to address traffic safety issues.

To address the legalization of recreational marijuana that went into effect in early 2015, the AHSO recognized the need to strengthen training programs offered to Drug Recognition Experts and expand training to more officers. The Impaired Driving Task Force, as well as the Traffic Records Coordinating Committee, worked closely together in FFY 2016 to stay ahead of the potential increase in drug impaired driving and involved additional partners in the coalitions who can provide additional insight into addressing all forms of impaired driving.

## 1.5 2016 Legislative Efforts

### Alcohol Law Reforms

On April 22, 2016, the Alaska State Legislature passed Senate Bill (SB) 165, which is a broader effort to overhaul the state's alcohol laws. The Bill rewrote penalties for minor alcohol consumption by clarifying that minors are allowed to play and work on golf courses that serve alcoholic beverages; establishing the offenses of Minor on Licensed Premises and Minors in Possession or Consuming to be violations and not criminal offenses; and providing that such violations may not be published on CourtView, nor be cause for a driver's license cancellation or revocation. SB 165 also encourages alcohol education or treatment upon conviction of minor consuming and possession offenses, and matches background check requirements for cannabis license applicants (similar to those required by alcohol licensees). Under SB 165, these violations will come with a

\$500 fine that can be reduced through alcohol education courses or Youth Court. SB 165 also restructures the state Alcohol Beverage Control (ABC) Board member composition by making one of the five board seats a designated public safety seat.

### Texting Law Revision

On June 19, 2016, Senate Bill (SB) 123, which reduces the texting-while-driving penalty in cases that do not involve physical injury or death to another person, was signed into law. Under the previous law, texting while driving was a Class A misdemeanor, but few police and few prosecutors were willing to charge and prosecute offenders because of the time necessary to do so. Under SB 123, texting while driving will result in a citation punishable by a \$500 fine, with no threat of jail time. The bill keeps intact the stiff penalties for injuries or deaths caused by car crashes linked to texting. If a texting-related crash results in injury, the violation escalates to a felony, the maximum fine is \$50,000 and the maximum prison sentence is five years. Serious injury crashes carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison. The bill went into effect on July 1, 2016.

### CPS Good Samaritan Law

In April 2016, the Alaska Legislature passed House Bill (HB) 308, promoting child passenger safety by providing protections to certified technicians who install and evaluate safety seats. The Bill limits civil liability of certified technicians and is meant to provide assurance that trained technicians can go about their civic service without the threat of a lawsuit.

### Sitka Handheld Cell Use Ban

The Sitka Assembly approved an ordinance that prohibits drivers from using their cellphones while driving; and outlaws texting, talking, watching videos, and using global positioning system (GPS) while driving, but includes a hands-free exemption. An initial draft of the ordinance included an exemption for taxis, buses, and delivery vehicles, but the exception was removed for those drivers. The ordinance went into effect on May 26, 2016. The Sitka Police Department plans to give out warnings and tickets that carry \$25 fines.



## 2.0 Performance Data – Alaska 2006 to 2016

### 2.1 Crash Statistics Summary

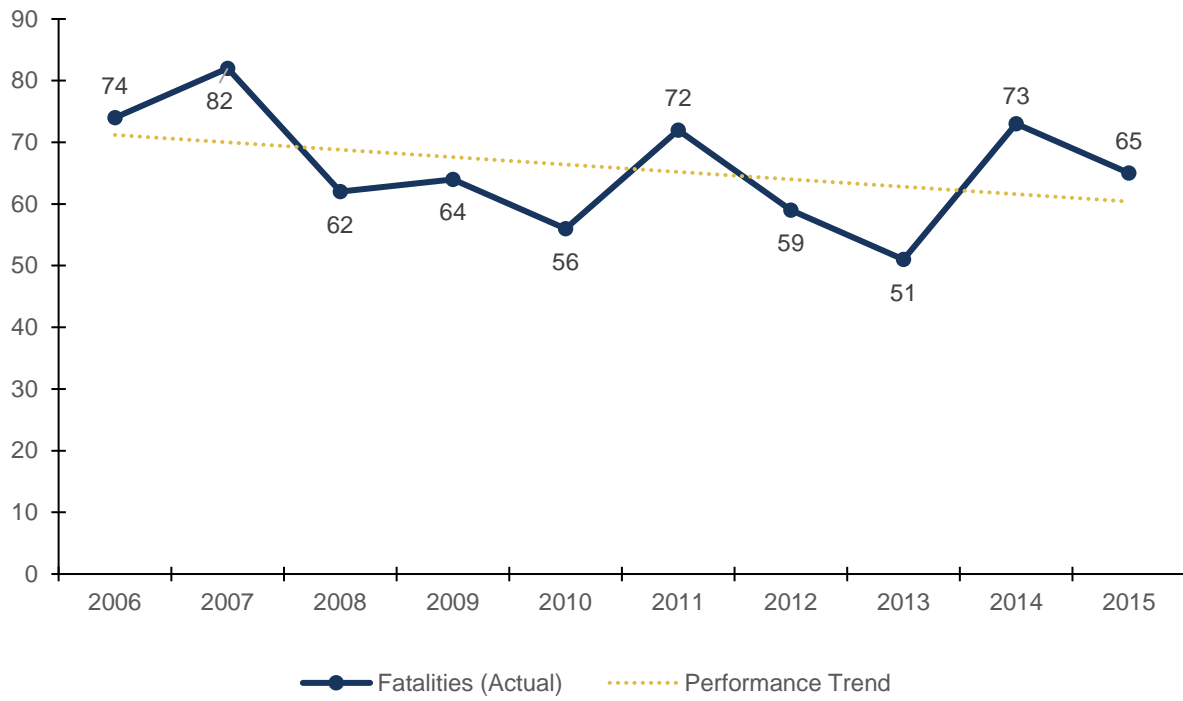
In Alaska, fatalities resulting from motor vehicle crashes decreased from 73 in 2014 to 65 in 2015. Details on Alaska's highway safety trends between 2006 and 2016 are provided in Table 2.1. Figures 2.1 through 2.15 illustrate select performance measures shown in Table 2.1. Fatality data are complete through 2015 and major injury data are complete through 2014. Previous years' data have been revised where necessary. Additional notes and citations regarding the figures can be located under the corresponding figure.

**Table 2.1 Alaska Traffic Safety Trends**  
2006 to 2016

Crash Data/ Trends	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2014-2015, Percent Change	Average Annual Change
Fatalities (Actual)	74	82	62	64	56	72	59	51	73	65	NA	-11%	-0.90
Fatalities per 100 MVMT	1.5	1.6	1.3	1.3	1.2	1.6	1.2	1.1	1.5	NA	NA	NA	0.00
Serious Injuries	437	433	391	452	488	404	359	297	348	NA	NA	NA	NA
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	19	25	21	20	15	21	15	16	22	23	NA	5%	0.40
Unrestrained Passenger Vehicle Fatalities	17	28	23	12	14	26	19	12	21	15	NA	-29%	-0.20
Speeding-Related Fatalities	30	35	35	29	25	26	14	22	18	22	NA	22%	-0.80
Motorcyclist Fatalities	9	6	8	7	9	10	9	9	8	11	NA	38%	0.20
Unhelmeted Motorcyclist Fatalities	2	1	2	2	6	1	5	2	3	4	NA	33%	0.20
Young Driver (20 or under) Involved in Fatal Crash	17	21	17	10	7	10	7	8	11	6	NA	-45%	-1.10
Pedestrian Fatalities	9	13	3	9	6	9	8	6	14	12	NA	-14%	0.30
Bicyclist Fatalities	1	2	1	2	0	2	1	1	3	0	NA	-100%	-0.10
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	83%	82%	85%	86%	87%	89%	88%	86%	88%	89%	89%	0%	0.01
Seatbelt Citations Issued During Grant-Funded Events	0	0	0	4,100	1,726	1,526	547	508	612	725	966		
DUI Arrests Made During Grant-Funded Events	0	0	0	1,896	1,474	1,330	783	250	80	192	202		
Speeding Citations Issued During Grant-Funded Events	0	0	0	3,376	1,985	2,067	1,089	712	438	457	747		

