State of Alabama

Fiscal Year 2018

Annual Report

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VISION, GOALS, AND MISSION

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

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

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

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

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

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

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

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

Year	Fatality Rate
2006	1.99
2007	1.81
2008	1.63
2009	1.38
2010	1.34
2011	1.38
2012	1.33
2013	1.31
2014	1.25
2015	1.26
2016	1.56
2017	1.41*

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2009. This goal was met and maintained well until 2016. According to preliminary state data, the rate increased dramatically in 2016. As AOHS has monitored fatalities in 2018, the rate is once again reducing. While it is too soon to truly evaluate what is causing the decrease from one year to the next, there is evidence to suggest increased enforcement from local law enforcement agencies has helped drive down fatalities. Alabama will continue with following goal: "*To reduce the fatal mileage rate in Alabama by 25% from 1.34 in 2010 to under 1.00 per 100 million vehicle miles traveled by calendar year 2020."*

Alabama has met the Section 402 requirements since the onset of the program in the late 1960s. This compliance continued under the Moving Ahead for Progress in the 21st Century (MAP-21), and it has now been updated to address those provisions under the Fixing America's Surface Transportation (FAST) Act.

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

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

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

This report will now continue by describing the various programs and projects within programs that have been implemented in the past fiscal year.

Program Area- Planning and Administration

Overview

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

Performance Measures

Projects under Planning and Administration do not directly affect the performance measures listed in the FY 18 HSP for Alabama. However, the activities conducted by administrators and grant staff in these programs support the activities of the AOHS.

Planning and Administration
Total Fiscal Year 2018 Expended Funds –$ 258,976.24
Funding Source – NHTSA Section 402- $ 532.92
Funding Source – FAST Act Section 402- $ 258,443.32

P&A costs for FY 18 included both direct and indirect costs for personnel with their associated expenses. Personnel in the direct cost category included the Public Safety Unit Chief who spent approximately 50% of his time on highway traffic safety related issues. Personnel in the indirect cost category used the ADECA Indirect Cost Rate, which included the LETS Division Chief/GR, an Administrative Assistant, the LETS Accounting Unit Manager and one Accounting Staff Member devoted to highway traffic safety. All P&A costs were split 50% Federal and 50% State.

Community Traffic Safety Programs
Total Fiscal Year 2018 Expended Funds - $724,446.62

Funding Source - NHTSA Section 402

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

The CTSP regions participated in four statewide enforcement campaigns in 2018.These campaigns took place during the Memorial Day and Labor Day holiday periods. An additional High Visibility Enforcement campaign focused on impaired driving is conducted year-round. However, there are heightened, "peak" periods of activity coupled with paid media campaigns during the Thanksgiving or Christmas/New Year's, Cinco de Mayo, and Fourth of July holiday periods. Alabama also participated in the statewide speed campaign, Southern Shield during the third week in July.

The AOHS continues to hold quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

Program Area- Police Traffic Services

Overview

To implement the State's Evidence-Based Enforcement Plan, there will be four local Selective Traffic Enforcement Program (STEP) projects during the coming year as well as one statewide STEP project. Each of these STEP projects will focus on Hotspot crashes and the problem locations that have been identified across the state. One STEP project will take place in each of the four CTSP/LEL regions and the statewide STEP project will be conducted in conjunction with the Alabama Law Enforcement Agency (ALEA). By conducting these STEP projects, additional efforts can be focused on the reduction of impaired driving related crashes and speed related crashes. The Law Enforcement activity will be sustained for twelve (12) months.

The enforcement effort is evidence-based, with the objective of preventing traffic violations, crashes, and crash fatalities and injuries in locations most at risk. The enforcement program will continuously be evaluated, and the necessary adjustment will be made. The activities and accomplishments of these programs can be found starting on page 8.

Performance Measures

- C-1: Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018.
- C-2: Reduce serious injuries in traffic crashes by 4.76 percent from the five year baseline average of 8,787 (2011-2015) to 8,369 by 2018.

- C-3: Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018.
- C-5 - Reduce the alcohol-impaired driving fatalities by 11.63 percent from the five-year baseline average of 258 (2011-2015) to 228 by 2018
- C-6: Reduce the speeding-related fatalities by .77 percent from the five-year baseline average of 259 (2011-2015) to 257 by 2018.

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data, and a full analysis of the state's progress can be found starting on page 43. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2017, 948 people were killed on the highway, down from the 2016 total of 1,083 fatalities (FARS). Serious Injuries decreased from 8,152 in 2017 to 7,480 in 2018. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased from 298 in 2016 to 268 in 2017. The number of Speeding-Related Fatalities decreased from 329 in 2016 to 257 in 2017. In 2017, the Number of Serious Injuries in Traffic Crashes decreased from 8,542 in 2016 to 7,480 in 2017.

Police Traffic Services Programs
Total Fiscal Year 2018 Expended Funds - $2,792,949.91
Funding Source - NHTSA Section 402

The general implementation strategy of AOHS has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the four regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted Driving Under the Influence (DUI) checkpoints when allowed and saturation/directed patrols during at least one weekend per month. The year-long enforcement campaign resulted in 177 DUI arrests, 27,507 Speeding Citations, and 7,767 Seat Belt Violations.

Within the larger enforcement campaign, AOHS also had their CTSP/LEL's participate alongside ALEA in the second annual statewide speed initiative called "Southern Shield". This was a one week long innovative partnership between NHTSA Region 4 and Region 4 States that was widely accepted and very successful for the first year. The enforcement program consisted of members from 45 law enforcement agencies from the municipal to the state level (Municipal Agencies: 15; County Sheriffs: 14; State Police Districts: 16). Officers worked 1,756 hours total and issued a total of 8,031 citations. With the success of this program it is believed that the AOHS will continue this program in the future.

Program Area- Occupant Protection

Overview

The major goal of the AOHS Occupant Protection plan is to ensure resources dedicated to occupant protection are allocated in a manner to bring about the maximum traffic safety benefits to the roadway users of the State. The plan considered all restraint programs to be conducted in Alabama over a five-year planning horizon with special emphasis on those that were proposed to be funded under the 405b Occupant Protection Grants and 402 Grants section for FY 2018.

In FY 2018, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, observational survey evaluation, and Child Passenger Safety training.

Performance Measures

- C-1: Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018
- C-2: Reduce serious injuries in traffic crashes by 4.76 percent from the five-year baseline average of 8,787 (2011-2015) to 8,369 by 2018
- C-3: Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018
- C-4: Reduce the unrestrained passenger vehicle occupant fatalities by 7.18 percent from the five-year baseline average of 362 (2011-2015) to 336 by 2018
- B-1: Maintain the observed seat belt usage at the five-year baseline average (2012 -2016) of 93.6% in 2018

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data, and a full analysis of the state's progress can be found starting on page 43. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2017, 948 people were killed on the highway, down from the 2016 total of 1,083 fatalities (FARS). Serious Injuries decreased from 8,152 in 2017 to 7,480 in 2018. The number of unrestrained passenger vehicle occupant fatalities in 2018 was 398, a decrease from the 2017 total of 426. The State Observed Seat Belt Use Rate was 91.4 % in 2018.

Click It or Ticket High Visibility Enforcement
Total Fiscal Year 2018 Expended Funds - $196,996.52
Funding Source –FAST Act Section 402

In addition to a paid media effort, Alabama conducted the Click It or Ticket (CIOT) High Visibility Enforcement program for a two-week period from May 21 through June 3. The enforcement program consisted of members from 104 law enforcement agencies from the municipal to the state level (Municipal Agencies: 70; County Sheriffs: 18; State Police Districts:

16). The officers worked 12,842 total hours. The total number of all citations issued throughout the campaign was 16,787.

Click It or Ticket Paid Media Campaign
Total Fiscal Year 2018 Expended Funds - $353,010.69
Funding Sources – MAP-21 405b

The 2018 CIOT Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads May 14-28, which includes the enforcement period.

The CIOT Statewide Mobilization played a critical role in the effort to keep people safe on the state's roads and highways. In the May time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services and theater screens were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In May, Auburn Media Production Group placed 3,428 paid media commercial ads on local and broadcast television and radio stations. There were 6,351,036 digital impressions and 561 out of home placements in the same time frame.

The advertisements , "Epic Fails" and "Eggs Crash" were produced by Auburn Media Production group for statewide use and formatted for the different platforms of distribution.

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

Broadcast Television

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

Cable Television

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

Radio

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

Out of Home

Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Out of Home placements ran a total of 8,291,306 exposures. Campaign ads were also placed in ScreenVision and MCM theater showings for a total of 315,855 spots.

Digital Media:

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

Evaluation of "Click It or Ticket" 2018
Total Fiscal Year 2018 Expended Funds - $196,691.41
Funding Source- MAP-21 Section 405b High

Summary

The CIOT High Visibility Enforcement campaign was conducted between May 21 and June 3, 2018 in Alabama. Multiple agencies and organizations participated in this effort under the leadership of the AOHS. Scheduled public education and enforcement were conducted, working toward the single goal of increasing seat belt use to improve highway safety.

Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after rates were evaluated through the telephone surveys.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. The observed seat belt usage rate was 91.4% in 2018.

Click It or Ticket Team

AOHS in ADECA/LETS coordinated this major project. The magnitude of the total effort may be gathered from Table 1-1 found on page 13.

Table 1-1: Agencies and Organizations on 2018 "Click It or Ticket" Team

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

Occupant Protection Paid Media Evaluation

Research Strategies, Inc. conducted telephone interviews after the CIOT campaign in 2018. The interviews averaged 9 minutes in length, among a geographically stratified random digit dialing sample of households in Alabama. There was a mixture of landlines and cell phones in the 500 responses. The sub-sample in each of the Alabama counties was weighted proportionately by population. By using a larger percentage of cell phone numbers, the research's sub-samples of 19 to 34 years and 35 to 54 years of age populations were increased to Alabama's population ratios. No open-ended questions were asked. Numerous calls were made to obtain 500 complete interviews The process continued until the 500 interviews were obtained to have a good sample size. The survey took place during June of 2018.

The most important questions dealt with the respondent's use or non-use of seat belts. The most frequent answer to how often do you wear your seat belt was "All of the time." It was given by 89.66% of the respondents interviewed. 97.2% of the respondents reported that they used their seat belts "all of the time" or "most of the time" at the end of the CIOT campaign.

When questioned about crashes, 97.2% strongly agreed or somewhat strongly agreed that they wanted to be wearing their seat belts if they were ever involved in a crash.

In general, this survey indicates that Alabamians are aware that they should be wearing their seat belts. 89.7% report that they wear them all the time, and 97.2% report that they wear them all the time or most of the time. The survey in its entirety can be viewed in the 2018 Click It or Ticket Report, to be submitted to NHTSA by March 31st, 2019.

Occupant Protection and Child Restraint Use Observational Surveys

Observational Study Design

NHTSA issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. The survey plan used represents Alabama's response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant seat belt and child safety restraint use. The plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama's 2018 seat belt survey. 2018 was the sixth year to implement this observational plan based on fatality locations rather than the population-based plan. New sites had to be determined and approved by NHTSA for 2018. There are a total of 349 sites spread over 41 counties. New observation sites must be determined every five years.

The University of Alabama Center for Advanced Public Safety managed the process of the annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. CAPS contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 41 Alabama counties (349 sites) at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 2-1. These counties and the sites within them were chosen to satisfy the NHTSA guidelines.

Table 2-1: Seat belt observation counties

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

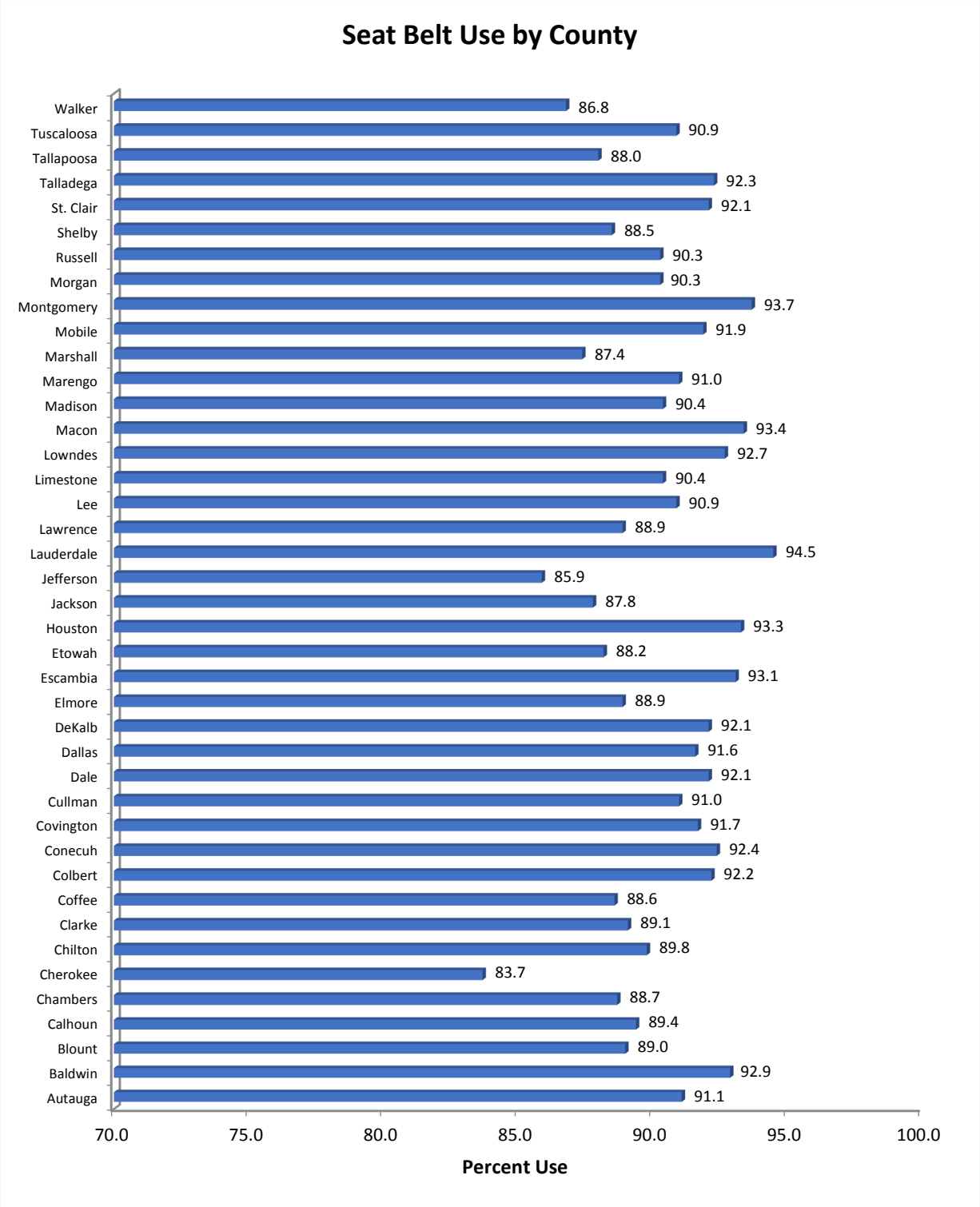
Seat Belt Survey Results

A total of 99,701 front seat occupants were observed at sites scattered among 41 selected counties for the observational surveys. There were 49,265 front seat occupants observed during April 19 – May 5 for the pre-media campaign period and 50,436 front seat occupants observed June 4 – 18 during the post-media campaign.

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

- The rate in 2018 decreased from the rate in 2017. The 2018 rate was 91.4% compared to 92.9% in 2017.
- As for gender in 2018, women once again wore their belts more than men. Women wore their seat belts 93% of the time and men wore their seat belts 86.2% of the time. These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The highest usage rate in 2018 was a tie between Van and SUV (90.2%), with Car not far behind (89.0%). These are raw percentages before weighting.
- It is proven that seat belts save lives, and as long as CIOT is producing a consistent high rate of belt usage, serious consideration should be given to continued implementation of the program in future years. The overall improvement in rates indicates that the CIOT campaign is reminding drivers to buckle up, and it is a major cause for the state sustaining its high rate.

See Figure 1 below for results for each county in the survey.



Source: 2018 Observational Surveys

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of July 2018.

Child Restraint Survey Results

The survey team observed a total of 1,962 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 91.8% which is 0.6% percentage point lower than last year's rate of 92.4%. Tuscaloosa County had the highest rate of 95.8%. Lawrence County had the lowest rate of 85.8%. There were 15 counties in the survey. The county results are listed below:

County	**Rate**
Blount	95.50%
Colbert	91.30%
Escambia	86.70%
Etowah	93.20%
Houston	92.30%
Jefferson	95.00%
Lawrence	85.80%
Lee	88.20%
Madison	94.50%
Marshall	93.00%
Mobile	88.80%
Montgomery	86.40%
Shelby	94.40%
Tuscaloosa	95.80%
Walker	92.90%
Overall	91.80%

Child Passenger Safety (CPS) Program
Total Fiscal Year 2018 Expended Funds - $ 87,719.60
Funding Source- MAP-21 Section 405b high

Alabama continued the Child Passenger Safety (CPS) program that began in FY 2006. In that year, the state established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. The CPS program was continued through FY 2018. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

However, in March of 2018, the AOHS halted activities of the CPS program to restructure and improve the project. For the last half of the year, training opportunities were communicated to communities and technicians in the state, but not hosted by staff of the grant. The Alabama Department of Public Health will now house the program, and will update their website https://www.alabamapublichealth.gov/injuryprevention to include training and class information to reach a wider array of citizens throughout the state.

During FY 2018, seven certification classes and fifteen update classes were held. The re-certification rate for Alabama for the year was 50% and the national average was 56.1 %. Alabama's lower re-certification rate can be attributed to technicians throughout the state either changing jobs or relocating and not continuing with child passenger safety in their area.

The first goal of the project was to increase the number of certified child passenger technicians in each of the four CTSP regions across the state.

To meet this goal for FY 2018, seven ADECA funded three-day classes were held in the cities of Montgomery, Westover, Gadsden, Robertsdale, Saraland, Enterprise, Wetumpka. Each CTSP office was made aware of all the training opportunities available and that the classes were on a first-come, first-serve basis.