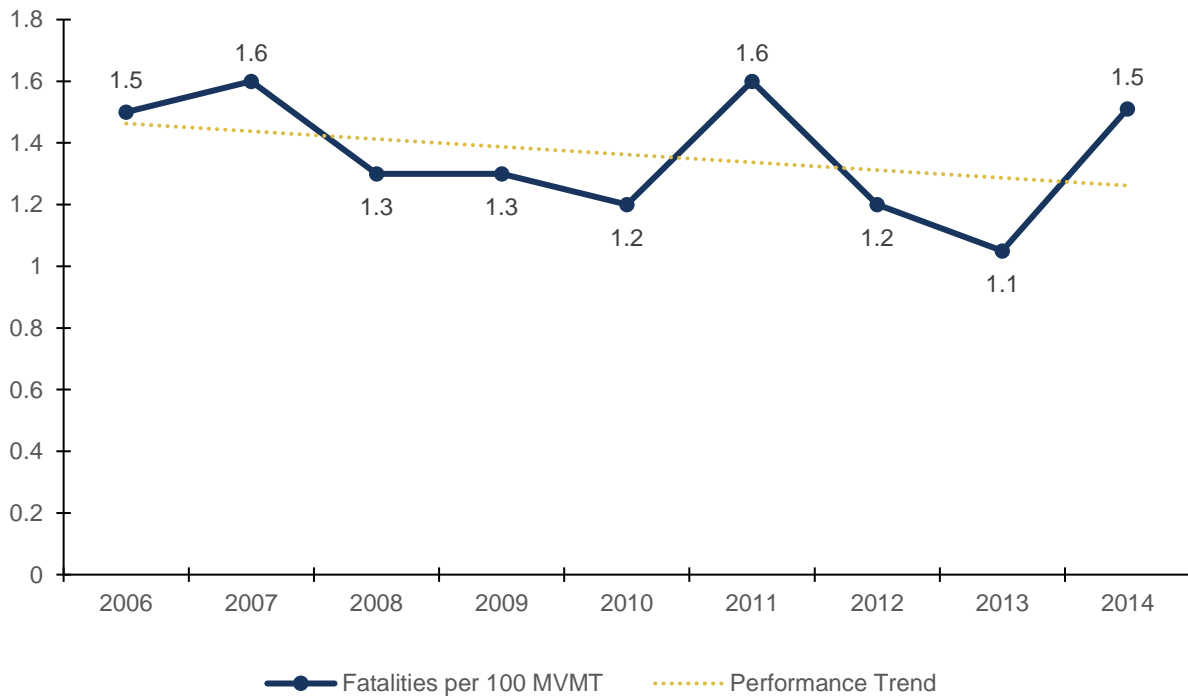
Source: FARS and Alaska DOT&PF

**Figure 2.1 Statewide Fatalities**



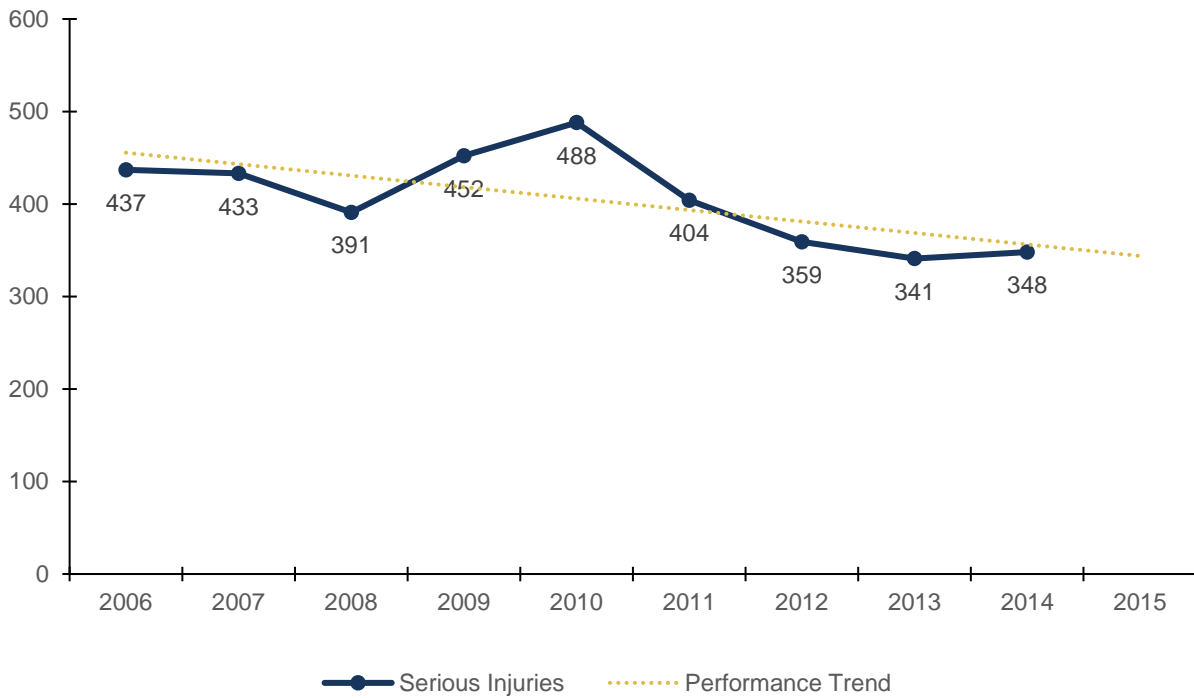
Source: FARS, 2016.

**Figure 2.2 Statewide Fatality Rate**



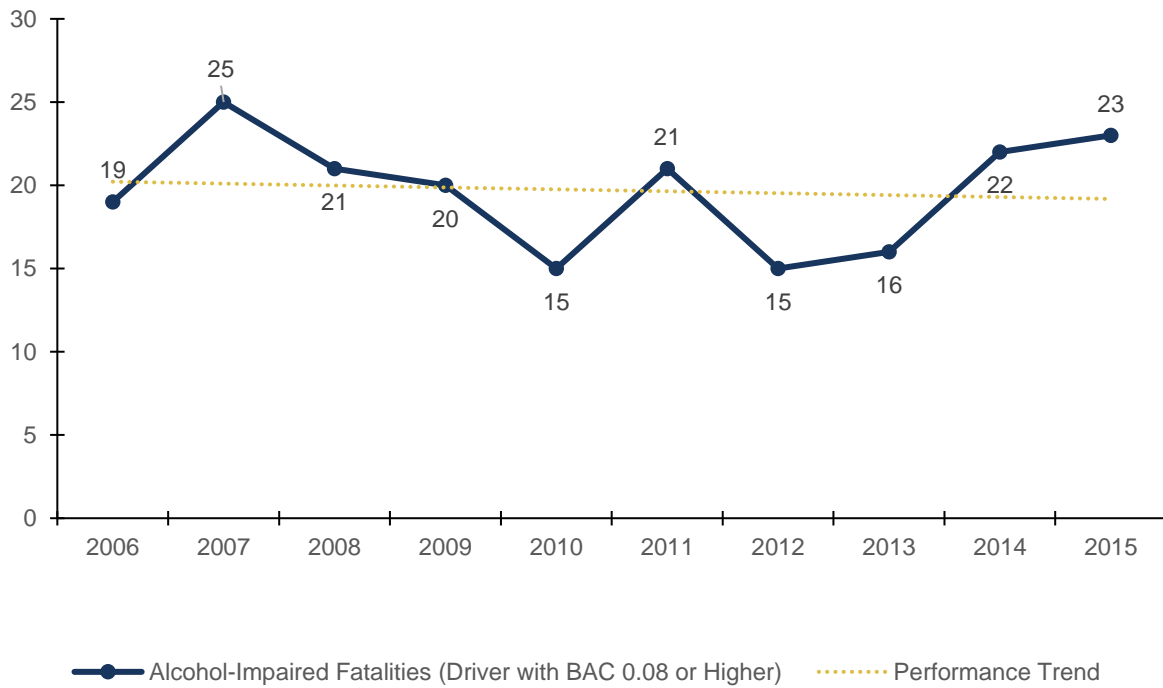
Source: FARS, 2016.