In FY 2018, eight ADECA sponsored re-certification classes were held. All of the re-certification classes are to support the fitting stations and ensure that existing technicians have the latest information possible. A special emphasis was placed on retaining currently certified technicians. To meet this need, re-certification classes were offered. This re-certification class enables technicians the opportunity to acquire all six CPS Continuing Education Units (CEUs) required for re-certification. The technician is also required to attend a two hour (minimum) checkup event and install five car seat scenarios with an instructor present to complete all the requirements for re-certification.

The second goal of this project was to increase communication and awareness on the issue of CPS in each of the four CTSP regions.

The statewide CPS website offered a single place for all accurate CPS information and is actively used by parents and technicians alike. All these features will continue next year in the restructured program.

Program Area- Traffic Records

Overview

AOHS recognizes that Traffic Records is a critical component of the highway safety program. FY 18 projects in the Traffic Safety Information Systems (TSIS) areas were conducted with the concurrences of the Traffic Records Coordinating Committee (TRCC). AOHS continued funding for the development of several projects with the goal of improving data quality, timeliness, uniformity and completeness. The activities and accomplishments of these programs can be found starting on page 20.

Performance Measure

Traffic Records projects were not directly tied to a specific FY 18 Performance Measure. however, capturing, compiling, and analyzing crash statistics and other related data points is a crucial part in AOHS's planning and evaluation process.

Alabama Traffic Records Coordinating Committee (TRCC)

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

Traffic Records Strategic Planning

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

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

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. The group met in February, April and November in 2018. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting in order to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2019-2023), and an application for a grant to NHTSA in July 2018. The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

Traffic Safety Technical Development Projects
Total Fiscal Year 2018 Expended Funds – $ 672,861.30
Funding Source - MAP-21 Section 405c

CAPS and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2018.

The following areas describe the focus areas for the FY2018 traffic records upgrades in Alabama.

1. New Version of eCrash for MMUCC and Improved Technology (eCrash-2)
2. Major Systems Study to Design New Version of eCite (eCite-2)
3. RESCUE Software Completion and Deployment
4. Traffic Safety Information System Portal Development
5. MapClick Upgrade to full eGIS Compatibility
6. Systems Analysis for Future Design and Planning

The progress made in the program in 2018 is described below:

1. New Version of eCrash for MMUCC and Improved Technology (eCrash-2)

Area Goals
To create a new version of eCrash, called eCrash-2, to accommodate the changes being made in MapClick, and to transition away from the link/node locational sys-tem to a statewide ALDOT maintained Linear Reference System (LRS) for all roadways (whether on the state system or not).

The following gives the progress:

- Implementing User Interface (UI) screens in the eCrash client to capture MMUCC 5 data items.
- Implementing validation rules outlined in the MMUCC 5 manual so the collected data is internally consistent, shareable among states, and usable for CARE analysis in states that have CARE.
- Implementing business rules to promote user collection efficiency and ease-of-use.
- Survey results from ALEA are still pending. It is essential that ALEA assign someone to be responsible for changes in the crash report form going forward.

2. Major Systems Study to Design New Version of eCite (eCite-2)

Area Goals
To create a documented design for the next version of eCite (eCite-2) that utilizes, to the extent possible, the most current practical technology, and thus to assure its operation and effectiveness for at least the next ten years.

The following gives the progress:

- Researching and studying new platform technology to build the framework of the next-generation of eCite.
- Documented potential improvements based on brainstorming and system study completed during the quarter.
- Maintained the Alabama eCite Validation Reference List document to assist in future development. Characteristics of this document:
    - Lists all rules for an eCite report issuance.
    - Is a prototype for the eCite user guide.
    - Will ultimately reflect input from a representative set of stakeholders (e.g., affect-ed officers).
- The system is still in preliminary design and additional new approaches are being considered.

3. RESCUE Software Completion and Deployment

Area Goals

To complete development and fully deploy the Recording of Emergency Services Calls and Urgent-Care Environment (RESCUE) system, including all supporting subcomponents.

The following gives the progress:

- Continued providing technical support to ADPH EMS.
- Worked with ADPH EMS to provide ability for EMS providers to submit backlog PCRs.
- Developed system to generate and send weekly submission statistic emails to EMS providers.
- Building a PCR submission dataset to allow ADPH EMS to better monitor submission compliance.
- Continued to maintain RESCUE and improve user experience based on feedback from users.
- Performed maintenance on the new data portal to display Alabama NEMSIS Incident, Medication, and Procedure datasets.

RESCUE continues to be the focus of major resources employed during this year.

4. Traffic Safety Information System Portal Development

Area Goals

To establish and initiate full operation of a traffic safety web portal (SAFETY) that will provide current CARE capabilities to all stakeholders directly over the Internet.

Efforts in this area have been on two fronts: (1) NEMSIS dashboard portal, and (2) Safety portal. Progress in each of these are as follow:

- NEMSIS Dashboard Portal
    - Maintenance and testing continues on the “submissions dataset” capability.
    - The ability to analyze patient “wall time” has been added to datasets in order to support the spreadsheet download capability for this attribute; and
    - A “region-level access” capability has been incorporated into the RESCUE dash-board datasets
- Safety Portal
    - Work continued on the Angular-based next generation portal that has been developed to bring more desktop-like functionality into the Safety Portal.
    - A Front-Page dashboard with frequency and crosstab capabilities was developed.
    - A dashboard-like filtering capability has been implemented for the map feature. With this, users can start on the map instead of being forced to push map data from the dashboard.
    - A timeline-based dashboard card has been implemented.
    - A desktop-like Ticker component has been added to the dashboard for quick viewing of important counts (e.g., number fatalities, number serious injuries, etc.).

- A first-pass search feature has been implemented that improves users' ability to create complex searches.
- CARE web services have been enhanced to improve dashboard performance, including:
  - Filter sharing between components, and
  - Spreadsheet frequency/crosstab downloads that are built into CARE services for every dataset.
- Work is continuing incorporating link-node hotspot analysis onto the Safety Portal map.

5. MapClick Upgrade to full eGIS Compatibility

Area Goals
To upgrade MapClick to accommodate the eGIS changes being made by ALDOT and thus to transition away from the link/node locational system to a statewide ALDOT-maintained Linear Reference System (LRS) for all roadways (whether on the state system or not).

New work started this quarter includes (1) the connection of the old link/node IDs to the new eGIS IDs, and (2) the integration of the street characteristic information that is needed by MapClick.

The following efforts initiated this year:

- The eGIS data continues to be adjusted to match the format needed by MapClick.
- The eGIS team continues to work on a finalized dataset product for integration with MapClick.
- A new street names layer continues to be created by downloading available Tiger maps for each county and snapping the data to eGIS routes.
- All new results are being shared with MapClick team for review. Link and node shape-files including the new street names are being reviewed.

6. Systems Analysis for Future Design and Planning

Area Goals:
To initiate specific systems analysis project to optimize the design and plan for more effective development in future years.

Systems analysis studies continue to be conducted to support all the areas above, with the following example results:
- Several sets of MapClick-located crashes were analyzed to determine suggestions for MapClick improvements going forward and to improve the overall crash location process.
- New technologies were tested to identify possible improvements to our CARE engine data retrieval processes.

- Studies on several improvements to the CARE engine and to the ETL dataset generation process have been conducted, and where advantages are confirmed, upgrades are being made.

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program
Total Fiscal Year 2018 Expended Funds - $60,000.00
Funding Source - MAP-21 Section 405c

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. FY 2016 program highlights included revamping the Complaints process to provide better searching and alerting capability, as well as overseeing third-party compliance testing of ePCR data from individual agencies.

The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Center for Advanced Public Safety (CAPS) Data and Information Technology Support
Total Fiscal Year 2018 Expended Funds - $918,074.20
Funding Source - State Traffic Safety Trust Fund

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

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2018, CAPS assisted the AOHS by fulfilling data information requests that are made of the CAPS staff, prepared reports and statistical information for grant applications when asked, contributed to the development of the State's Highway Safety Plan and assisted with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings.

CAPS continued to spread eCite to law enforcement agencies throughout the state, provided training, provided technical support and maintained software systems.

CAPS also coordinated the phone surveys concerning the "Drive Sober or Get Pulled Over" campaign project and NHTSA and Governors Highway Safety Association (GHSA) survey on driver attitudes. CAPS maintained the SafeHomeAlabama.gov, (SHA) website with comprehensive traffic safety information.

CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to 147 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, ALDOT, ALEA, Federal Motor Carrier Safety Administration (FMCSA), NHTSA Region 4 personnel, county and municipal agencies, reporters, planning commissioners, the public, various media outlets from across the state, engineers, and others. These requests varied in complexity and the amount of time required to fulfill each query. Some requests required several follow-ups to complete. Each of these requests was responded to as quickly as possible to give the user the timeliest data.

Improvements to the Critical Analysis Reporting Environment (CARE) systems have been ongoing, and updates to these systems are released whenever necessary. Information releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date material possible for their analyses.

Electronic Citation Distribution and Expansion and Technical Support

CAPS assisted in the expansion of eCite, the electronic citation software. Since requests for eCite training have decreased so much, CAPS has begun to offer eCite training via a Go To Meeting webinar. If there is only one officer needing training, this is a way to get them trained sooner rather than waiting for 4 or 5 officers to hold a class.

CAPS provided technical support to all users that called or emailed with questions. CAPS personnel have assisted users having issues with eCite, eCrash, MapClick, LogBook, CORE, MOVE, eForms, ADVANCE as well as general problems related to hardware issues. Personnel work with ALEA to resolve these issues in addition to the users that have called directly.

In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS also produces and sends out DVDs of the software to agencies as they request it. CAPS personnel spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE, one of the applications in the MOVE suite such as eCite or eCrash, or could also be CARE or ADVANCE software testing.

Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" alcohol campaign survey. This campaign focused on the importance of not driving while impaired and involved a strong media and enforcement blitz during the Labor Day Holiday weekend. To measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research

Strategies performed telephone surveys from a representative portion of the state to determine whether the campaign was a success. CAPS worked closely with Research Strategies to refine the survey questions being asked. This year the survey was conducted statewide rather than just the six major counties that have been done in the past. This is due to the fact that the media permeates the state better now sainces much of it is digital media and not just the major TV and radio market areas. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the Drive Sober or Get Pulled Over Media campaign takes a different approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events and a college football tailgate tour across the state. The educational outreach included:

- College Football Tailgate Tour (8 games) with Legend Pledge Program
- Motorsports
    - Talladega Superspeedway for Fall 2017 Race
    - Barber Motorsports Park Complex for April 2018
    - Talladega Superspeedway for Spring 2018 Race

The strategy of the campaign consisted of premium signage, public address announcements and event displays. Fans were invited to sign a pledge to drive sober. The Alliance booth promoting the Drive Sober message is set up and manned at each event. The combined attendance at all of these events was in the hundreds of thousands of people.

The project with Huddle to communicate highway safety messages on the back of tickets used for high school events was renewed and continued this year.

CAPS assisted with another phone survey. This survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with Research Strategies, Inc. for this survey. CAPS instructed Research Strategies, Inc. as to the questions and counties that were included in the survey of the state. The results of the phone survey were produced by Research Strategies and forwarded on to CAPS for review and dissemination to the Office of Highway Safety.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, developing the agenda, sending invitations, and taking the minutes of the meeting.

Safe Home Alabama Website

The SafeHomeAlabama.gov (SHA) website is unique in that it does not tout any one agency but attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. Efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. There are changes made every week to SHA. These include reports and links to reports, including recent news articles and sometimes new pages are added.

The CAPS web development group created a major upgrade in SHA and released the improved web site near the end of November. Among other things, these upgrades included:

- Moved to WordPress CMS (content management system) and implemented the CAPS theme for a modern look and feel
- New streamlined home page
- Consolidated all site posts into a single blog style News section organized by topic categories and subject tags.
- Landing page for subject pages, with most recent update for each subject area on the landing page linked to the subject page that will retain all updates
- List of "featured news" items on the home page
- Use of Call to Action (CTA) bars on several pages to the expanding special studies list
- Updates to several special studies to include new executive summaries and recommendations.

Program Area- Impaired Driving

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. UA- CAPS compared FY2016 ID crashes against FY2014-2015 ID crashes to determine any significant changes that have occurred from the previous two fiscal years. Also, a review was conducted of the current legislation in Alabama regarding ID laws and penalties. The findings were then taken into consideration when planning enforcement campaigns, as well as training programs to fund in the upcoming fiscal year.

In FY 2018, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Administrative License Revocation or Suspension, and Drug Recognition Expert and Prosecutor Training programs. The activities and accomplishments of these programs can be found starting on page 28.

<u>Performance Measures</u>

- C-1 - Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018
- C-2 - Reduce serious injuries in traffic crashes by 4.76 percent from the five year baseline average of 8,787 (2011-2015) to 8,369 by 2018
- C-3 -Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018
- C-5 - Reduce the alcohol-impaired driving fatalities by 11.63 percent from the five-year baseline average of 258 (2011-2015) to 228 by 2018

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data, and a full analysis of the state's progress can be found starting on page 43. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2017, 948 people were killed on the highway, down from the 2016 total of 1,083 fatalities (FARS). Serious Injuries decreased from 8,152 in 2017 to 7,480 in 2018. The number of Alcohol-Impaired Driving Fatalities was 268 in 2018, down from 298 in 2016.

Drive Sober or Get Pulled Over High Visibility Enforcement
Total Fiscal Year 2018 Expended Funds - $178,249.42
Funding Source – MAP-21 405d

In addition to the paid media effort, the four regions in Alabama conducted the "Drive Sober or Get Pulled Over" (DSOGPO) High Visibility Enforcement program for a two-week period from August 17 through September 3. The enforcement program consisted of members from 117 law enforcement agencies from the municipal to the state level (Municipal Agencies: 80; County Sheriffs: 21; State Police Districts: 16). Officers worked 5,868 total hours and the total number of citations issued was 12,245.

Drive Sober or Get Pulled Over Paid Media Campaign
Total Fiscal Year 2018 Expended Funds - $354,184.66
Funding Source – FAST Act 405d

The DSOGPO Media Campaign included placement of approved, paid programming on broadcast and cable TV, radio spots, out of home platforms and digital ads August 13-September 3, which includes the enforcement period.

The DSOGPO statewide mobilization played a critical role in the effort to keep people safe on our roads and highways. In the Labor Day time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services and theater screens were employed to reach the target audiences. These efforts were aimed at preventing motorists from choosing to drive while impaired. In August and September, Auburn Media Production Group placed 3,985 paid media commercial ads on local and broadcast television and radio stations. There were 6,847,803 digital and Out of Home impressions in the same time frame.

The spots, "One for the Road" and "Yellow Light" were produced by Auburn Media Group and formatted for consumption across various media platforms throughout Alabama.

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

Broadcast Television

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

Cable Television

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

Radio

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

Out of Home

Electronic billboards were leased in major markets where space was available. Several designs were tagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika.

Digital Media:

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

Impaired Driving Paid Media Evaluation

The 2018 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 502 qualified Alabama driver residents were randomly sampled using a combination of landlines (57% of the total sample) and wireless (cell phones) (43% of the total sample) telephone exchanges.

Each of the five hundred (N = 502) research participants captured in the 2018 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the 67 Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Drank at least a single beer, glass of wine or other alcoholic beverage in the past year

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

Each of the 67 Alabama counties' sub-samples were randomly pulled from the top residential ZIP Codes in each county, weighted by ZIP Code population within the county. This Stratified Sample Matrix offers the 2018 ADECA Alabama Alcohol Target Group Research with a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

The Alabama drivers participating in the 2018 ADECA Alabama Alcohol Target Group Research are 43.43% males and 56.57% females. The overall sample's average age is 51.03 years. The age range, ethnic range and education level of the 2014, 2015, 2016, 2017 & 2018 research participants continue to be consistent year-to-year.

Drivers were asked what racial category described them. The majority of drivers, 75.1%, considered themselves to be white. Black or African American respondents made up 20.7%, Hispanics/Latino and Asians made up the remainder of the survey.

Over 72% of respondents had some college education or were college graduates or higher.

Major Findings among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. Most respondents (81.5%) said they drove almost every day while 15% drive a few days a week and 3% drive a few days a month or less.

Type of Motor Vehicle Driven: The majority of respondents (48%) drove cars. The next highest categories were SUVs at 24% and pickup trucks at 23%, followed by vans or minivans at 4%.

Frequency of Seat Belt Use: Most drivers (91.4%) wear their seat belts all of the time and 6.2% wear their seat belts most of the time. Additionally, 1.4% wear their seat belts some of the time.

Alcohol Use: The majority of drivers (60%) answered that they had at least one drink in the past thirty days. These Alabama drivers who drink, drank an average of 8.52 days in the past 30 days.

Of those drivers 17.28% have driven in the past 30 days a motor vehicle within two (2) hours after drinking an alcoholic beverage. This is an increase of 5.01 percentage points above the 2016 Research. Of those that did drink, the average number of drinks was 1.94.

Driving When Had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, only 3.85% replied "Yes."

Visibility of Police on Roads: Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (76.7%) answered about the same, 18.3% of drivers answered more often than usual.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The overwhelming majority of drivers (67.3%) had seen or heard messages encouraging people to avoid drinking and driving. Most drivers indicate they recall these messages on Cable TV, Billboards/Signs and Traditional Radio. Those who indicated the Cable TV medium, 56.44% say the message was a commercial and 30.03% a PSA.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if there were more messages than usual to encourage people to avoid drinking and driving. 76.5% reported that they had seen about the same number of messages.

Visibility of Police Checkpoints: In the last 30 days, 26.8% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 29% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. The most dominant unaided awareness is for the slogans "Don't Drink and Drive" (22.18%), "Buzzed Driving is Drunk Driving" (13.81%) and "Friends Don't Let Friends Drive Drunk" (10.04%).

The aided awareness for these slogans are: "Don't Drink and Drive" (16.64%), "Friends Don't Let Friends Drive Drunk" (15.29%) and "Buzzed Driving is Drunk Driving" (14.67%).