**Figure 2.3 Statewide Serious Injuries**



Source: AHSO

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



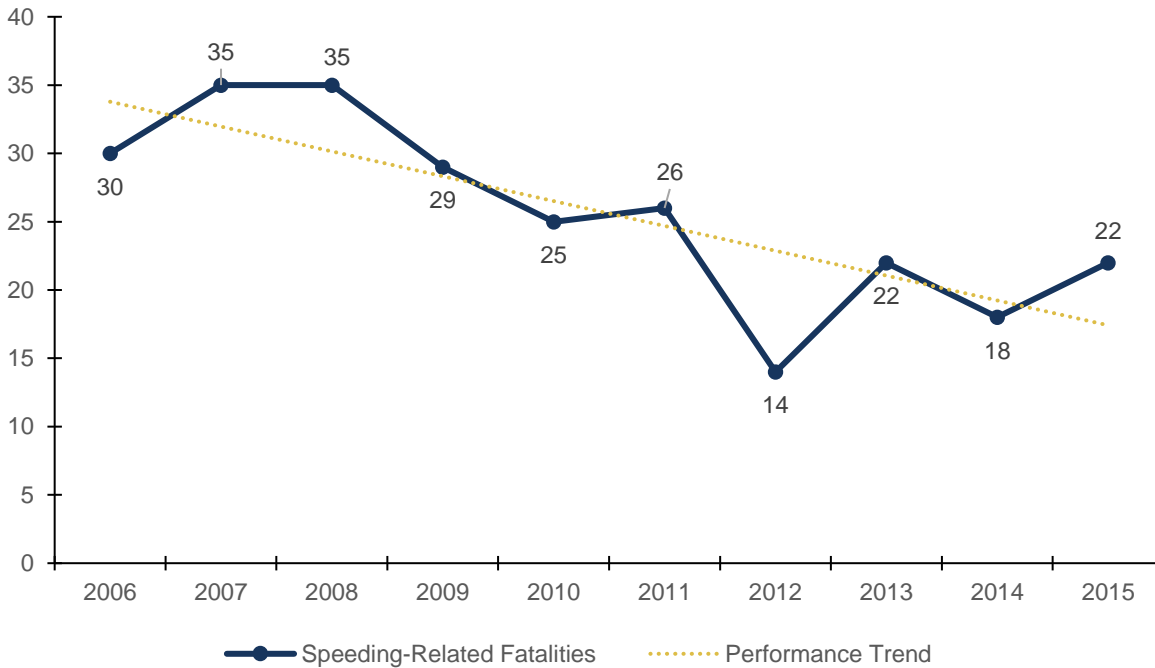
Source: FARS

**Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities**



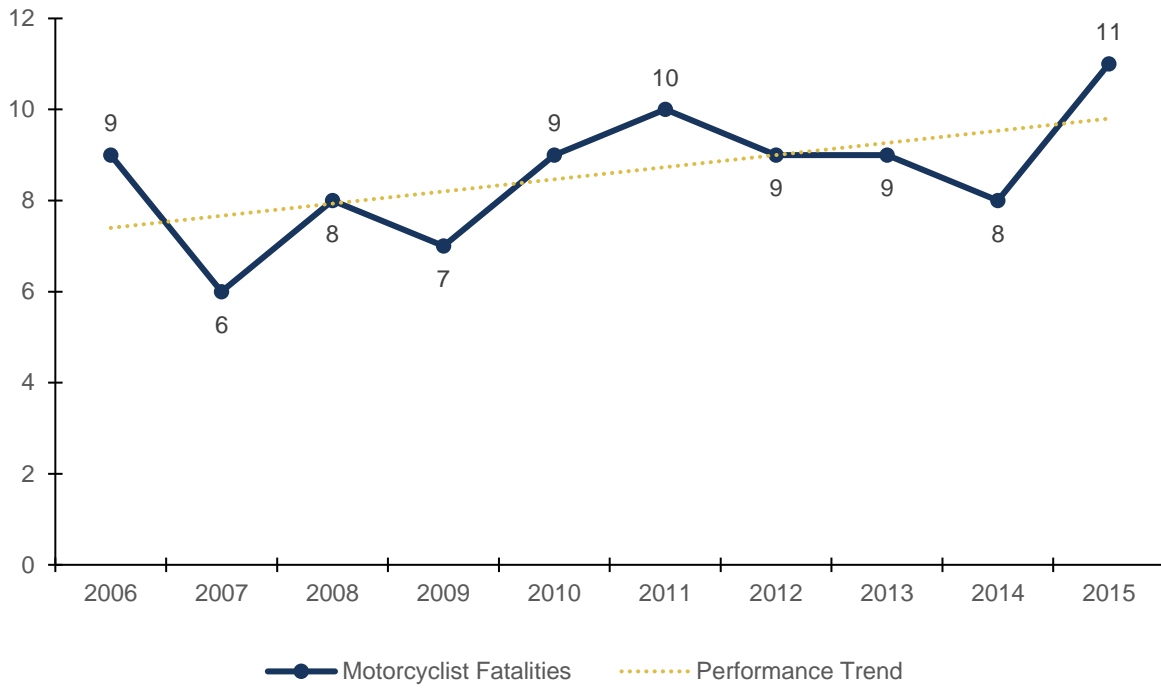
Source: FARS

**Figure 2.6 Speeding-Related Fatalities**



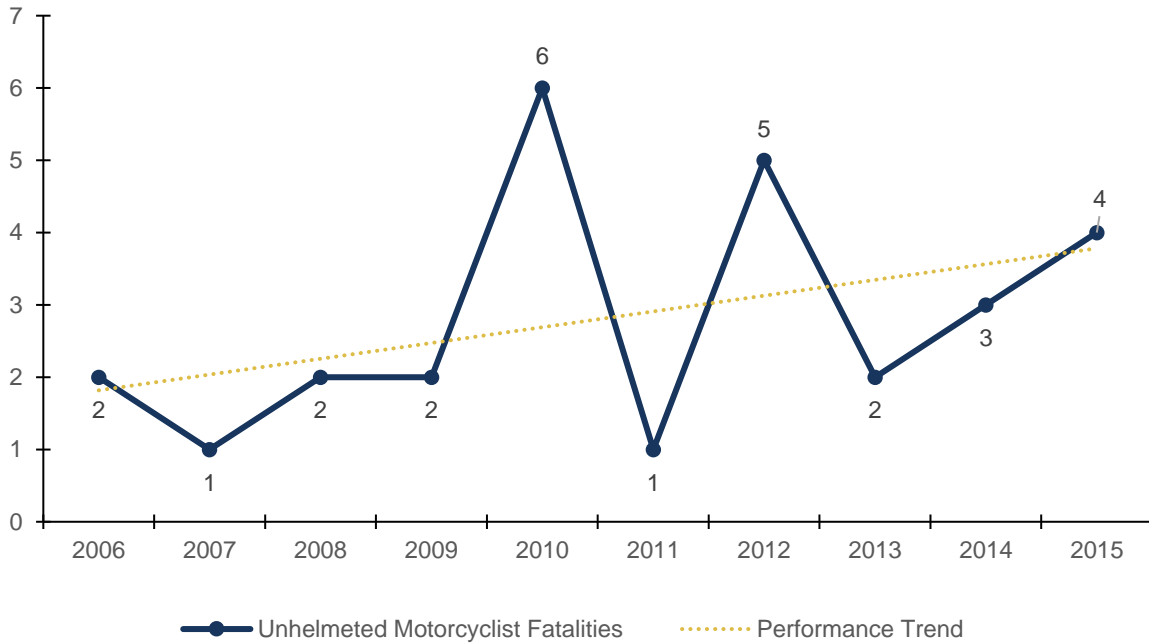
Source: FARS

Figure 2.7 Motorcycle Fatalities



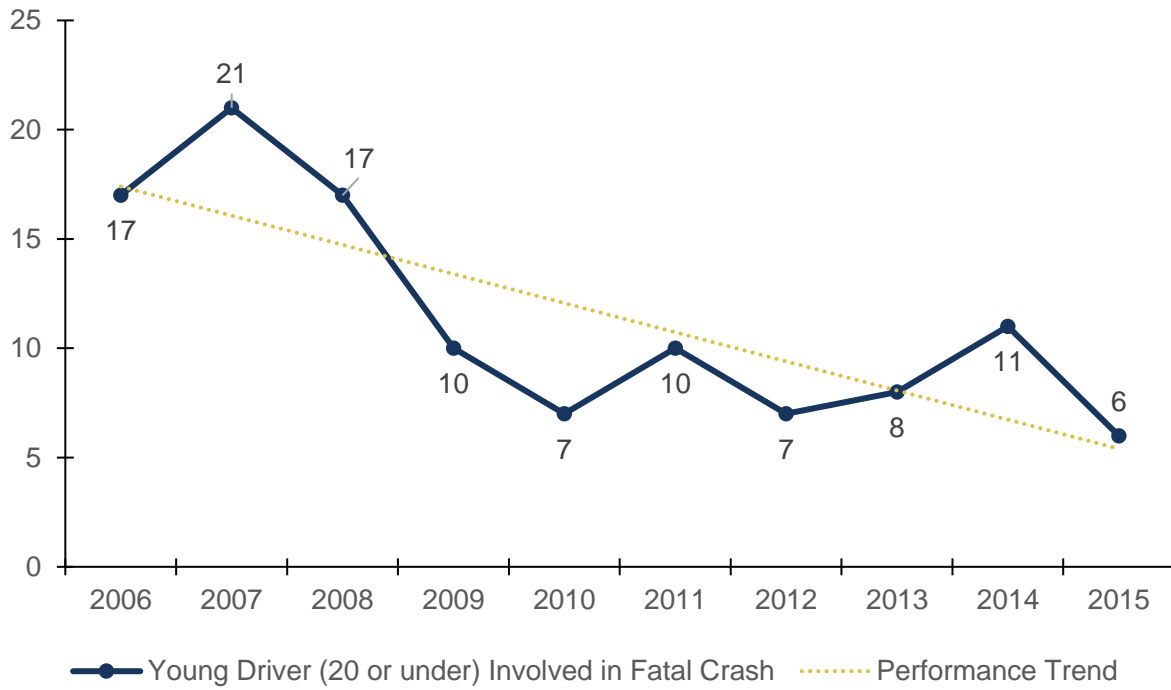
Source: FARS

Figure 2.8 Unhelmeted Motorcycle Fatalities



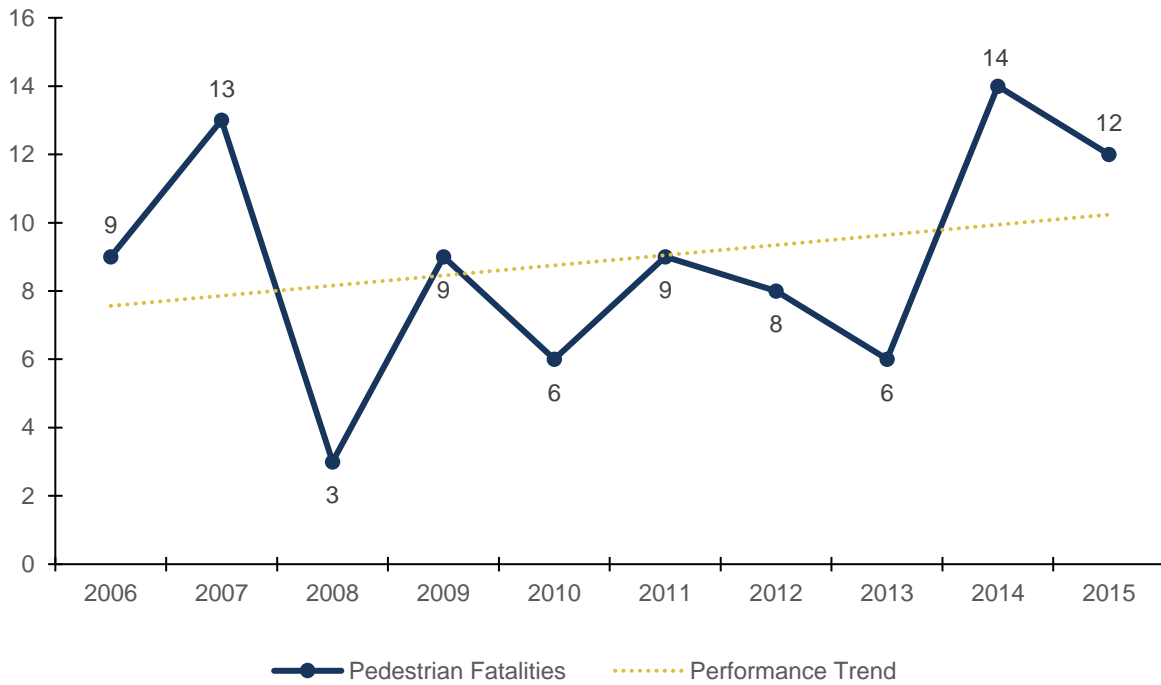
Source: FARS

**Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes**



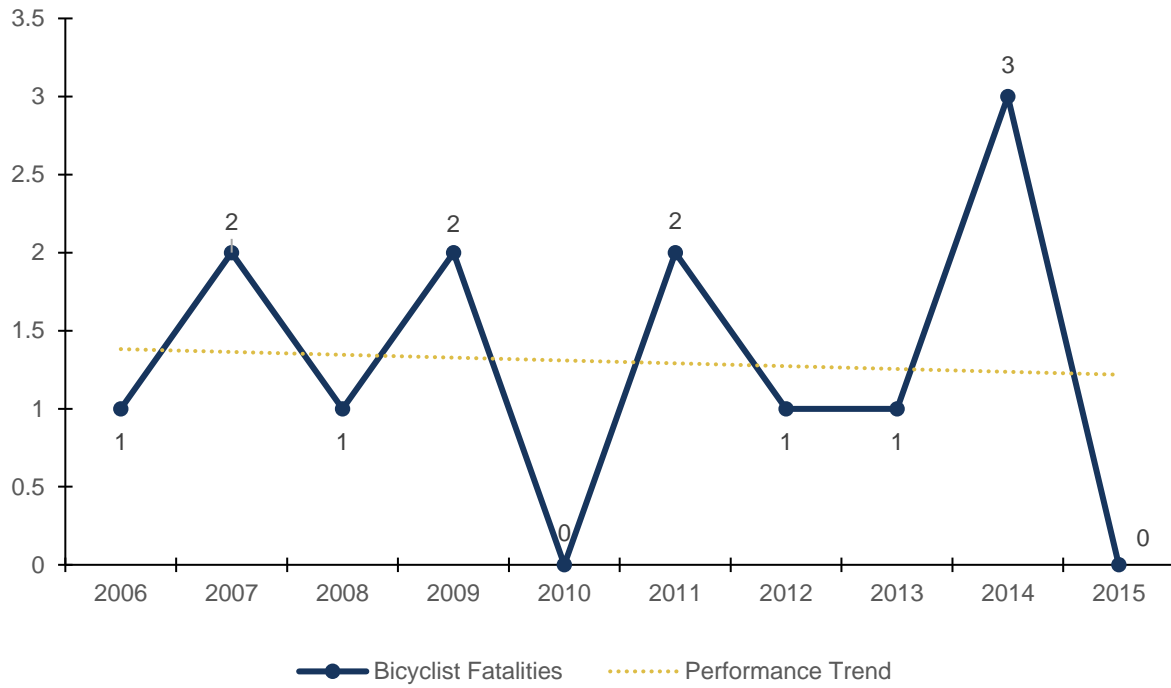
Source: FARS

**Figure 2.10 Pedestrian Fatalities**



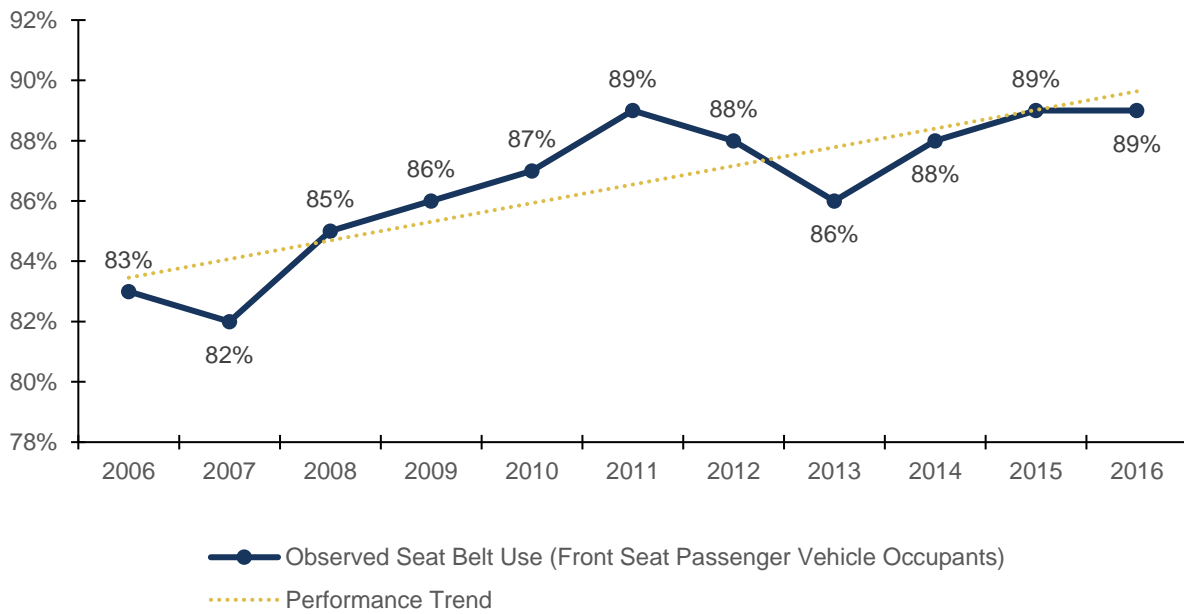
Source: FARS

**Figure 2.11 Bicyclist Fatalities**



Source: FARS

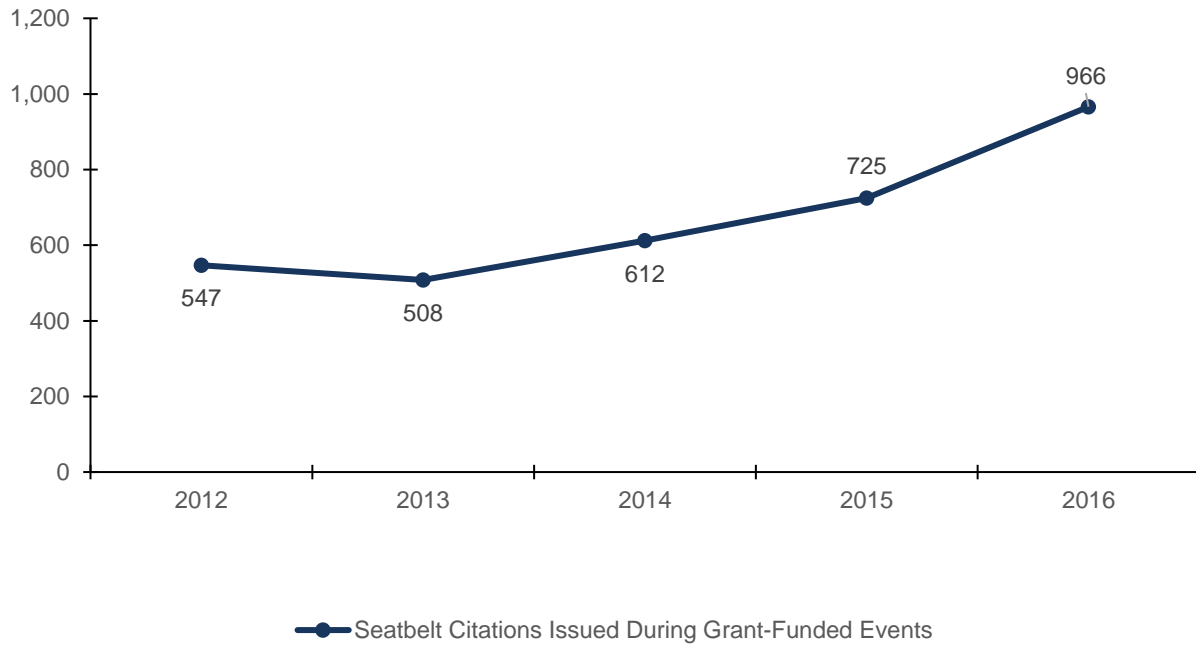
**Figure 2.12 Observed Belt Use for Passenger Vehicles**



Source: AHSO

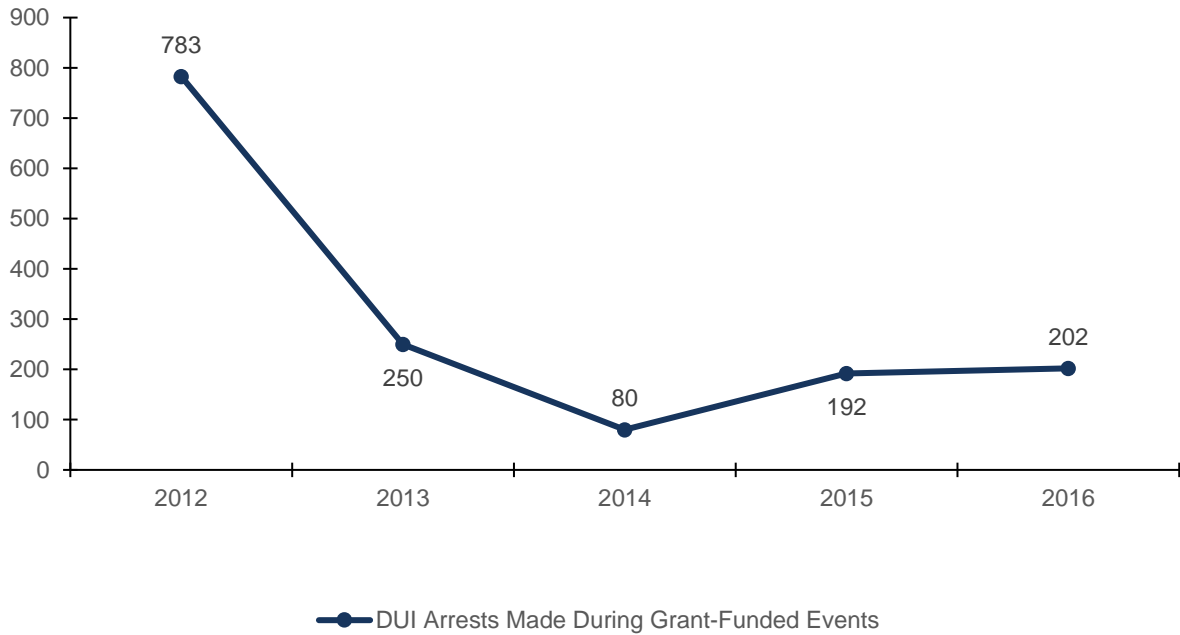


**Figure 2.13 Seatbelt Citations Issued During Grant Funded Events**



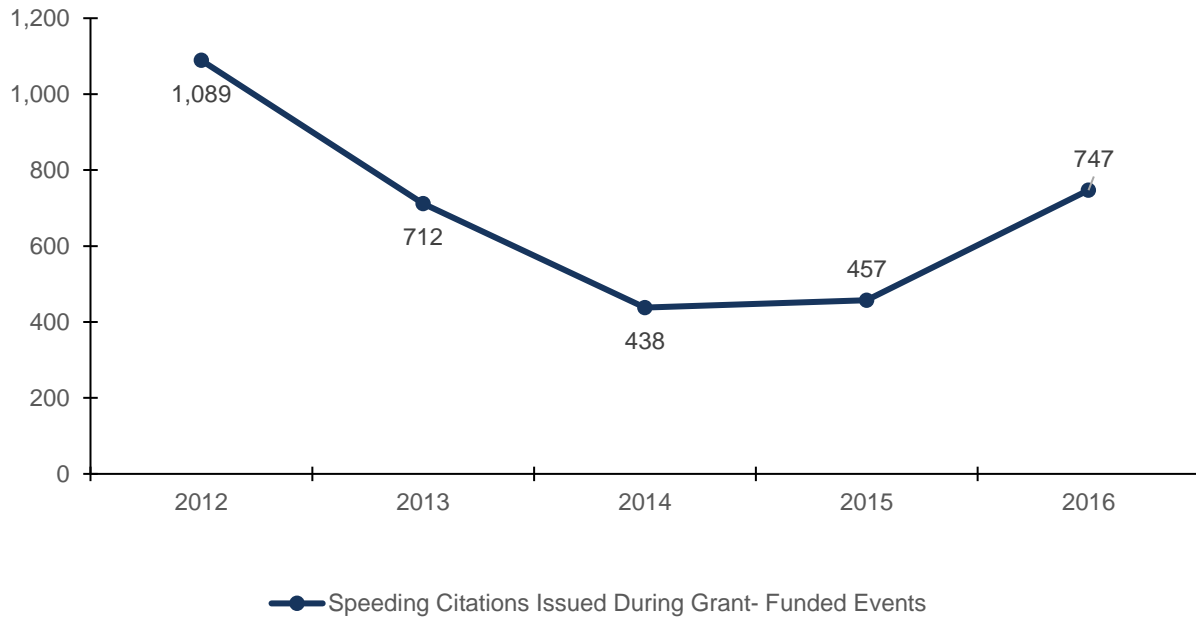
Note: Seatbelt citations, DUI arrests, and speeding citations prior to 2013 were not limited to grant-funded activity. Source: AHSO

**Figure 2.14 DUI Arrests Made During Grant Funded Events**



Note: Seatbelt citations, DUI arrests, and speeding citations prior to 2013 were not limited to grant-funded activity. Source: AHSO

**Figure 2.15 Speeding Citations Issued During Grant Funded Events**



Note: Seatbelt citations, DUI arrests, and speeding citations prior to 2013 were not limited to grant-funded activity. Source: AHSO

## 3.0 Program Areas

### *Evidence Based Enforcement Program Activities*

In FFY 2016, the AHSO continued to support and implement evidence based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the programmatic areas below. The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components; data-driven problem identification, implementation of evidence based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY 2016 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, note the strategies they would employ, and how they would track their progress. All prospective grantees applications were vetted and scored on their evidence based approach. Awarded grantees in FFY 2016 were also required to submit a year-end report of their activities, goals, and objectives they set for the year.

As in years past, the AHSO directed all enforcement agencies to implement evidence-based strategies. Alaska's integrated evidence-based traffic safety enforcement methodology used a hybrid between an integrated enforcement approach and saturation patrols, both of which can be found in the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* and other proven methods) for their problem areas. Examples of proven strategies utilized include targeted enforcement focusing on enforcement of traffic laws pertaining to impairment and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High visibility enforcement, including participation in national seat belt and impaired driving mobilizations were also conducted.