Enforcement of Drinking and Driving Laws: Most drivers (86.45%) feel it is very important to enforce drinking and driving laws more strictly.

Drug Recognition Expert (DRE) Training Program
Total Fiscal Year 2018 Expended Funds - $213,584.18
Funding Source – 405d

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug

other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

2018 Activities

- A total of 14 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held at various locations in the state.
    - 203 officers were trained in ARIDE during the year.
- 2 DRE classes were held, one in March and the other in June in Jacksonville, FL.
    - Trained a total of 24 students
        - 14 from Alabama
        - 10 from Mississippi
    - Completed all phases of training and were certified as DREs.
- Conducted SFST Instructor Development Courses in Huntsville and Bay Minette.
    - 31 officers certified as SFST Instructors
- Alabama Police academies conducted a total of 20 Basic SFST Courses
    - ACJTC Total Trained – 126
    - Birmingham Total Trained – 62
    - Huntsville Total Trained – 51
    - Mobile Total Trained – 48
    - Montgomery Total Trained – 43
    - NEALEA Total Trained – 156
    - Tuscaloosa APOST Total Trained – 68
        - Total Trained – 554
- Assisted the state Traffic Safety Resource Prosecutor (TSRP) with first "Prosecuting the Drugged Driver" conference in Prattville.
- 9 DRE Instructors joined IACP DRE Section this year and attended the annual meeting.
- Attended DRE Courtroom Training in Jacksonville, Florida with TSRP Bill Lindsey.
- Conducted 2 DITEP classes in Opelika attended by teachers and SROs from Lee and Russell County (not funded through DRE grant funds but taught by DRE instructors).
- Assisted in training Mobile County DA Office in recognizing drug impaired driving and SFST training with SGT Darrell Bogle and TSRP Lindsey.
- Assisted Auburn University – Harrison School of Pharmacy by presenting at 3 addiction conferences (Florence, Birmingham, and Mobile) and assisted with special elective class at Auburn University.
- State coordinator attended the International Association of the Chiefs of Police (IACP) Conference on Drugs, Alcohol and Impaired Driving with 6 DRE Instructors and 6 DREs.
    - Alabama DREs assisted in presentations at the FY 18 conference.

Traffic Safety Resource Prosecutor Program
Total Fiscal Year 2018 Expended Funds - $129,281.58
Funding Source – 405d

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges and other traffic safety professionals by offering competency and expertise in impaired driving.

Responsibilities

- Provide on-call technical assistance and legal research to prosecutors on a myriad of legal issues pertaining to impaired driving prosecution. Issues include: Standardized Field Sobriety Testing (SFST), probable cause, implied consent, breath and blood testing, trial advocacy, evidentiary predicate and the DRE program.
- Assess training needs and develop training opportunities for prosecutors and law enforcement officers to enhance the effectiveness and competence of investigating and prosecuting impaired driving cases.
- Assist and/or lead prosecutions of impaired driving cases upon request.
- Develop and maintain resources related to the investigation and prosecution of impaired driving cases.
- Monitor legislative matters that impact impaired driving laws.
- Communicate with other state agencies involved in impaired driving cases such as the ALEA and Alabama Department of Forensic Science (ADFS) to promote uniform enforcement and prosecution of Alabama's impaired driving laws.
- Make presentations to and participate in local, state and national meetings on traffic safety issues.
- Maintain a working relationship with NHTSA, National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC) and other TSRPs around the country.
- Maintain a website on which relevant and informative information is contained.

2018 Activities

- Taught nine classes at three different police academies (Selma, Tuscaloosa, NELEA)
- Held four regional trainings on Impaired Driving Crashes
- Taught five classes on the 4th Amendment and Traffic Stops
- Taught three other DUI-related classes around the state
- Hosted a three-day "Prosecuting the Drugged Driver" training in conjunction with the Drug Recognition Expert Training Program State Coordinator
- Spoke about the future of impaired driving enforcement & prosecution at the AAA Safety Summit and the ADAA summer conference
- Spoke at two regional ignition interlock forums held by the Alabama Judicial Commission

- Spoke about oral fluid testing at the TSRP National Conference & IACP Drugs, Alcohol, & Impaired Driving conference
- Attended NHTSA's DRE Courtroom Training class
- 149 requests for assistance answered
- 1,683 prosecutors, law enforcement, judges, and other court personnel trained

The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

Driver's License Suspension Appeals Program
Total Fiscal Year 2018 Expended Funds - $24,095.34
Funding Source – NHTSA Section 402

The Driver License Suspension Appeals Program (DLSA) was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was the intention of the administrative license suspensions. The goal of the DLSA Program is to ensure timely driver license suspension thus protecting drivers on the roadways of Alabama. There were three objectives to meet this goal.

Objective 1 was to maintain the average of five months required to handle driver license suspension appeals and decrease by one month. This goal of reducing the time of handling the appeals was not achieved in FY 2018; however, the five-month average has been maintained. One reason the goal was not achieved was because of the increase in DUI deferral programs being run by Municipalities and District Attorneys, which slows the enforcement efforts on the part of the legal unit.

The FY 2018 year began on October 1, 2017 with 886 cases pending; an additional 529 cases were filed. The legal unit made 607 court appearances throughout the grant period. The grant's attorneys cleared 556 cases giving a total of 855 cases pending on September 30, 2018.

Objective 2 was to reduce the number of pending driver license suspension appeals from 886 to 797, a reduction of 10%. This goal was met. This is due to many courts running deferral programs allowing persons to get their DUI criminal cases dismissed and the civil cases continued. There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions in the court system.

Objective 3 was to further streamline DLSA procedures by continuing to request the courts schedule cases in groups in order to combine as many possible into one trip. This goal has been achieved.

The DLSA Program has been successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available.

Impaired Driving Hot Spot High Visibility Enforcement (HVE)
Total Fiscal Year 2018 Expended Funds – $ 1,249,795.09
Funding Source- MAP-21 405d

There were four local Alcohol HVE projects during FY 2018 as well as one statewide Alcohol HVE project. Each of these projects focused on alcohol related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk. This campaign resulted in 382 DUI arrests, 11,708 Speeding citations, and 2,291 Seatbelt citations.

Impaired Driving Hot Spot High Visibility Media Campaign
Total Fiscal Year 2018 Expended Funds - $359,999.99
Funding Source- FAST Act 405d

Auburn University's Media Production Group implemented the 2018 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year's Eve, St. Patrick's Day, and 4th of July. "Impaired Driving" Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers.

Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

- Paid media: Weekly during December 19-January 1, March 13-March 19, and June 26-July 4, 2017. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

(1) Development of the “Impaired Driving ” marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;

(2) Produced the television and radio advertising spots.

(3) Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and digital media.

Results

5,886 total television and radio media spots were run throughout the campaigns. Other media sources that were utilized include radio and digital platforms such as Pandora, Spotify, ebillboards and social media ads, which had a total of 16,841,099 impressions.

Creation and production for the 2018 ads was provided by the Media Production Group from Auburn University, producing this year’s "Bumper Cars” campaign video and formatted stills for online consumption. They also produced beta-tapes and digital sound files for distribution.

Broadcast Television

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

Cable Television

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

Radio

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

Out of Home

Electronic billboards were leased in major markets where space was available. Several designs were tagged for Alabama's use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika.

Digital Media:

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

Alabama Driver Attitude Report 2018-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older in each of the sixty-seven (67) Alabama Counties. Interviews were conducted in July 2018. Research Strategies, Inc., conducted the data collection. CAPS managed the process and project.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 253 qualified Alabama residents were randomly sampled.
The telephone intercepts were completed on July 17, 2017. 70.75% of the intercepts were captured on cell phones. The sub-sample in each of the Alabama counties was weighted proportionately by population. The sample methodology offers the 2018 NHTSA/Alabama Drivers' Attitude & Awareness Telephone Survey Research with a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

General Information

Respondent Age: Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 48.5 years old.

Respondent Gender: Male 49.8% and Female 50.2%.

Respondent Education: 59.3% of Alabama drivers have some college or technical school or more education.

Respondent Race and Ethnicity: Drivers were asked what racial category described them. Most drivers considered themselves to be white at 70%. Blacks or African American made up 24% of the survey. Hispanic or Latinos made up 3.5%. Asians made up less than 1%.

Major Findings Among All Drivers

Frequency of Motor Vehicle Use: 78.66% of Alabama Drivers indicate they drive "almost every day" in the 2018 Research, a 1.57% change from the 2017 Research. 15.81% of the Alabama Drivers sampled drive a "few days a week, 6.61% change from the 2017 Research. The data continues to be consistent throughout the 2018, 2017, 2016 and 2015 Research.

Research Observations

- 89.7% of Alabama drivers indicate that in the past sixty (60) days they have not driven within two (2) hours of drinking an alcoholic beverage.
- 52.6% of Alabama's Drivers have no knowledge of Alabama Law Enforcement impaired driving enforcement.
- In the 2018 Research, 87.75% (down 6.34% for 2017 Research) of Alabama Drivers use safety belts when driving or riding in a car, van, sport utility vehicle or pickup, compared to 94.09% in 2017. The other responses are consistent back to the 2015 Research.

The Recommended Set of Core Survey Questions by GHSA and NHTSA and responses:

1. Frequency of Safety Belt Use: When asked how often they wear their seat belt when driving or riding in a vehicle, responses were that 91.3% wear their seat belts all of the time and 5% wear them most of the time. Less than 1% rarely wear them.

2. Messages about Seat Belt Law Enforcement: When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 45% reported "Yes" and 53% reported "No."

3. Likelihood of Being Ticketed for Not Wearing a Seat Belt: When asked what people thought their chances were of getting a ticket if they did not wear their seat belt at all while driving or riding over the next six months, 42% said very likely, 33% said somewhat likely, 24% responded not likely.

4. Driving Over the Speed Limit of 30 mph: When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 23% most of the time, 20% half of the time, 41% rarely and 16% never.

5. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received. 70.35% of Alabama Drivers indicate that on a road with a speed limit of 65 mph, they "rarely" or "never" drive faster than 70 mph, down from 74.81% in 2017 (4.46%). 29.65% say "most of the time" and "half of the time," compared to 24.41% in the 2017 Research (up 5.24%).

6. Messages about Speed Enforcement: When asked how often they have read, seen or heard anything about speed enforcement by police in the last 30 days, 45.06% of Alabama Drivers say "yes" and 53.36% say "no" that they have read, seen or heard anything about speed enforcement by police in the past 30 days.

7. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 49% said very likely, 42% said somewhat likely, 5% said somewhat unlikely and 3% said very unlikely.

8. At Least One Alcoholic Beverage In the Past Year: When asked in the past year, have they had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers, 44% responded "Yes" and 56% responded "No."

9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had a little. 6.5% replied yes and 92.5% said they had not.

10. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 53.36% of Alabama Drivers have read, seen or heard something about alcohol impaired driving enforcement by police.

11. Likelihood of Getting Arrested If You Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 81.42% of Alabama Drivers have the perception that it is "very likely" or "somewhat likely" of getting arrested if they drive after drinking, compared to 84.65% in 2017.

The above responses are reviewed annually and if there are any significant changes, corrective action is discussed and implemented as needed.

LEGISLATIVE SUMMARY

The AOHS provided information and general assistance to the legislative staffs that supported the bills listed below for the 2018 legislative session. The following bills are divided into those that passed in the 2018 session and those that did not.

Enacted Bills:

The following bills were enacted during the 2018 session of the Alabama State Legislature:

- Driving Under the Influence, Ignition Interlock Devices (SB1): An act, relating to persons charged with driving under the influence; to amend Section 32-5A-191 and Section 32-5A-191.4, Code of Alabama 1975, to further require and provide for the use of ignition interlock devices; to provide for the distribution of court fees certain conditions; to provide for ignition interlock services for the indigent under certain conditions; and in connection therewith would have as its purpose or effect the requirement of a new or increased expenditure of local funds within the meaning of Amendment 621 of the Constitution of Alabama of 1901, now appearing as Section 111.05 of the Official Recompilation of the Constitution of Alabama of 19001, as amended.
    - Status: Passed on March 29, 2018 – 100% progression
    - Action: 2018-03-29 – Forwarded to Governor an 1:00 P.M. on March 29, 2018
- Motor Vehicles, Traffic Accident Reports (HB199): An act, to amend Section 32-10-7, Code of Alabama 1975, relating to motor vehicle accident reports; to provide that the Alabama State Law Enforcement Agency may disclose motor vehicle accident reports under certain circumstances.
    - Status: Passed on March 28, 2018 – 100% progression
    - Action: 2018-03-28 – Forwarded to Governor at 4:30 P.M. on March 28, 2018
- Driver's Licenses, Drowsy Driving, Requirement that Manual and State Dept. of Edu. Driver's Education Courses Include Information on Dangers (SB20): Under existing law, the Alabama State Law Enforcement Agency may provide by rule for the topics covered on the driver's license examination and the manner in which the examination is administered. Under existing rule, the Alabama Driver's Manual contains information on the topics tested. This bill would require the Alabama State Law Enforcement Agency to include information on the dangers of drowsy driving in the Alabama Driver's Manual and other licensing examination materials issued pursuant to its rules. The bill would also require the State Department of Education to include instruction on the dangers of drowsy driving in its approved driver's education courses.
    - Status: Passed on March 27, 2018 – 100% progression
    - Action: 2018-03-27 – Assigned Act No. 2018-545
- Motor Vehicles, Alabama Move Over Act (HB158)**:** To amend Section 32-5A-58.2, Code of Alabama 1975, the Alabama Move Over Act, relating to motor vehicles; to further provide for when a driver of a motor vehicle must move over or slow down when approaching a vehicle on or along the road; and in connection therewith would have as its purpose or effect the requirement of a new or increased expenditure of local funds within the meaning of Amendment 621 of the Constitution of Alabama of 1901, now appearing

as Section 111.05 of the Official Recompilation of the Constitution of Alabama of 1901, as amended.
    - Status: Passed on March 22, 2018 – 100% progression
    - Action: 2018-03-22 – Delivered to Governor at 1:06 P.M. on March 22, 2018

Important Traffic Safety Related Legislation that was introduced but did not pass:

Introduced Bills:

- Drivers License, Suspension, Prohibited for Failure to Pay Fines, Fees, or Court Costs (SB167): This bill would prohibit the Alabama State Law Enforcement Agency from suspending the driver's license of an individual for failure to pay a fine, penalty, fee, or court cost for convictions of or for failure to appear on charges arising from certain traffic violations.
    - Status: Introduced on January 11, 2018 – 25% progression
    - Action: 2018-03-13 – Further Consideration
- Safety Belts, Fine Increased for Person Riding in Front Seat Without Seat Belts (HB160): Existing law impose a fine on a person who rides in the front seat of a passenger car without wearing a safety belt. This bill would increase the fine for a set belt violation.
    - Status: Introduced on January 11, 2018 – 25% progression
    - Action: 2018-02-01 – Pending Third Reading on Day 9 Favorable from Public Safety and Homeland Security
- Motorcycle and Bicycles, Red Lights, Authorized to Disregard Traffic-Control Signal and Proceed Under Certain Conditions (HB216): This bill would allow the driver of a motorcycle or bicycle to disregard a traffic-control signal and proceed through an intersection controlled by a traffic-control signal under certain conditions.
    - Status: Introduced on January 16, 2018 – 25% progression
    - Action: 2018-01-16 -Read for the First Time and Referred to the House of Representatives Committee on Public Safety and Homeland Security

Engrossed Bills:

- Traffic Stops, Racial Profiling by Law Enforcement Officers, Prohibited, Written Policies, Forms for Statistics, and Reports to Attorney General Required, Provision for Complaints (SB84): Existing law does not require the keeping of statistics to determine if traffic stops are being made solely on the basis of the racial or ethnic status of persons. This bill would define racial profiling and would prohibit a law enforcement officer from engaging in racial profiling. This bill would require county and municipal police departments and the Alabama State Law Enforcement Agency to adopt written policies to prohibit racial profiling; would require the adoption of the forms to be used for statistics of traffic stops; would provide for complains; and would require reports to be filed in the Office of the Attorney General.
    - Status: Engrossed on January 16, 2018 – 50% progression
    - Action: 2018-03-15 – Pending Third Reading on Day 21 Favorable from Judiciary

  For a comprehensive list of all TSR legislation introduced during the 2018 session visit: http://www.safehomealabama.gov/GovernmentAgencies/StateAgencies/ALLegislature.aspx.

STATEWIDE STATISTICS TABLE 2011-2017

	2011	2012	2013	2014	2015	2016	2017	2019** Baseline
C-1 Number of Traffic Fatalities (FARS)	895	865	853	820	850	1,083	948	911
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	9,904	8,974	8,558	7,967	8,540	8,152	7,480	8,787
C-3 Fatalities/VMT (FARS/FHWA) • Total_____ • Urban_____ • Rural_____	 1.38 1.09 1.70	 1.33 1.01 1.69	 1.31 .82 1.85	 1.25 .72 1.97	 1.26 .67 2.09	 1.56 .70 2.76		1.35
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	382	354	369	351	355	426	398	380
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	261	240	259	265	244	298	268	267
C-6 Number of Speeding-Related Fatalities (FARS)	298	273	253	237	236	329	257	263
C-7 Number of Motorcyclist Fatalities (FARS)	98	97	80	65	67	112	79	80
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	10	10	1	10	9	9	9	8
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	136	139	102	91	122	161	117	119
C-10 Number of Pedestrian Fatalities (FARS)	79	77	59	96	98	120	119	98
C-11 Number of Bicycle Fatalities (FARS)	5	9	6	9	9	3	7	7
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	88.0%	89.5%	97.3%	95.7%	93.3%	92.0%	93.0%	
Speed Hotspots*	45	47	37	33	30	37	41	45
Speed Fatal Crashes*	188	179	165	141	142	207	122	182
Speed Injury Crashes*	1,832	1,779	1,663	1,529	1,668	1,700	1,172	1,731
Impaired Driving Hotspots*	144	179	198	176	166	160	350	167
Impaired Driving Fatal Crashes*	217	186	191	187	207	232	178	204
Impaired Driving Injury Crashes*	2,647	2,661	2,490	2,191	2,425	2,342	2,101	2,522

* State Data

** Baselines are 5-year averages of the 2013-2017 data

ALABAMA FISCAL YEAR 2018 PERFORMANCE MEASURES

C-1) Number of traffic fatalities (Fatality Analysis Reporting System (FARS))

2011	2012	2013	2014	2015	Baseline	Goal
895	865	852	820	849	856	1,010

Do not allow traffic fatalities to increase more than 17.99% percent from the five-year baseline average of 856 (2011-2015) to 1,010 by 2018*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee**. The five year average (2013 to 2017) number of fatalities in traffic crashes for 2018 is 911. The goal was achieved.