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

### *Compilation of Enforcement Activity Results*

In FFY 2016, 10 law enforcement agencies participated in the national Click It or Ticket campaign and in the Drive Sober or Get Pulled Over campaign. All of the NHTSA funded law enforcement activities resulted in:

- 966 Seat Belt Citations
- 202 Impaired Driving Arrests

- 747 Speeding Citations
- DRE Officers Increased to 36
- 10 Law Enforcement Agencies Participated in Quarterly High-visibility Enforcement

The program goals, activities, performance measures, and projects identified for the seven program areas addressed in the FFY 2016 HSP are described in this section.

## 3.1 Impaired Driving

### *Problem Statement*

Impaired driving is the number one priority for the Alaska Highway Safety Office because it is a preventable crime. Legalization of marijuana in the state has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in traffic fatalities since 1977, but alcohol and drug use continues to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol was a factor in 35 percent of traffic fatalities in 2015. These figures include non-occupant roadway users (e.g., pedestrians, bicyclists, etc.) in addition to drivers and passengers of motor vehicles.

### *Performance Target*

1. Decrease fatalities at 0.08 BAC or above by nine percent from 18 (2009 to 2013 average) to 16 by 2016.

### *Projects and Funding*

The 2016 HSP included impaired driving projects to address the above performance targets and counter impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, the funding sources, and funds spent on each project.

### *Performance Results*

During FFY 2016, 10 agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times resulting in 202 impaired driving arrests. With the legalization of marijuana, the AHSO has and will continue to redouble our efforts to maintain and increase the current number of 36 DREs in the State.

The FFY 2016 telephone survey indicated that more than half, 53 percent, of Alaskan drivers think they are certainly or very likely to be arrested for driving after drinking (Figure 16). This is an increase from 30 percent noted by respondents in the 2011 survey.

### *Project Descriptions*

---

**Project Title** – High-Visibility DUI Enforcement (405d-16-01-00(A))

**Project Description** – The AHSO utilized 405d funds for police departments to participate in High Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2016. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The

AHSO funded the AST and 10 local agencies to conduct data-driven enforcement operations in areas of high risk for impaired driving crashes in coordination with the national mobilizations. Law enforcement requested additional hours to work HVE then what was planned originally so expenses exceeded the budget. The results of their work in FFY 2016 were law enforcement agencies worked 2,967 hours of DUI HVE overtime, which resulted in 202 impaired driving arrests, 101 occupant protection citations, 827 moving violations, 1,339 other violations (equipment, insurance, registration, license, etc.), and 68 warrant arrests were made.