C-2) Number of serious injuries in traffic crashes (State crash data files)

2011	2012	2013	2014	2015	Baseline	Goal
9,904	8,974	8,558	7,960	8,540	8,787	8,369

Reduce serious injuries in traffic crashes by 4.76 percent from the five year baseline average of 8,787 (2011-2015) to 8,369 by 2018*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee**. The five year average (2013 to 2017) number of serious injuries in traffic crashes for 2018 is 8,437. The goal was achieved.

C-3) Fatalities/VMT (FARS/FHWA)

Total Fatalities/100M VMT

2011	2012	2013	2014	2015	Baseline	Goal
1.38	1.33	1.31	1.25	1.26	1.30	1.49

Do not allow Total Fatality Rate to increase more than 14.62% percent from the five-year baseline average of 1.30 (2011-2015) to 1.49 by 2018*. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee**. The five year average (2012-2016) fatality rate for 2018 is 1.35. The goal was achieved.

Rural Fatalities/100M VMT

2011	2012	2013	2014	2015	Baseline	Goal
1.7	1.69	1.85	1.97	1.7	1.78	1.50

Reduce the rural fatality rate per 100MVMT by 15.73 percent from the five-year baseline average of 1.78 (2011-2015) to 1.50 by 2018*. The five year average (2012 to 2016) rural fatality rate for 2018 is 2.07. The goal was not achieved.

An analysis of rural fatality crashes was performed to compare the most recent year (2017) rural fatal crashes with previous years (2013-2016). This study found that the causal unit driver condition was significant to the increase of rural fatalities in 2017. Crashes involving fatigued or asleep drivers accounted for 4.0% of all rural fatal crashes between 2013 and 2016. Crashes involving fatigued or asleep drivers rose to nearly 6.0% of all rural fatal crashes in 2017.

Urban Fatalities/100M VMT

2011	2012	2013	2014	2015	Baseline	Goal
1.09	1.01	.82	.72	.64	.85	.69

Reduce the urban fatality rate per 100M VMT by 18.8 percent from the five-year baseline average of 0.85 (2011-2015) to 0.69 by 2018*.
The five year average (2012-2016) urban fatality rate for 2018 is .78. The goal was not achieved.

An analysis of urban fatality crashes was performed to compare the most recent year (2017) urban fatal crashes with previous years (2013-2016). This study found that the causal unit contributing circumstance was significant to the increase of urban fatalities in 2017. Crashes involving aggressive operation accounted for 5.0% of all urban fatal crashes between 2013 and 2016. Crashes involving aggressive driver rose to 8.0% of all rural fatal crashes in 2017.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
382	354	369	351	355	362	336

Reduce the unrestrained passenger vehicle occupant fatalities by 7.18 percent from the five-year baseline average of 362 (2011-2015) to 336 by 2018*. The five year average (2013 to 2017) number of unrestrained passenger vehicle occupant fatalities for 2018 is 380. The goal was not achieved.

An analysis of unrestrained passenger vehicle occupant fatalities was performed to compare the most recent year (2017) unrestrained passenger vehicle occupant

fatalities with previous years (2013-2016). This study found that the distracted driving opinion was significant to the increase of unrestrained passenger vehicle occupant fatalities in 2017. Unrestrained passenger vehicle occupant fatalities involving distracted by user of electronic communication device accounted for .2% of all unrestrained passenger vehicle occupant fatalities between 2013 and 2016. Unrestrained passenger vehicle occupant fatalities involving distracted by use of electronic communication device rose to 1.1% of all unrestrained passenger vehicle occupant fatalities in 2017.

C-5) Number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
261	240	259	265	247	254	228

Reduce the alcohol-impaired driving fatalities by 11.63 percent from the five-year baseline average of 258 (2011-2015) to 228 by 2018*.
The five year average (2013 to 2017) number of driver or motorcycle operator with a BAC of .08 and above (FARS) for 2018 is 267. The goal was not achieved.

An analysis of alcohol-impaired driving fatalities was performed to compare the most recent year (2017) alcohol-impaired driving fatalities with previous years (2013-2016). This study found that manner of crash was significant to the increase of Alcohol-impaired driving fatalities in 2017. Alcohol-impaired driving fatalities involving head-on (front to front only) accounted for 12.2% of all Alcohol-impaired driving fatalities between 2013 and 2016. Alcohol-impaired driving fatalities involving head-on (front to front only) rose to 14.6% of all alcohol-impaired driving fatalities in 2017.

C-6) Number of speeding-related fatalities (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
298	273	253	237	236	259	257

Reduce the speeding-related fatalities by .77 percent from the five-year baseline average of 259 (2011-2015) to 257 by 2018*.
The five year average (2013 to 2017) number of speeding-related fatalities (FARS) for 2018is 262. The goal was not achieved.

An analysis of speeding-related fatalities was performed to compare the most recent year (2017) speeding-related fatalities with previous years (2013-2016). This study found that the causal unit traffic control was significant to the increase of speeding-related fatalities in 2017. Crashes occurring within a no passing zone accounted for 40.1% of all speeding-related fatalities between 2013 and 2016. Crashes occurring within a no passing zone rose to 44.7% of all speeding-related fatalities in 2017.

C-7) Number of motorcyclist fatalities (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
98	97	80	65	67	81	94

Do not allow motorcyclist fatalities to increase more than 16.05% percent from the five-year baseline average of 81 (2011-2015) to 94 by 2018*.
The five year average (2013 to 2017) number of motorcyclist fatalities (FARS) for 2018 is 81. The goal was achieved.

C-8) Number of un-helmeted motorcyclist fatalities (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
10	10	1	10	9	8.0	8

Maintain the un-helmeted motorcyclist fatalities at the five-year baseline average of 8 (2011-2015) by 2018*.
The five year average (2013 to 2017) number of un-helmeted motorcyclist fatalities (FARS) for 2018 is 7. The goal was achieved.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
136	139	102	91	122	118	115

Reduce the number of drivers age 20 or younger involved in fatal crashes by 2.5 percent from the five-year baseline average of 118 (2011-2015) to 115 by 2018*.The five year average (2013 to 2017) number of drivers age 20 or younger involved in fatal crashes (FARS) for 2018 is 119. The goal was not achieved.

An analysis of the number of drivers age 20 or younger involved in fatal crashes was performed to compare the most recent year (2017) number of drivers age 20 or younger involved in fatal crashes with previous years (2013-2016). This study found that the causal unit estimated speed at impact was significant to the increase of the number of drivers age 20 or younger involved in fatal crashes in 2017. Causal unit estimated speed at impact between 61 to 65 MPH and 71 to 75 MPH accounted for 11.0% of the number of drivers age 20 or younger involved in fatal crashes between 2013 and 2016. Causal unit estimated speed at impact between 61 to 65 MPH and 71 to 75 MPH rose to 16.2% of the number of drivers age 20 or younger involved in fatal crashes in 2017.

C-10) Number of pedestrian fatalities (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
79	77	59	96	98	82	82

Maintain the number of pedestrian fatalities at the five-year baseline average of 82 (2011-2015) by 2018*. The five year average (2013 to 2017) number of pedestrian fatalities (FARS) for 2018 is 98. The goal was not achieved.

An analysis of pedestrian fatalities was performed to compare the most recent year (2017) pedestrian fatalities with previous years (2013-2016). This study found that the primary contributing circumstance was significant to the increase of pedestrian fatalities in 2017. Pedestrians lying or sitting in the roadway accounted for 1.9% of all pedestrian fatalities between 2013 and 2016. Pedestrians lying or sitting in the roadway rose to 9.0% of all pedestrian fatalities in 2017.

C-11) Number of Bicyclist Fatalities (FARS)

2011	2012	2013	2014	2015	Baseline	Goal
5	9	6	9	9	8	6

Reduce the number of bicycle fatalities by 25 percent from the five-year baseline average of 8 (2011-2015) to 6 by 2018*. The five year average (2013 to 2017) number of bicyclist fatalities (FARS) for 2018 is 7. The goal was not achieved.

An analysis of bicycle fatalities was performed to compare the most recent year (2017) bicycle fatalities with previous years (2013-2016). This study found that the causal unit non-motorist action at time of crash #2 was significant to the increase of bicycle fatalities in 2017. Bicyclist not visible (dark clothing) accounted for 11.1% of all bicycle fatalities between 2013 and 2016. Bicyclist not visible (dark clothing) rose to 33.3% of all bicycle fatalities in 2017.

B-1) The observed seat belt use for passenger vehicles, front seat outboard occupants (survey).

2012	2013	2014	2015	2016	Baseline	Goal
89.5	97.3	95.7	93.3	92.0	93.6	93.6

Maintain the observed seat belt usage at the five-year baseline average (2012 - 2016) of 93.6% in 2018*. The five year average (2013 to 2017) observed seat belt use for passenger vehicles, front seat outboard occupants (survey) for 2018 is 94.24%. The goal was achieved.

* Five Year Average Goal

ALABAMA TRAFFIC SAFETY ACTIVITY MEASURES

Year	2013	2014	2015	2016	2017	2018
Speeding Citations	57,670	63,890	64,719	30,807	36,027	43,345
DUI Arrests	2,508	3,848	2,381	906	830	687
Seat Belt Citations	25,536	36,120	17,801	10,575	12,002	12,574

OVERALL PROGRAM GOAL AND ACCOMPLISHMENTS

The highest level strategic program goal is as follows:

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

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

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

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

The record high number of traffic fatalities in Alabama occurred in calendar year 2006 with a total of 1207. Between 2007 and 2011, there was a reduction of 271 lives per year (total of 1353 fatalities over that five-year time period). This rate of reduction was 6% per year, and every effort will be made to sustain these new lower fatality counts and reduce them even further and more consistently as time goes by.

It is now recognized that the major part of the extremely large reduction was due to a recession in the economy coupled with higher fuel prices. This is not to say that traffic safety efforts during this period did not play a part. However, the uniformity of the program over this time frame would indicate that the underlying part that they played was no more than what would be expected before or after the recession. In addition, a dramatic increase caused by a regression to the mean after the recession would be expected.

Economic hardships have a much higher impact on unsafe drivers than on the average driving public, for the following reasons:

- They have a much higher impact on young drivers, economically disadvantaged with older, less crashworthy vehicles, and on traffic on rural county roads that are dramatically over-represented in fatalities.
- Commercial Motor Vehicle (CMV) drivers, who typically put most of their mileage on safer roadways that are generally closer to emergency medical services, are not nearly as

affected in that, of necessity, their driving generally continues at its normal rate; the same is true of most commuters.

- The recession also has a much higher impact on those with impaired driving tendencies due to higher costs of alcoholic beverages with less (or perhaps no) discretionary money to purchase it.
- The economic hardship places a much higher premium on slower speeds to conserve fuel.

The net result is that traffic volume cannot under these circumstances produce a linear determination of traffic crashes, and especially fatalities, because in times of recession the vast majority of travel is that of highly skilled professionals and experienced, properly-restrained commuters; thus, there is a great leveraging effect brought about by recession.

With the end of the recession the factors given above have not only disappeared, in many details they have been dramatically reversed. For example, the dramatic reduction in travel which was seen by young drivers in the 2013-2014 time frames was exchanged for a major increase in 2015-2016. Thus, sustaining even a modest rate of 2% per year has not materialized over the short term since 2013.

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

Time Frame	Three Year Average	Differential	Percent Decrease	Goal Achieved?
2011-2013	870.3	---	---	
2012-2014	846.0	24.3	2.8%	Yes
2013-2015	840.7	5.3	0.6%	No
2014-2016	906.0	-65.3	-7.8%	No

As can be seen from this table, Alabama did not achieve the 2% goal in fatality reduction for the three year average for 2014-2016. It is important that this not cause a discouragement that leads to an abandonment of the 2% per year goal. Some solace can be obtained from the fact that the 2016 high of 1,088 fatalities is still 9.8% below the 2006 high of 1,207 despite a consistently increasing annual miles traveled. While this average reduction of 0.98% per year is below the 2% per year goal, it is hopeful that another regression to the mean will occur in the coming years that will be favorable to a reduction in fatalities.

The year of 2017 did see a substantial decrease in fatal crashes and fatalities as compared with 2016, although crashes decreased only 0.70%. There were 857 fatal crashes, which was a 13.78% decrease from 2016, and there were 948 fatalities, which was a 12.95% decrease from 2016. So far, 2018 is tracking slightly less than 2017 in fatalities.

Table 2 shows how the number of hotspots is being monitored. The criteria used to find the number of hotspots and the calculation of the rate has not changed over the years in order to make the total number of hotspots comparable from year to year.

Table 2. Number of Hotspots for Three-Year Periods

Fiscal Year	Calendar Year Data Used	Speed Hotspots	Impaired Driving Hotspots	Total Number of Hotspots
2009	2005-2007	142	191	333
2010	2006-2008	123	190	313
2011	2007-2009	93	194	287
2012	2008-2010	63	143	206
2013	2009-2011	45	144	189
2014	2010-2012	47	179	226
2015	2011-2013	37	198	235
2016	2012-2014	33	176	209
2017	2011-2015	30	166	196
2018	2012-2016	37	160	197

The change in the number of hotspots found (using identical search criteria) in each year continues to be monitored. Hotspot locations determined by the same criteria is the focus of selective enforcement efforts, with the overall goal of reducing the number of hotspots in the future. Slight reductions in the total number of hotspots were seen in the three year periods ending 2008 and 2009. A more significant drop in the total number of hotspots was seen between 2009 and 2010 and between 2010 and 2011. There was an increase in the three year periods that ended on 2012 and 2013. This was generally reversed in the three year periods that ended in years 2014 and 2015. However, in the most recent three-year average (ending 2016), the number went back up to its 2011-2013 level.

Tables 3a and 3b present a summary of all crashes for the Calendar Years 2001-2016.

Table 3a. Summary of All Crashes – CY 2001-2008 Alabama Data

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008
Fatal Crashes	902	931	899	1033	1013	1074	1010	886
Percent Fatal Crash	0.67%	0.66%	0.64%	0.71%	0.70%	0.77%	0.75%	0.71%
Injury Crashes	29771	30922	30748	31856	31335	30527	28295	25613
Percent Injury Crashes	22.26%	22.02%	21.80%	21.77%	21.76%	21.84%	20.92%	20.66%
PDO Crashes	103066	108583	109420	113469	111645	108179	107971	99241
Percent PDO Crashes	77.07%	77.32%	77.57%	77.53%	77.54%	77.39%	79.83%	80.05%
Total	133739	140436	141067	146358	143993	139780	135256	123968

Table 3b. Summary of All Crashes – CY 2009-2016 Alabama Data

Performance Measures	2009	2010	2011	2012	2013	2014	2015	2016
Fatal Crashes	775	793	814	815	745	737	739	992
Percent Fatal Crash	0.63%	0.62%	0.64%	0.63%	0.59%	0.55%	0.50%	0.64%
Injury Crashes	27,675	29,051	27,687	27,551	26,810	28,019	30,858	32,561
Percent Injury Crashes	22.37%	22.63%	21.69%	21.45%	21.15%	21.04%	20.93%	20.89%
PDO Crashes	96,840	100,126	100,795	101,706	100,675	100,319	111,674	118,268
Percent PDO Crashes	78.26%	77.99%	78.95%	79.18%	79.43%	75.33%	75.74%	75.89%
Total	123,740	128,384	127,668	128,442	126,740	133,175	147,452	155,851

Table 4 summarizes hotspots by Crash and Region for FY 2017. The table shows percentages for each Region in four categories: Hotspots, Fatal, Injury, and Total Crashes.

Table 4. Summary of Hotspots by Crash and Region

	Hotspots	Regional	Fatal Crashes	Regional	Injury Crashes	Regional	Total Crashes	Regional
East	192	39.10%	366	29.40%	3560	32.75%	6910	33.42%
North	112	22.81%	297	23.86%	2984	27.45%	5602	27.10%
South	91	18.53%	292	23.45%	2133	19.62%	4079	19.73%
Southeast	96	19.55%	290	23.29%	2192	20.17%	4084	19.75%
TOTAL	491		1,245		10,869		20,675	

Analyses similar to mileposted routes were performed for non-mileposted roadways to obtain the non-mileposted intersections and segments that had the largest number of restraint deficient crashes in the state.

Restraint Deficient Hot Spots

For the FY 2018 analysis, data from three prior years (CY 2014-2016) were used to find "restraint-deficient hotspots" or RD hotspots. RD includes both adult and child restraint deficiencies. Child Restraint Deficient crashes (i.e., crashes in which one or more children are not restrained independently of whether the adults are restrained) will be indicated by CRD. The CRD hotspots were based on one year of data (CY 2016). The following table gives the numbers of hotspots found according to the various location types and criteria.

Hotspot Target	Location Type	Number of Hotspots	Criteria
General	Mileposted	109	>=20 RD Crashes in 10 Miles
General	Intersection	101	>=4 RD Crashes at Intersection
General	Segment	79	>=4 RD Crashes on Segment
Child Restraint	Mileposted	78	>=4 CRD Crashes in 10 Miles
Child Restraint	Intersection	91	>=2 CRD Crashes at Intersection
Child Restraint	Segment	33	>=2 CRD Crashes on Segment
TOTAL		**491**	

The CTSP/LEL Coordinators are required to focus their plans primarily on restraint-deficient hotspot locations identified for their respective regions. These were defined, listed and mapped for ease of identification by their respective local police agencies.

The general strategy is to require the CTSP/LEL Coordinators to focus their plans primarily on restraint-deficient hotspot locations identified for their respective regions. By doing this, they will be focusing on the most critical problem areas and the biggest killers.