**Budgeted – \$540,000; 405d**

**Expended - \$290,368**

**Project Title – Statewide LEL – Impaired Driving (402PT-16-06-00(C))**

**Project Description** – This project was planned to fund the position (salary or labor hours and expenses) of the statewide and regional Law Enforcement Liaisons who will function as an extension of the AHSO. The LELs were to assist with recruiting law enforcement agencies to work impaired driving projects and will help police agencies in analyzing their crash data to identify impaired driving hot spots and corridors, implement high-visibility enforcement strategies, and collect and report citation and HVE data. The LELs also would work with Alaska’s Drug Recognition Experts (DRE) to address deployment and training/recertification for law enforcement (ARIDE – Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals). AHSO planned to utilize the services of the Region 10 LEL to coordinate the LELs until a statewide coordinator can be identified.

The AHSO elected not to use 410 funds on a Statewide LEL program in FFY 2016. The project did not happen due to the office not being organized enough to start another new program.

**Budgeted – \$40,000; 402**

**Expended - \$0**

**Project Title – DPS Statewide DRE (405d M5X-16-00(A))**

**Project Description** – The recreational use of marijuana has become legal in Alaska heightening the importance of the DRE program. For FFY 2016 of the 11 goals of this project nine were completed, one was partially completed, and one was not completed. At the end of FFY 2016, accounting for attrition, Alaska had 36 active DRE officers, ten more than the previous FFY. The Alaska Highway Patrol is poised to train an additional 3 DRE officers in FFY 2017. Additionally, 15 ARIDE classes were hosted in five different communities in FFY 2016. In total, 150 members of law enforcement, two state attorneys, and one member of the Alcohol Beverage Control Board received the two day in-class ARIDE curriculum.

**Budgeted – \$82,750; 405d**

**Expended - \$35,228.26**

**Project Title – AK DPS Toxicology Services (402 AL-16-01-00(A))**

**Project Description** – This program paid for evidence from impaired traffic related cases to be sent to the Washington State laboratory for forensic toxicology drug analysis. As needed, expert testimony was also

provided. For all of FFY 2016, 653 submissions were received and sent for drug toxicology analysis, of these at least 95 percent of all samples submitted for testing were submitted to the lab in 21 days or less.

**Budgeted – \$202,898; 402**

**Expended - \$163,266**

---

**Project Title – Anchorage DUI Traffic Enforcement Unit (164 grant)**

**Project Description –** The AHSO planned to utilize 164 funds on Anchorage DUI Traffic Enforcement Unit and initiatives in FFY 2016 as the NHTSA settlement was not resolved in time so this project was not able to begin due to settlement negotiations but will be occurring in FY 2017.

**Budgeted – \$1,000,000; 154/164**

**Expended - \$0**

---

**Project Title – Fairbanks DUI Traffic Enforcement Unit (405d-M5X-16-01-00(B))**

**Project Description –** This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2016 two officer were assigned to conduct roving patrols that targeted impaired drivers in the Fairbanks area. However, there was a severe officer staffing shortage so mid-way through the FFY the amount of hours for impaired driving roving patrols had to be reduced in half. Even with reduced amount of hours all activities/milestones were met, such as conducting saturation patrols and participation in high visibility enforcement campaigns. In FFY 2016 two alcohol related fatalities were recorded in the Fairbanks area. During this period 1,611 DUI enforcement hours were worked, resulting in 8,610 contacts, 2,170 traffic stops, 944 citations, 88 misdemeanor DUI arrests, and 6 felony DUI arrests.

**Budgeted – \$275,510; 405d**

**Expended - \$179,945**

---

**Project Title – Communications Consultant – Impaired Driving (402PM-16-25-00(A))**

**Project Description –** AHSO's communications consultant oversaw the development and implementation of a statewide strategic communications plan that supports the strategies outlined in the FFY 2016 HSP, Alaska's Strategic Highway Safety Plan, and the Impaired Driving Strategic Plan.

**Budgeted – \$60,000; 402**

**Expended - \$36,125**

---

**Project Title – Scholarship Travel for Training and Workshops (402PT-16-06-00(D))**

**Project Description –** The AHSO used 402 grant funds on the Scholarship Travel for Training and Workshops in FFY 2016 for officers from the Juneau, Fairbanks, and Anchorage Police Departments to travel to Lifesavers in 2016 to gain training and insights on the latest impaired driving countermeasures to bring back to Alaska law enforcement to further reduce impaired driving in the state. Budget increased due to travel costs for associated with sending three officers to the conference.

**Budgeted – \$15,000; 402**

**Expended - \$7,104.53**

## 3.2 Occupant Protection

### *Problem Statement*

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 89 percent in 2015 and repeated that rate again in 2016. According to the 2016 statewide phone survey respondents indicated they use their seatbelt "always" 90 percent of the time. Respondents noted also that their chance of being injured in a collision without a seatbelt was "almost certain" or "very likely" 81 percent of the time. The survey also noted respondents believed they had a 30 percent chance of receiving a seatbelt ticket for not wearing one would occur "always" or "nearly always" of the time, this is an increase from 27 percent in 2015.



AHSO Administrator Tammy Kramer and Research Analyst Miles Brookes at a car seat check event with Child Passenger Safety Seat Technicians and the Juneau Police Department

### *Performance Targets*

1. Reduce unrestrained fatalities by nine percent from 17 (2009 to 2013 average) to 15 by 2016.
2. Increase observed belt use from 88 percent in 2014 to 90 percent or above in 2016.

### *Projects and Funding*

The 2016 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities and achieving the performance targets. Additionally, funds were spent on communication efforts that are described in more detail in Section 3.8 for Paid Media. Table 7.1 in Section 7.0 contains a list of the projects, the funding sources, and funds spent on each project.

## Performance Results

Alaska fell short of achieving the target of surpassing a 90 percent observed seat belt use rate and achieved an 88.5 percent rate. Seatbelt citations issued during grant-funded activity increased also to 966 in 2016 over 725 reported in 2015. At the time of this report, Alaska has already met the 2016 target of 15 unrestrained fatalities in 2015.

The 2016 observational seat belt survey indicated the regional areas of Anchorage, Fairbanks, and Matanuska Susitna all have an observed seat belt rate at or above 89 percent. The Kenai region had an 81 percent observed seat belt rate and the Juneau region was recorded at nearly 87 percent. Both of the regions recorded an observed seat belt usage rate below the previous two years.

## Project Descriptions

---

**Project Title** - Occupant Protection Use Survey (OPUS) (405b M2X-16-04-00(A))

**Project Description** - In accordance with the NHTSA Uniform Criteria for State Observational Surveys of Seat Belt Use, the Alaska Injury Prevention Center (AIPC) conducted the seat belt observations for 2016. 37,539 vehicles were observed during the study period. The results indicated an observed usage rate of 88.5 percent, down slightly from the record 89.3 percent observed in 2015.

**Budgeted - \$65,000; 405b**

**Expended - \$49,184**

---

**Project Title** - Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-16-06-00(A))

**Project Description** - The AHSO provided grants to AST, Anchorage, Fairbanks, Homer, Kenai, Wasilla, and Juneau law enforcement agencies to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with local law enforcement agencies, conducted high-visibility (overtime) enforcement during the Click It or Ticket mobilization and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement focused on roadways that produce low seat belt use rates, as determined by crash data and the Alaska's annual Observational Survey of Seatbelt Use Occupant Protection Use Survey. Participating agencies also conducted earned media activities and participated in educational events. Additional law enforcement involvement was greater than anticipated which resulted in a greater expenditure of funds. In total, law enforcement agencies worked 1,589 hours of CIOT HVE overtime resulting in 1,447 occupant protection citations, 31 impaired driving arrests, 456 moving violations, 1,862 non-moving violations (license, registration, equipment, insurance, etc.), and made 38 warrant arrests.

**Budgeted - \$90,000; 402**

**Expended - \$ 153,081**

---

**Project Title** - Safe Kids Kenai Peninsula CPS Program (405b M2CPS-16-04-00(B))

**Project Description** - Safe Kids (SK) Kenai Peninsula supported the CPS component of the State's Occupant Protection Strategic Plan. SK Kenai achieved measurable progress in all eight of their performance measures in FFY 2016. The SK Kenai Peninsula CPS program trained 13 new CPS Technicians in the region this past



FFY, far exceeding the goal of four. The program also checked 354 car seats and provided proper car restraint systems to 161 care givers during the grant cycle.

**Budgeted - \$58,000; 405b**

**Expended - \$56,760**

---

**Project Title** - Fairbanks Safe Rider Program (405b M2CPS-16-04-00(C))

**Project Description** - This program provided car seat checkup events, education, and earned media in the Fairbanks area about the importance and proper use of car seats. The Fairbanks Safe Rider Program conducted four car seat checkup events, six community educational events, 67 parents or guardians of newborns were educated on car seats before discharge, checked 100 child safety checks, held one CPS Technician training course that certified 13 new CPS Technicians, and conducted four outreach trainings to the medical community (Pediatricians, OB, Midwives, Orthopedics, etc.).

**Budgeted - \$73,935; 405b**

**Expended - \$66,874**

---

**Project Title** - Mat-Su Child Passenger Safety Program (405b M2CPS-15-04-00(A))

**Project Description** - In FFY 2016, the Mat-Su Services for Children and Adults, Inc. provided training to 189 families and checked 210 car seats, and educated 336 new parents about child passenger safety, including an additional 330 family members who were visiting with parents at the time of the training. Overall, 83 percent of parents who delivered at the Mat-Su Regional Medical Center were trained, this is an increase of 31 percent over FFY 2015.

**Budgeted - \$32,467; 405b**

**Expended - \$26,254**

---

**Project Title** - Communications Consultant – Occupant Protection

**Project Description** - AHSO's communications consultant oversaw the development and implementation of a statewide strategic communications plan that supports the strategies outlined in the FFY 2016 HSP for the media buys associated for the Thanksgiving and Memorial Day HVE campaigns.

**Budgeted - \$21,780; 402**

**Expended - \$21,780**

---

**Project Title** - Scholarship Travel for Training and Workshops

**Project Description** - The AHSO utilized 405b funding for the Scholarship Travel for Training and Workshops in FFY 2016. Funding was used to send one representative from AIPC and Central Peninsula Hospital and one from Fairbanks Memorial Hospital to the CPS Coordinator Conference at Lifesavers to learn and take back best practices for improving occupant protection to Alaska.

**Budgeted - \$15,000; 405b**

**Expended - \$5,564**

---

**Project Title** – Statewide CPS Coordinator (405b M2CPS-15-04-00(E))

**Project Description** - A statewide CPS Coordinator position was created in 2014. The coordinator oversaw the CPS (technician, instructor, and inspection station) database, monitored the recertification rate, scheduled five CPS technician training classes, compiled an event calendar, participated in Click It or Ticket events, assisted with the occupant protection portion of the AHSO web site, and provided support to the AHSO with occupant protection communications and other activities as needed.

**Budgeted - \$40,000; 405b**

**Expended - \$29,124**

---

**Project Title** – Southeast Alaska Motor Vehicle Safety (SEARHC) (405b M2CPS-16-04(D))

**Project Description** – SEARCH was given the notice to proceed in January of 2016 which limited the number of high school activities that were previously planned in their grant proposal. From this grant they were able to hire for the Health Educator and Grant Coordinator positions. The new hires developed CPS training plan at SEARCH to ensure patients received CPS education and access to car seats. 244 high school students from the South East region were surveyed on their seat belt knowledge and received information. SEARCH also created a social media campaign around seat belt safety and increased the number of certified CPS SEARHC staff from one to seven.

**Budgeted - \$98,000; 405b**

**Expended - \$72,791**

### 3.3 Speeding

#### *Problem Statement*

From 2006 to 2015, Alaska has made great strides in reducing speeding-related fatalities from 30 in 2006 to 22 in 2015. Although in recent years speeding related fatalities have fluctuated, they continue to trend downward. As speeding related fatalities accounted for 34 percent of all fatalities in 2015 it remains one of the leading causes of death and major injury in motor vehicle crashes in Alaska.

#### *Performance Target*

1. Reduce speeding-related fatalities by 9 percent from 23 (2009 to 2013 average) to 21 by 2016.

#### *Projects and Funding*

The FFY 2016 HSP outlined a number of strategies to address speeding related crashes and achieve the aforementioned performance target. The AHSO awarded a substantial grant to the Alaska State Troopers in FFY 2016 to conduct data-driven high-visibility enforcement operations throughout Alaska to address the

identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Table 7.1 in Section 7.0 contains a list with the project, the funding source, and funds spent on the project.

### *Performance Results*

Speeding related fatalities increased from 18 in 2014 to 22 in 2015, just missing the 2016 target of 21. However, the trend in speeding related fatalities over the last ten years (2006-2015) has been falling, the average fatality rate over the period is 25.6 percent. In reviewing the number of speeding citations written during grant funded activity there has been an increase each of the last three years. In 2014, 428 citations were written, followed by 457 in 2015 and followed by 747 speeding citations written during grant funded events in 2016.



An Alaska State Trooper vehicle ready to help improve roadway safety on Alaska's roadways

### *Project Descriptions*

**Project Title** - AST Speeding Fatality Reduction Effort (402 PT-16-06-00(C))

**Project Description** - The Alaska State Troopers (AST) utilized funding from this program to conduct data-driven high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Project funding supported the purchase of 50 speed measuring devices which the AST pilot tested in FFY 2014. The AST provided the training on the equipment use.

**Budgeted** - \$224,700; 402

**Expended** - \$213,382

## 3.4 Motorcycle Safety

### *Problem Statement*

In 2015 motorcycle fatalities accounted for 17 percent of all fatalities in Alaska. The year also marked the largest number of motorcycle fatalities, 11, in Alaska in the last ten years, four of which were unhelmeted. In 2015, Alaska recorded 32,109 registered motorcycles, virtually unchanged from 2014. An increase over the previous years and a trend seen for several years now that leads to greater exposure for Alaskan motorcyclists

in being involved in crashes. Between 2004 and 2012, 1,396 motorcycle crashes were reported in the State, an average of 155 crashes per year. However, in both 2011 and 2012, the most recent year data are available, motorcycle crashes declined once again to 154 crashes and 125 crashes, respectively, signaling some progress in this area.

### *Performance Targets*

1. Reduce motorcyclist fatalities by nine percent from nine (2009 to 2013 average) to eight by 2016.
2. Reduce unhelmeted motorcyclist fatalities by 33 percent from three (2009 to 2013 average) to two by 2016.

### *Projects and Funding*

The FFY 2016 HSP included a number of motorcycle safety projects to address and make progress towards the above performance targets. Table 7.1 in Section 7.0 contains a list with the project, funding source, and funds spent on each project.

### *Performance Results*

At the time of this report, 2016 data were not available for the motorcycle performance measures. In 2015 however, motorcyclist fatalities were 11, an increase from eight the previous year. Of the 11 motorcyclist fatalities, four were unhelmeted. Although there has been an increase in the number of registered motorcyclists in the State since 2011, the motorcycle fatalities in Alaska have fluctuated every year and are trending upwards.

### *Project Descriptions*

---

#### **Project Title** – Communications Consultant – Motorcycle Safety

**Project Description** - AHSO's communications consultant oversaw the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY 2016 HSP and Alaska's Strategic Highway Safety Plan regarding motorcycle safety messaging. However, nothing was spent on motorcycles for media specifically, instead funds were used on impaired driving and occupant protection messaging.

**Budgeted - \$10,000; 402**

**Expended - \$0**

## **3.5 Pedestrian and Bicycle Safety**

### *Problem Statement*

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2015 pedestrians accounted for 18 percent of all fatalities on Alaska's roadways. Between 2005 and 2012, crashes involving pedestrians and bicyclists accounted for slightly less than 3 percent (2.6) of all crashes in Alaska. However, this same roadway user group was involved in 14.7 percent of the fatal and 11.6 percent of

the state's major injury crashes. From 2006 to 2015, bicyclist fatalities have remained flat, however, pedestrian fatalities have been trending upward.

### *Performance Targets*

1. Reduce pedestrian fatalities by nine percent from eight (2009 to 2013 average) to seven by 2016.
2. Reduce bicyclist fatalities by 100 percent from one (2009 to 2013 average) to zero by 2016.

### *Projects and Funding*

The FFY 2016 HSP included a number of bicyclist and pedestrian safety projects to address and make progress towards the above performance targets. Table 7.1 in Section 7.0 contains a list of the projects, the funding sources, and funds spent on each project.

### *Performance Results*

At the time of this report, the 2016 data for the bicycle and pedestrian performance targets were not available. In 2015, there were 12 pedestrian fatalities. On average these fatalities have been trended up since 2006 but did drop from 14 in 2014. In 2015, Alaska reached the target of zero bicyclist fatalities helping the State's march Toward Zero Deaths. It is unclear if the pedestrian and bicyclist VMT have increased, thus increasing exposure to being involved in traffic crashes.

### *Project Descriptions*

#### **Project Title - Alaska Bicycle and Pedestrian Safety (402 PS-16-05-00(A))**

**Project Description:** This project focused on hands-on and classroom safety skills training, bicycle helmets, technical assistance to community safety events, and broadcasting educational messages to reduce bicycle and pedestrian fatalities and serious injuries. The Department of Health and Social Services' Injury Prevention bicycle and pedestrian safety program managed this project. In FFY 2016 169 bicycle helmets were distributed and 6,641 pieces of conspicuity materials were distributed through this project. The Project Manager had a hard time finding interested groups to host the training classes. Furthermore, the large planned event in Fairbanks had to be cancelled because of weather conditions so that is why only a small portion of the planned budget was expended. We anticipate the event will occur in FFY 2017 and outreach efforts to a larger group of bicyclists will occur.

**Budgeted - \$42,095; 402**

**Expended - \$6,731**

---

#### **Project Title - Bicycle/Pedestrian SHSP Projects (402 PS-16-05-00(A))**

**Project Description -** The AHSO placed this project in the FFY 2016 HSP as a placeholder in the event that there was a project that was to be funded to help fulfill the objectives outlined in Alaska's SHSP regarding bicycles and pedestrians but there was no interest in funding any projects.

**Budget: \$20,000; 402**

**Expended - \$0**

---

**Project Title** - Communications Consultant – Pedestrian and Bicycle Safety

**Project Description** - - AHSO's communications consultant oversaw the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY 2016 HSP and Alaska's Strategic Highway Safety Plan regarding bicycle and pedestrian safety messaging. However, nothing was spent on bicycles and pedestrians for media specifically, instead funds were used on impaired driving and occupant protection messaging.

**Budget - \$10,000; 402**

**Expended - \$0**

## 3.6 Novice Drivers

### *Problem Statement*

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the State's graduated driver license program (GDL), teens under 18 years of age may, obtain a learner's or instruction permit at the age of 14 with parental consent. This increases teens' exposure to crashes. The good news is that fatal crashes involving young drivers 20 or under has steadily decreased in Alaska from 17 in 2006 to six in 2015.



### *Performance Targets*

1. Reduce drivers 20 or under involved in fatal crashes by nine percent from eight (2009 to 2013 average) to seven by 2016.

## Projects and Funding

The FFY 2016 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7 in Section 7.0 contains a list of the projects, the funding sources, and funds spent on each project.

## Performance Results

At the time of this report, 2016 novice driver data were not available. Novice driver fatalities decreased from 11 in 2014 to six in 2015 which beats the target of seven noted in the FFY 2016 HSP.

## Project Descriptions

---

**Project Title** – Project DRIVE (405d M5X-16-01-00(C))

**Project Description** – Project DRIVE was administered by Homer Police Department and was funded later in FFY 2016 after the HSP was originally submitted. Even with the late start the Project DRIVE trailer was able to be wrapped in traffic safety messaging where it was brought to five different schools for clinics and was also brought to the Safe Kids Fair in FFY 2016.

**Budget: \$20,000; 405d**

**Expended - \$12,178**

---

**Project Title** – Safe Streets Alaska (402SA-16-17-00(A))

**Project Description** - The Alaska Injury Prevention Center (AIPC) coordinated and participated in efforts to promote motor vehicle safety in Alaska. AIPC coordinated the Raise Your Voice and the Buckle Up campaign to promote safe driving for young drivers in Alaska. Ten high schools participated in the Raise Your Voice campaign creating short videos on the dangers of impaired, unbelted, and distracted driving which were shared with over 600 students at the time of their report. An additional ten student groups participated in the Buckle Up campaign from Anchorage, Wasilla, and Juneau high schools. Prior to the Buckle Up campaigns initiated at these high schools, there was an observed seat belt use rate of 88.3 percent that went up to 91.4 percent after the campaign. AIPC brought together 65 participants for the 2016 CPS conference, coinciding with National CPS Week. AIPC also served also as a fitting station and provided 346 car seat checks.

**Budget: \$320,000; 402**

**Expended - \$246,274**

## 3.7 Traffic Records

### Problem Statement

Timely, accurate, complete, consistent, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska's roadway system. An assessment of Alaska's traffic records system was conducted in 2016 and a new five-year strategic plan is currently being developed by the Alaska Traffic Records Coordinating Committee (ATRCC), of which AHSO is a member. The plan calls for

ongoing coordination among all stakeholders, including the AHSO, in support of initiatives and projects that improve the quality of the State's traffic records systems.

### *Performance Targets*

Alaska's Traffic Records Strategic Plan, revised by the ATRCC in January 2014, identified the following seven targets:

1. Provide ongoing coordination among all stakeholders in support of initiatives and projects that improve the quality of the State's traffic records.
2. Improve the timeliness of traffic records data collection and sharing.
3. Increase the accuracy of traffic records data.
4. Increase the completeness of traffic records data.
5. Promote uniformity of traffic records data.
6. Promote the ability to integrate traffic records data.
7. Facilitate access to traffic records data.

Specific objectives, strategies, and action steps align with these goals to advance Alaska's traffic records systems over the next five years. The performance targets (referred to as objectives in the strategic plan), which directly relate to activity in the FFY 2016 HSP, include:

- 2.1 – Improve the timeliness of Crash Records Data System data collection and transmittal by December 31, 2014.
- 2.3 – Improve the timeliness of the Citation/Adjudication Data System by September 30, 2016.
- 3.1 – Improve the accuracy of Crash Records Data System records by December 31, 2016.
- 3.4 – Improve the accuracy of the Citation/ Adjudication Data System data by September 30, 2016.
- 4.1 – Improve the completeness of the Crash Records Data System data by December 31, 2016.
- 4.3 – Improve the completeness of the Citation/Adjudication Data System data by September 30, 2016.
- 5.2 – Improve the uniformity of the Citation/Adjudication Data System by September 30, 2016.
- 6.1 – Develop a Data Integration Master Plan by September 30, 2016.

### *Projects and Funding*

The 2016 HSP included paid media projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, the funding sources, and funds spent on each project.



## Performance Results

The projects funded in 2016 served to improve the timeliness, accuracy, completeness, consistency, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system. Updating the Uniform Minor Offense Table in Court system's database ensures that citations issued within the corrected jurisdictions are accurate, complete and consistent.

## Project Descriptions

---

### Project Title – AST Statewide TraCS Project (408K9-16-08-00(A))

**Project Description** - AHSO continued to grant funding for the Statewide TraCS Project. In 2016, AHSO awarded the Sitka Police Department (largest agency in Alaska without an electronic crash and citation data collection solution) funding, via DPS for the deployment of TraCS; funded in-car mounting hardware for Yakutat Police Department's new vehicle fleet for the continued use of TraCS; imaging hardware for DPS to reduce the number of man hours spent configuring and repairing computers used to implement TraCS by AST and local law enforcement agencies; and travel scholarships for DPS staff to attend TraCS National Model Meetings to ensure the significant investment already devoted and obligated to TraCS by AHSO and its stakeholders remains stable.

The TraCS Project supports *Alaska Traffic Records Strategic Plan* Objectives 2.1, 2.3, 3.1, 3.4, and 5.2.

**Budgeted - \$62,000; 408**

**Expended - \$28,101**

---

### Project Title - License Fee (408K9-16-08-00(B))

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

Licensing fees supports *Alaska Traffic Records Strategic Plan* Objectives 2.1, 2.3, 3.4, and 4.3.

**Budgeted - \$75,000; 408**

**Expended - \$91,765**

---

### Project Title – Priority Data Crash Data Entry Services 408K9-16-08-00(C)

**Project Description** – AHSO funded a contractor to reduce the current crash data backlog at DOT. This project is specific strategy/action step in support of Objective 2.1. Due to changes in the Alaska Motor Vehicle Collision Report (12-200), a police completed report, beginning 1/1/2013; problems with the electronic entry of the Alaska Motor Vehicle Crash Form (12-209), a self-reporting form for less serious crashes; a lack of

electronic transfer of crash data prior to mid-2015; and the continued lack of electronic crash data transfer from the Anchorage Police Department (the largest collector of crash data in Alaska) have all contributed to a significant, 2 year backlog. Priority Data 2014 crash data is expected to be completed in early 2017 and 2015 data by spring 2017.

The Priority Data Crash Entry Services supports *Alaska Traffic Records Strategic Plan* Objective 2.1.

**Budget - \$27,000; 408**

**Expended - \$9,783**

---

**Project Title** - Scholarship Travel for Training and Workshops

**Project Description** - The AHSO's travel scholarship program provides reimbursement for travel and/or training costs to the TraCs Model meeting under the Statewide TraCs project. Travel to this meeting did not occur under this project, it was paid out of the Statewide TraCs grant.

**Budget - \$10,000; 408**

**Expended - \$0**

## 3.8 Paid Media

### *Problem Statement*

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in 2016. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and local and national occupant protection campaign.

### *Performance Targets*

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

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



AHSO Research Analyst Miles Brookes tests out the Project DRIVE vehicle with Fatal Vision goggles during a site visit to the Homer Police Department

### *Projects and Funding*

The 2016 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, the funding sources, and funds spent on the project.

### *Performance Results*

The Paid Media project activities support the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY 2016 HSP.

### *Project Descriptions*

---

#### **Project Title** – AHSO Communications Contract

**Project Description** – The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supports the strategies outlined in the 2016 HSP and Alaska’s Strategic Highway Safety Plan. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving (which includes speeding); pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint for motor vehicle occupants of all ages. The plan also supported Alaska’s participation in the national Click It or Ticket and Drive/Ride Sober or Get Pulled Over high-visibility enforcement mobilizations. The creative and media buys were targeted to reach key demographic groups (e.g., the parents of teen drivers, males between 18 and 35 years of age, alcohol-impaired motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with the Zero Fatalities logo.

**Budgeted - \$136,613.94**

**Expensed - \$136,079.26**

**Project Title** – Project DRIVE Trailer Wrap (402PM-16-25-00(C))

**Project Description** – Project DRIVE was administered by Homer Police Department and was funded later in FFY 2016 after the HSP was originally submitted. Even with the late start the Project DRIVE trailer was able to be wrapped in traffic safety messaging where it was brought to five different schools for clinics and was also brought to the Safe Kids Fair in FFY 2016.

**Budget: \$9,000; 402**

**Expended - \$3,582**

### 3.9 Planning and Administration

#### *Problem Statement*

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

#### *Goal*

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

#### *Performance Targets*

1. Conduct a Stakeholders' meeting to receive input for development of the FFY 2017 Highway Safety Performance Plan.
2. Deliver the FFY 2015 Annual Report by December 31, 2015.
3. Deliver the Federal Fiscal Year 2017 Highway Safety Plan by July 1, 2016.

#### *Projects and Funding*

The 2016 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0 and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list of the projects, the funding sources, and funds spent on each project.

#### *Project Descriptions*

---

**Project Title** - AHSO Operations

**Project Description** – Funded personnel costs, operating costs, travel expenses, conferences and training, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services will provide the statewide program direction, financial, clerical support, property management, and audit for the 402 statewide programs. Helps the AHSO in managing projects to Target Zero Fatalities. The

Alaska Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures.

The staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State's specific safety characteristics.

**Budgeted - \$367,364.34; 402**

**Expensed - \$114,012**

## 4.0 Alaska Highway Safety Phone Survey - 2016

The Alaska Injury Prevention Center (AIPC) in conjunction with Hays Research Group Inc. designed and implemented the 2016 phone survey in compliance with the recommended NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions. The questions addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt use, booster seats, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted August 4, 2016 to August 9, 2016 and averaged eight minutes in length. The random sample of 562 (n = 562) was drawn from drivers in the Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau areas. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to state population figures. An addition to the 2016 survey methodology was a quota of at least 50 percent of completed interviews with respondents on cell phones.

### *Survey Findings and Highlights*

The following findings from the 2016 traffic safety telephone survey are from the executive summary of the report.

### *Background and Driving in Alaska*

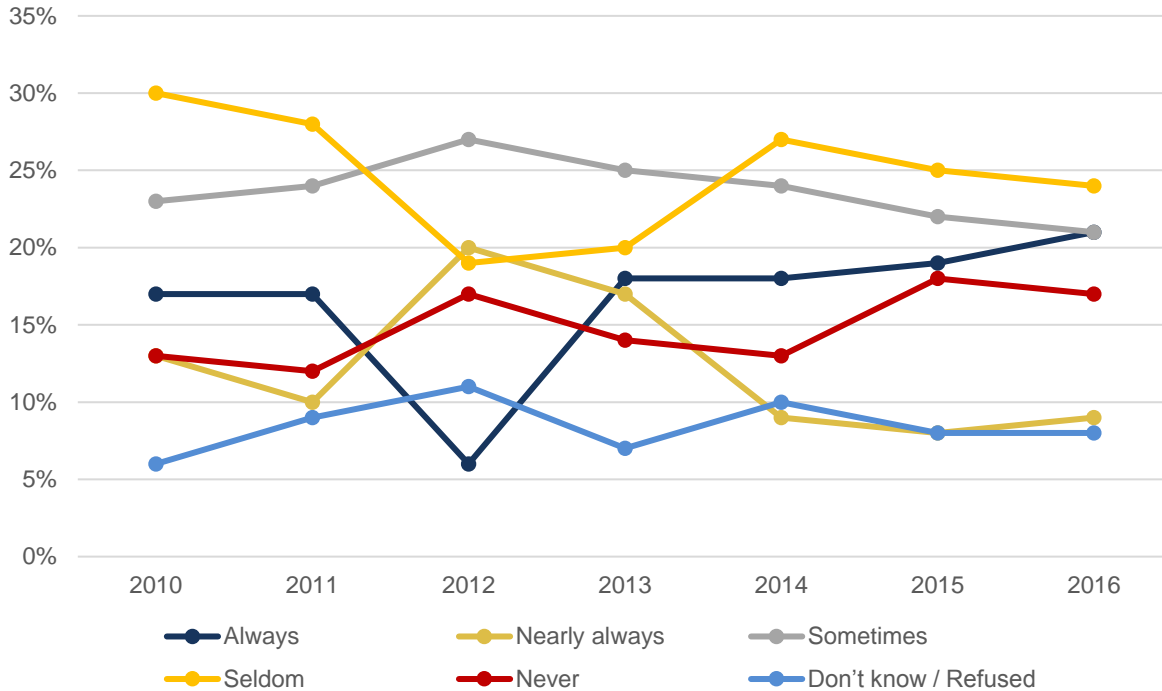
- Fifty-seven percent of Alaskan drivers drive fewer than 100 miles a week, down slightly from 61 percent in 2015.
- Alaskan drivers are choosing larger vehicles in 2016, with SUVs (34 percent) and trucks (31 percent) surpassing cars (29 percent) as the primary form of transportation.

### *Seatbelt Usage and Ads*

- Similar to the past five years, 90 percent of Alaskan drivers said that they always wear a seatbelt.
- More than four out of five Alaskan drivers (81 percent) think the likelihood of getting injured in a car accident while not wearing a seatbelt is always or almost always.
- Thirty percent of Alaskan drivers think that the likelihood of getting a seatbelt ticket is always or almost always, similar to previous years.
- Thirty percent of Alaskan drivers recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2016, down from 40 percent in 2015.
- Among the Alaskan drivers who recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2016, recall was high for 'Buckle Up' (96 percent recall), followed by 'Click it or Ticket' (69 percent recall).
- The percentage of respondents who viewed seat belt ads on television continued to decrease from 54 percent in 2015 to 52 percent in 2016. Twenty-five percent had heard an advertisement or message on

the radio, down from 28 percent in 2015. Five percent reported seeing an ad on the Internet, with Facebook being the most likely place to see an Internet ad.

**Figure 4.1 Survey Responses on Chances for a Seatbelt Ticket**

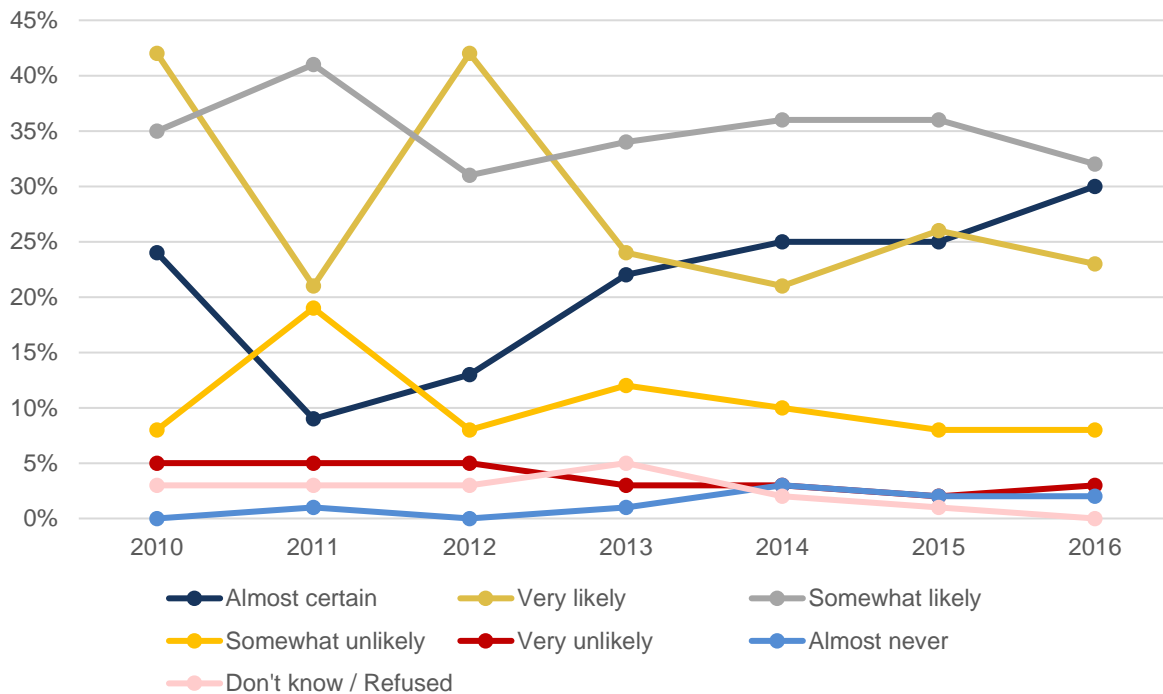


Source: ALASKA INJURY PREVENTION CENTER ALASKA TRANSPORTATION SURVEY RESULTS

### Drinking and Driving

- Fifty-three percent of Alaskan drivers said that the likelihood for being arrested for driving after drinking is almost certain or very likely, up from 51 percent in 2015. 5percent said that the chances for being arrested are very unlikely or never.
- Fifty-six percent of Alaskan drivers said that they had seen or heard something about drunk driving enforcement by police in Alaska in 2016, down from 64 percent in 2015.
- TV was the most likely media to have seen a message about drunk driving enforcement (51 percent) followed by Radio (30 percent) and Newspaper (29 percent). Seventeen percent had seen an ad on YouTube, and 19 percent said that they had seen an Alaska traffic safety ad on a national website.
- ‘Drunk Driving is a Dead End’ was the most likely ad to be recalled (72 percent) by Alaskan drivers who had seen an ad about drunk driving enforcement by police in Alaska, followed by ‘Drive Sober or Get Pulled Over’ (59 percent).

**Figure 4.2 Survey Responses on Chances of Arrest after Drinking**



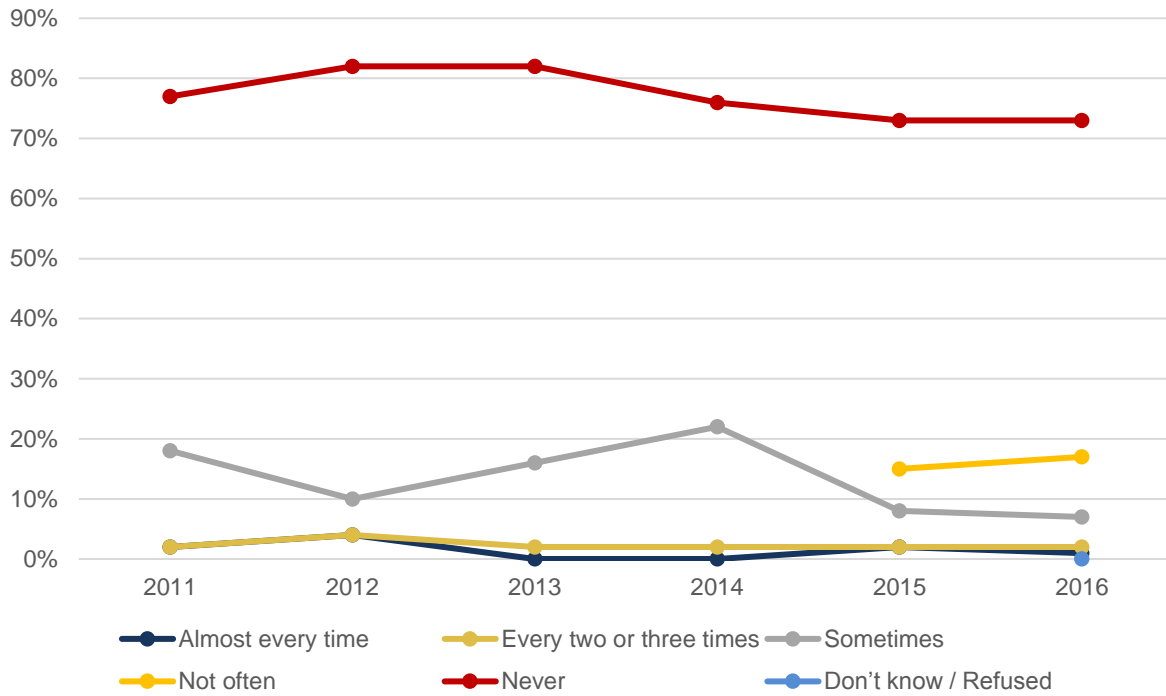
Source: ALASKA INJURY PREVENTION CENTER ALASKA TRANSPORTATION SURVEY RESULTS

### Cell Phone

- Self-reported drivers talking on the phone while driving remained the same as last year with 18 percent of drivers reporting talking on the phone while driving almost every time or every two or three times.
- Twenty-seven percent of Alaskan drivers self-reported at least some texting while driving, which is similar to 2015 (27 percent).
- Forty-five percent of Alaskan drivers said that they had a hands-free device in their car, up from 42 percent in 2015.
- Seventy-three percent of Alaskan drivers said that it was either very or somewhat dangerous to talk on the phone while driving, similar to results from 2015 (74 percent).



**Figure 4.3 Survey Responses on How Often You Read or Text While Driving**



Source: ALASKA INJURY PREVENTION CENTER ALASKA TRANSPORTATION SURVEY RESULTS

### Demographics

- Forty-five percent of the sample is male and 55 percent is female.
- Forty-four percent of the sample were college graduates.
- Seventy-four percent are Caucasian and 26 percent are non-Caucasian.

## 5.0 Alaska Observational Surveys of Seat Belt Use – 2016

The AHSO, as required by NHTSA, conducted an observational study in 2016 of driver and front row outboard passenger seat belt use in Alaska. The AHSO provided funding for the Alaska Injury Prevention Center (AIPC) to conduct the 2016 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011.

The 2016 observations took place from June 6 to 14. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, SUVs, and vans. A total of 45,543 vehicle occupant drivers and outboard passengers were observed. Seat belt use could not be determined for 12 observations and are not included in the analysis. Twenty-nine percent of the observed vehicles were cars, 31 percent sport utility vehicles (SUV), and 31.7 percent trucks. A statistical sample of major and rural (i.e., local) roads in communities encompassing 85 percent of the State's passenger vehicle crash-related fatalities from 2005 to 2009 was selected for the surveys.

### *Findings*

The overall weighted seat belt rate was measured at 88.5 percent, down from 89.3 percent that was measured in 2015. The standard error was determined to be 0.79 percent, well within the standard error of 2.5 percent as required by NHTSA guidelines.

- Seat belt use rate in 2015 varied by vehicle type:
  - Car – 90.6 percent;
  - SUV – 91.7 percent;
  - Truck – 86.3 percent; and
  - Van – 88.5 percent.
  
- Seat belt use varied by region observed:
  - Anchorage – 89.4 percent;
  - Fairbanks – 89 percent;
  - Juneau – 86.9 percent;
  - Kenai – 81.3 percent; and
  - Matanuska-Susitna – 95 percent.
  
- Handheld cell phone use also was observed at 7.4 percent.

## 6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through contract to a media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 6.1 details the FFY 2016 paid media buys coordinated by Walsh Sheppard and includes media type, audience size, evaluation results, and total paid by media source.

**Table 6.1 FFY 2016 Paid Media**

Media	Audience Size	Total
<b>Thanksgiving Occupant Protection Campaign</b>	<b>Statewide: 738,432</b>	<b>\$20,440</b>
<i>November 23-29, 2015</i>		
Radio: 559		
Online: 99,194 Impressions		
<b>Holiday Impaired Driving Campaign</b>	<b>Statewide: 738,432</b>	<b>\$62,154.76</b>
<i>December 14, 2015- January 3, 2016</i>		
Online: 2,481,874 Impressions		
Radio: 1,382 Spots		
TV: 169 Spots		
<b>Memorial Day Occupant Protection Campaign</b>	<b>Statewide: 738,432</b>	<b>\$5,374</b>
<i>May 23-30, 2016</i>		
Online: 214,404 Impressions		
Radio: 226 Spots		
<b>July 4th Impaired Driving Campaign</b>	<b>Statewide: 738,432</b>	<b>\$5,374</b>
<i>June 27- July 4, 2016</i>		
Online: 134,492 Impressions		
Radio: 218 Spots		
<b>Labor Day Impaired Driving Campaign</b>	<b>Statewide: 738,432</b>	<b>\$13,492</b>
<i>August 29 - September 11, 2016</i>		
Online: 934,714 Impressions		
Radio: 1,321 Spots		

## 7.0 Financial Summary

**Table 7.1 Financial Summary of FFY 2016 Expenditures**

<b>Fund Source</b>	<b>Name of Project</b>	<b>HSP Amount</b>	<b>FFY 2016 Expenditure</b>
402	Planning and Administration Federal	\$367,364.34	\$ 114,012.00
402	DPS-Toxicology SVCS	\$202,898.42	\$ 163,266.00
402	H&SS Alaska Bicycle and Pedestrian Safety	\$42,095.00	\$ 6,731.00
402	CIOT HVE (AST, ANC, Homer, Kenai, Wasilla, Juneau)	\$90,000.00	\$ 153,081.00
402	AST Speed Fatality Reduction	\$224,700.00	\$ 213,382.00
402	Scholarships Travel for Training and Workshops Lifesavers 402 (Hatch, Dupee, Dunn)	\$15,000.00	\$ 7,104.00
402	Fairbanks PD Traffic Enforcement Equipment	\$12,700.00	\$ 9,960.00
402	AIPC Safe Roads	\$320,000.00	\$ 246,274.00
402	AIPC-FFY16 Telephone Survey	\$20,000.00	\$ 19,954.00
402	Walsh Sheppard Educational/Safety Media Buys	\$21,780.06	\$ 21,780.00
402	Walsh Sheppard Educational/Safety Media Contract	\$60,000.00	\$ 36,125.00
405d	Homer PD-Project Drive Media	\$9,000.00	\$ 3,582.00
408	AST Statewide TraCS Project	\$62,000.00	\$ 28,101.00
408	AHSO Traffic Maintenance License Fees	\$75,000.00	\$ 91,765.00
408	Priority Data-Crash Data Entry Services	\$27,000.00	\$ 9,783.00
405b	Scholarships Travel for Training and Workshops (AIPC, CPH, FMH Lifesavers)	\$15,000.00	\$ 5,564.00
405b	Mat-Su Services Child Passenger Safety Program	\$32,467.00	\$ 26,254.00
405b	Central Peninsula Hospital-Safe Kids Kenai	\$58,000.00	\$ 56,760.00
405b	Fairbanks Safe Rider	\$73,935.00	\$ 66,874.00
405b	SEARHC Southeast Alaska Motor Vehicle Safety	\$98,000.00	\$ 72,791.00
405b	Statewide CPS Coordinator	\$40,000.00	\$ 29,124.00
405b	AIPC-OPUS	\$65,000.00	\$ 49,184.00
405d	DUI HVE (AST, ANC, Homer, Kenai, Palmer, Seward, Wasilla, Kodiak, Soldotna, Juneau)	\$540,000.00	\$ 290,368.00
405d	Walsh Sheppard 405 Educational/Safety Media Buys	\$78,174.14	\$ 78,174.00
405d	AST-DRE Instructor School Travel & Training	\$136,651.13	\$ 112,412.00
405d	AST-Statewide DRE	\$82,750.00	\$ 35,228.00
405d	City of Fairbanks DUI Traffic Enforcement	\$275,510.00	\$ 179,945.00
405d	Homer PD-Project Drive	\$20,000.00	\$ 12,178.00